

# ATC2025 IMPACT EXPO & LEAD GEN



<b>Monday 22 September</b>	<b>Internet Connection in the Expo</b>  Internet will be provided onsite, however, if you are running live demos at your stand, you may wish to bring an internet dongle as backup.
<b>Monday 22 September</b>	<b>Draw foot traffic to your Stand!</b>  Run a competition, hand out fun merch, host an interactive game, entice people with individually wrapped cookies! The Expo is a fun and interactive place. It's not enough just to turn up. Think about how you can be a magnet for visitors to your stand.  We recommend prizes such as: <ul style="list-style-type: none"> <li>• Tickets to the Australian Open</li> <li>• Tickets to up and coming Music Concerts</li> </ul> We recommend merch that people will use and they don't already have 5 of: <ul style="list-style-type: none"> <li>• Bucket hats</li> <li>• Branded magnetic phone charger</li> <li>• Notebooks</li> <li>• Kids toys</li> </ul> <i>Avoid stress balls, limit the number of water bottles - we all have 10 of them in our cupboards! Avoid over-branding your items. Subtle is good for wearables such as hats. Best practice is to brand it for the wearer "I've Got Talent" means when they wear their shirt, they're telling their own story to the workmates. And then your logo smaller as a nod to where they got it.</i>  Need ideas? Talk to the team at Swag N Send. <a href="https://swagnsend.com">https://swagnsend.com</a>  Email <a href="mailto:jo@atcevents.com.au">jo@atcevents.com.au</a> for ideas or with details of your competition - the prize, how to enter, how to win. We can help promote this and drive traffic to your stand. We highly recommend that you create a QR code for your digital brochure rather than bringing printed materials to the event.
<b>Monday 22 September</b>	<b>Team tickets</b>  We will email you a link closer to the event so you can register your attendees. You will need to fill in Full Name, Company, Position Title, Email, Mobile Phone, Dietary/Allergies.  All exhibitors and attendees must wear their lanyard throughout the duration of the event. Security guards will be on-site monitoring and checking lanyards and access. Questions: <a href="mailto:karen@atcevents.com.au">karen@atcevents.com.au</a>

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**Monday 27  
October**

## Lead Capture App

1. Download the **Ignite Lead Capture App**. Please go to the [igniteevents.com.au/leadcapture](https://igniteevents.com.au/leadcapture) for the correct App link. Going via the Ignite Events website will ensure you download the correct one.

*Important: Please 'allow' camera access when prompted to enable QR scanning*

2. Enter the code ATC2025

3. To log in, you will need your unique exhibitor credentials which will be emailed to your Marketing Lead/Key contact the week before the event. If you do not have this code, please email: [michelle@atcevents.com.au](mailto:michelle@atcevents.com.au).

This Lead Capture App will allow you to scan the code on the attendees' lanyard to keep track of who visits your stand.

You can also set up a questions bank for your team to ask after they scan each lanyard. E.g. Key needs and challenges.

If you attended ATC2024 as an Exhibitor, please ensure the App has switched over to ATC2025.

This is an App that only Sponsors and Exhibitors use.

Any questions? Please email: [michelle@atcevents.com.au](mailto:michelle@atcevents.com.au).

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## ATC Event App

All the info all in one place – the ATC2025 Event App.

This is the App that all attendees use to keep track of the Agenda, timings, venue maps, etc.

As an Exhibitor or Sponsor, your company information will also be included. You will be emailed a link to the Exhibitor Portal in September to upload your company info, videos, links and useful resources for attendees to access and download. Go to your App Store and search ATC Events & Media. Log in using the email address your ticket is registered under.

**Friday 31  
October**

## Attendee List

ATC will email the attendee list to your Marketing Lead/Key contact post-event on Friday 31 October.

Questions? Email [michelle@atcevents.com.au](mailto:michelle@atcevents.com.au)