

INNOVATION
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TRANSFORMATION

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Visual
Media
Association

paac printTM 2025

CO-LOCATED WITH



20-23 May, 2025

The Dome & Hall 2,
Sydney Showground

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EXHIBITOR BRIEFING



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The PacPrint Board

Visual Connections

Jonny Rumney, Celmac

Priscilla Dickason, Epson

Andrea Trumble, Pozitive

Visual Media Association

Kirsten Taylor, Taylor'd Press (Chair)

Kevin Pidgeon, Lithocraft

Sharon Dowsey, Spicers

Briefing Objectives

- Meeting the PacPrint Team
- Introduction to the Contractors
- Exhibition Update
- Marketing Strategy
- Ways to maximise your exposure
- Public Relations
- Operations Update
- Questions & Answers

PacPrint – Visual Connections Team

- Karren Challoner-Miles – Executive GM
- Sarah Moore - GM, Exhibitions and Events
- Charly Baldes– Event Manager
- Robyn Frampton – Marketing and Communications Manager
- Michelle Cruise – Graphic Designer
- Rob Griffith – Editor VI Magazine
- Joy Skeels – Event Assistant
- Connie Kosanovic – Event Assistant

Introduction to Contractors

- ExpoNet – Stand build, Carpet, Electrical & Furniture Hire
- GEL Events – Dock Management & Logistics, Forklifts & Freight
- Get Rigged – All Rigging
- Securevent – Security
- Sprintr – Registration
- Ozacom – Accommodation
- Sydney Showgrounds – Water, Air, Catering and Cleaning

Exhibition Update

- PacPrint, collocating with Visual Impact and Label & Packaging Expo
- To date we have approx. 90 companies exhibiting
- You can see from the following Floor Plan what is still available.

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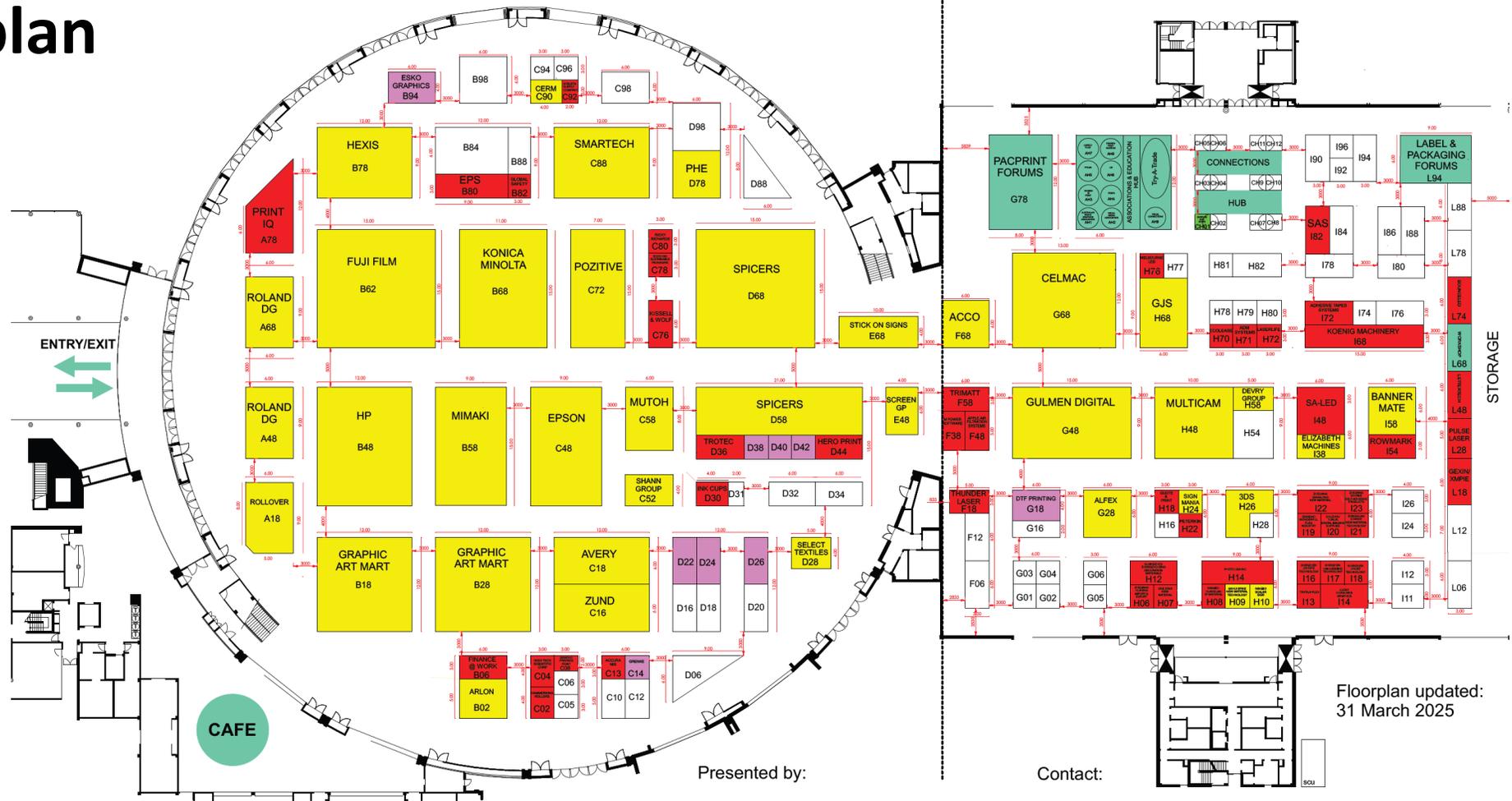
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Floorplan

