



CAREER EXPO

21 - 23 JULY 2017



Royal Exhibition Building, Carlton
careere expo.com.au

2017 SPOTJOBS CAREER EXPO

The SpotJobs Career Expo is the largest and most comprehensive careers event in Victoria. The event showcases career opportunities from large employers, trades to higher education in an exciting, interactive and informative format. All sectors and industries are covered, with the latest career trends and opportunities showcased and ready to be explored.

The event usually attracts 20,000 attendees consisting of school leavers, graduates, job seekers and mature age career changes offering exhibitors the opportunity to attract a targeted audience.

Now in its 16th year, the event will be held on **Friday 21st - Sunday 23rd July 2017** at the Royal Exhibition Building, Carlton, Melbourne.

The expo offers free career advice, inspiring and informative industry panels, employment opportunities, interactive training demonstrations and exhibits, free seminars and a wealth of information and opportunities for further study within the private education sector and universities.

With all career, education and training information under one roof, this event is the first stop for all Victorians seeking a successful future.

For more information visit our website: www.careerexpo.com.au

LOCATION

The Royal Exhibition Building is located just north of Melbourne's CBD, next to the Melbourne Museum in the Carlton Gardens.

Showcasing 175 Exhibitors

Attracting 20,000 Attendees



The Royal Exhibition Building is a World Heritage Site-listed building and possibly the most exquisite, built in 1880.

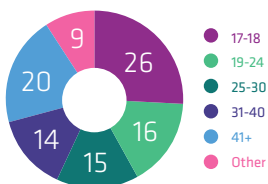
Venue Map -
Go to the Royal Exhibition Building on Google Maps



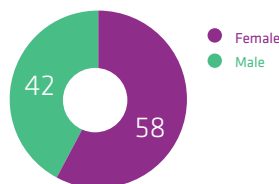
EVENT DEMOGRAPHICS

With up to 20,000 attendees, including jobseekers, career changers, apprentices, students and graduates, this event allows our exhibitors the fantastic opportunity to capture the intended target audience for brand awareness and to fill vacant positions with eager and enthusiastic people.

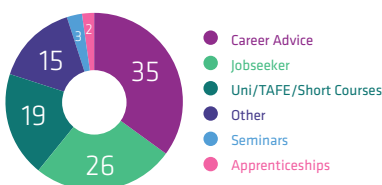
Age (%)



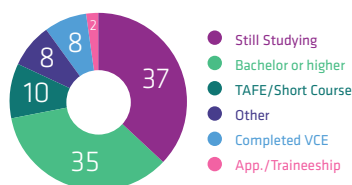
Gender (%)



Attendance (%)



Education (%) Highest Level



YOUR STAND

The SpotJobs Career Expo provides the complete exhibiting starter package. It is as simple as booking in, then we do all the rest.



STAND SIZES

- 2.5m x 2m Mini Display
- 3m x 3m Standard Display
- 6m x 3m Double Display
- 9m x 3m Triple Display
- 6m x 6m Multi Display

STAND INCLUSIONS

- 2.4m High walls
- 4 amp Power
- 2 x 150w Lights
- Electrical testing and tagging
- Organisation fascia signage
- 1 Table, tablecloth, & 1 chair (optional)
- Promotion on social networking sites
- Complimentary tea and coffee
- Invite to networking function

You have the option to upgrade your stand to suit your company requirements or business style. Larger Spaces/Stand sizes are available upon request.

SPACE ONLY

A minimum of 18sqm. Please note that 'space only' does not include, power, lighting, signage, walls or the complimentary table and chair. Space only areas can accommodate vehicles, large equipment or custom build stands. If you are interested in a space only area, please feel free to discuss this with our friendly staff.

OFFICIAL EVENT GUIDE

The SpotJobs Career Expo produces an A4 full colour Official Event Guide. This guide is a minimum of 16 pages and has a print run of over 15,000. It contains the event schedule and Exhibitor List and is distributed to various schools, community organisations and all attendees entering the event. Exhibitors have the opportunity to advertise in this guide for a small additional cost.

BRANDING UPGRADE

All Exhibitors advertising in the guide will also receive the following complimentary Branding Upgrade:

- ▶ Organisation logo on careerexpo.com.au
- ▶ Hyperlink to your organisation website
- ▶ Organisation logo displayed on 2 Plasma's at the entrance to the event
- ▶ Free entry E-Ticket for distribution to your current database

DOWNLOAD

Download the Booking Form
www.careerexpo.com.au/exhibit/exhibitor-forms/

MARKETING, ADVERTISING & PUBLICITY

The Career Expo prides itself on its unique ability to position its brand in front of a hard to reach audience by using a combination of traditional and new media.

Our sponsors brand and key messages will be relayed to media through a strategic publicity campaign. Our targeted PR campaign is overseen by a Melbourne PR Agency and offers opportunities to profile career trends, interesting job profiles and the key advice from brand ambassadors.

- A4 Full Colour Official Event Guide
- EDM Newsletter emailed direct to targeted audience
- Discounted & Free ticket distribution
- Social networking promotions
- Metro and Regional Bus Initiative
- Free invitations to all VCE students

PROMOTIONS

- Marketing to community organisations
- Specially branded ETickets
- Website free pass downloads
- Large Employers promotion
- Free career workshops and resume advice
- Newspaper ticket promotion
- Sponsor & Partner initiatives
- University Magazine Ticket offers

ADVERTISING

- Press
- Radio
- Television
- Celebrity Interviews
- Website Banner Ads
- Direct Mail
- Posters
- Online retargeting
- Social Networking
- Magazines
- Media Kits
- Website

PUBLICITY

- Contracted specialist PR agency
- Media Kits distributed to all media
- Live weather cross
- Celebrity interviews
- Newspaper editorials
- Radio interviews



ENTERTAINMENT & EDUCATION

SEMINAR ROOMS



The Career Expo seminar rooms provide a fantastic way to educate and inform attendees about a profession whilst tying in your organisation's courses, training or employment opportunities.

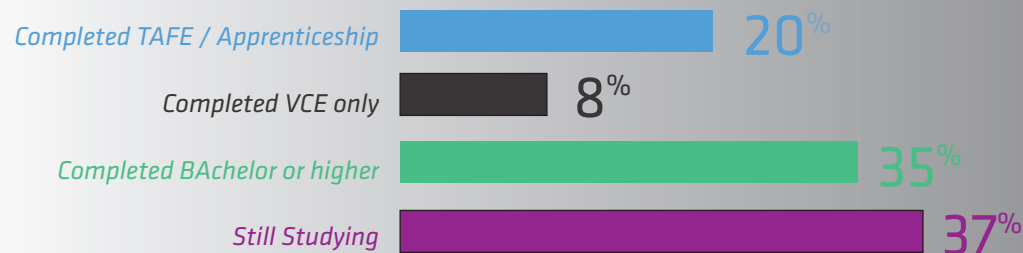
The three seminar rooms seat between 40-100 people and are located away from the hustle of the exhibition floor. Each room contains ample audio visual equipment. With 90 free seminar sessions available to exhibitors, times are extremely popular and we recommend booking in as soon as the schedule is released.

SUCCESS PANEL

As we know, all the talent, information and resources in the world are of no use without the motivation to get out there and 'do it'.

The Success Panel allows audience members to listen to stories from celebrity guests to find out the steps they took to achieve their goals and become successful in their chosen career paths.

HIGHEST LEVEL OF EDUCATION



STAGE AREA



The stage area is immensely popular with the attendees. By exhibiting at the Career Expo you have a unique opportunity to present an exciting and interactive stage performance in a space that can accommodate hundreds of people. The stage area includes a large LED screen backdrop, lighting, and technical sound equipment which in turn provides a great atmosphere.

Promoting your organisation through a visual display can greatly enhance your organisations presence at the event. Various activities can include live music, fashion parades, cooking demonstrations Trade activities and fitness routines.

Hosted by popular Network Ten weather reporter, Mike Larkan, the Success Panel provides inspiration, guidance and direction from successful people in a variety of different vocations.

Previous Success Panel

Molly Meldrum
Dermott Brereton
Nicky Whelan
Joh Bailey
Jane Flemming
Billy Slater
Nick Williams (CEO, Hudson Conway)
Rebecca Frazer (CDAA)
Luke Dennehy (HWT)
Byron Finnerty (2014 MasterChef contestant)