Space Only Access From 14 May 2025

Space Only Access From 15 May 2025



- Space
- Hold
- Shell
- Connections Hub Pod

Presented by:
Visual Connections Australia Ltd
Tel: 61 2 9868 1577
E: exhibitions@visualconnections.org.au
W: www.visualconnections.org.au

Contact:
Charly Blades - Event Manager
Tel: 02 9868 1577
Sarah Moore - General Manager, Exhibitions & Events
Tel: 0418 161 602

Floorplan updated:
31 March 2025

Exhibition Update cont.

We are offering the following FREE of Charge:-

1. Standard 2.5t forklifts are FREE to all exhibitors
2. Porters will be supplied to help you unload your vehicles and take product to your stands on Monday 19 May
3. All shell scheme stands receive a walk on bar package and visitor scanner

Suitcase Sellers

- Protect exhibitors who have invested in the show
- If you see suitcase sellers, report immediately to Sarah or Charly or at the Organiser Office

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PR Strategy

- PR
- Communications
- Amplifying your attendance

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PacPrint Marketing

- Print Advertising
- Online Advertising
- Social Media
- Website
- EDMs

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How to Promote your Stand

- Visitors Invites
- Personalised social media artwork
- Personalised web signatures – email and website

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Visit Roland DG
at PacPrint25 on **Stands A48, A68**

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www.pacprint.com.au

Promote your involvement

- Social media posts – *@PacPrint*
#pacprint #printexpoaus #labelandpackagingexpo
#visualimpactexpo
- On-stand events – let us know so we can arrange coverage

Maximise your Exposure

- Stand Upgrades & Walk-On Packages
- Visitor Bag Inserts
- Exhibitor Directory Advertising

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Forums

- Forums on the show floor on each day of the show
- A range of business and industry sessions

Additional Events

- Monday 19 – Thursday 22 May – ASGA Signage Bootcamps
- Monday 19 – Friday 23 May – LetterTECH & BounceLED Channel Lettering Workshops
- Thursday 22 May – National Print Awards

Operations Update

Operations Team:- Sarah Moore
Charly Blades

What is Operations role:-

- Point of contact
- Stand Designs and Approval
- Floorplans and Pit locations
- WHS Information
- Scheduling

Your Official Contractors

- ExpoNet – Stand build, Carpet, Electrical & Furniture Hire, Test & Tag
- GEL Events – Dock Management & Logistics, Forklifts & Freight
- Get Rigged – All Rigging
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Equipment & Bump In Schedule

- **Equipment Details – Move In Form**
- Please provide as much information as possible, including:
 - Overall measurements, weights and how equipment will be delivered
 - Delivery date and time
 - Forklift / crane required? Extended tynes / jibs / slings?
 - Storage

Materials Handling & Freight

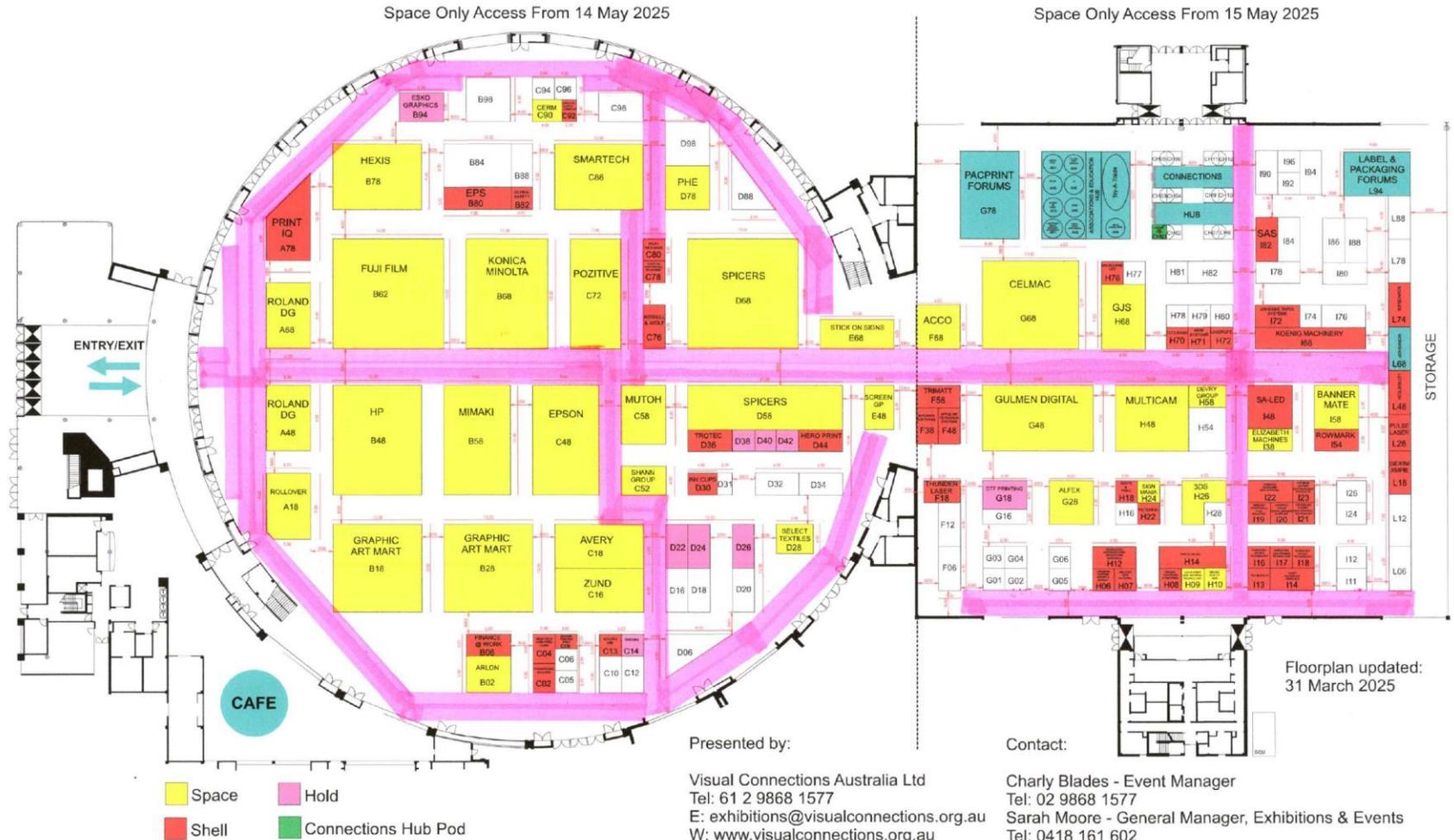
- Standard 2.5t forklifts are FREE to all Exhibitors, but please note that all Stand Builder Contractors will have to pay for this service
- Porters on Monday 19 May
- Service desk near the loading dock

Bump-In & Bump-Out Days

- Bump in
 - Dome Floor space – from 8am Wednesday 14 May
 - Hall 2 Floor space – from 8am Thursday 15 May
 - Dome and Hall 2 Shell Scheme – from 8am Sunday 18 May
 - 8am-6pm access
- Bump Out
 - Friday 23 May – from 4pm
 - Saturday 24 May
 - Sunday 25 May
 - Monday 26 May until 2pm for Dome only

Clear Aisle Floorplan

PacPrint 2025
20-23 May 2025
Sydney Showground - Dome & Hall 2



Couriers / Deliveries

- All deliveries should be clearly labelled. Please use delivery label in Exhibitor Manual.
- Please ensure there is someone on your stand to sign for goods, unless using GEL Events, as neither GEL Events nor Visual Connections, will take delivery and/or sign on behalf of Exhibitors.

Food and Beverage

- Sydney Showgrounds has sole catering rights
- No food and beverage is to be brought into the venue
- Catering can be ordered from Sydney Showgrounds Exhibitor Services or via their website

Cleaning

- A full pre-clean of stands and aisles will be complete the night before the show opens. Please ensure you have unpacked and arranged for storage to be removed by 6pm.
- General cleaning of aisles will be done each evening of the show days. If you require specific stand cleaning please contact Visual Connections office to pre book.

Security

- Uniformed security guards will be on duty during the total period of the exhibitions including Bump-In and Bump-Out.
- Exhibitors planning functions on their stands must notify Visual Connections in writing to gain approval. You may be required to book extra security for your function.

Hours of Operation

- **Exhibition Times**

- Tuesday 20 May 10am – 6pm
- Wednesday 21 May 10am – 7pm
- Thursday 22 May 10am – 6pm
- Friday 23 May 10am – 3pm

Exhibitor Access

- Access from 7.00am the opening day of the show and then 8.00am onwards
- Please vacate stands 30 minutes after daily show closures
- Exhibitors wanting extensions of these times need to contact the Visual Connections Team

Consumables Storage

- Limited space for consumables storage on show floor
- Book with GEL Events

Workplace Health & Safety

- All staff to read WH&S requirements in Exhibitor manual.
- Restrictions on materials, inks, paints and chemicals – MSDS Form in the Exhibitor Manual.
- Designated “Clear Aisles” during move in and move out must be kept clear at all times.
- All electrical equipment must be tested and tagged.
- Electricians on site.
- Bump in and bump out - high-visibility clothing or vests and enclosed footwear at all times.
- Stand Builder Inductions

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Questions?

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