

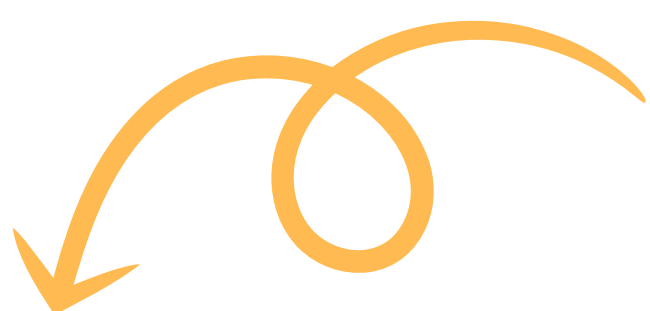
ONE EVENT. FOUR VENUES.



We are delighted to hold ATC2026 UPLIFT back at the iconic Fed Square Precinct in Melbourne. Fed Square is located at the corner of Swanston Street and Flinders Street, opposite Flinders Street Train Station.

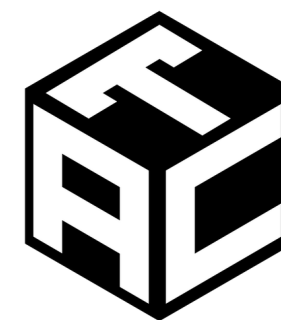
ATC2026 UPLIFT uses four of Fed Square's venues:

- EXPO, REGISTRATION, MEALS: Zinc
- MAIN STAGE: The Edge
- BREAKOUT ROOM A: ACMI Cinema 2
- BREAKOUT ROOM B: ACMI Swinburne Studio



 [Click to watch this video](#) to see **ATC2025 Tour of the Venues**

VENUE: GETTING TO THE EVENT

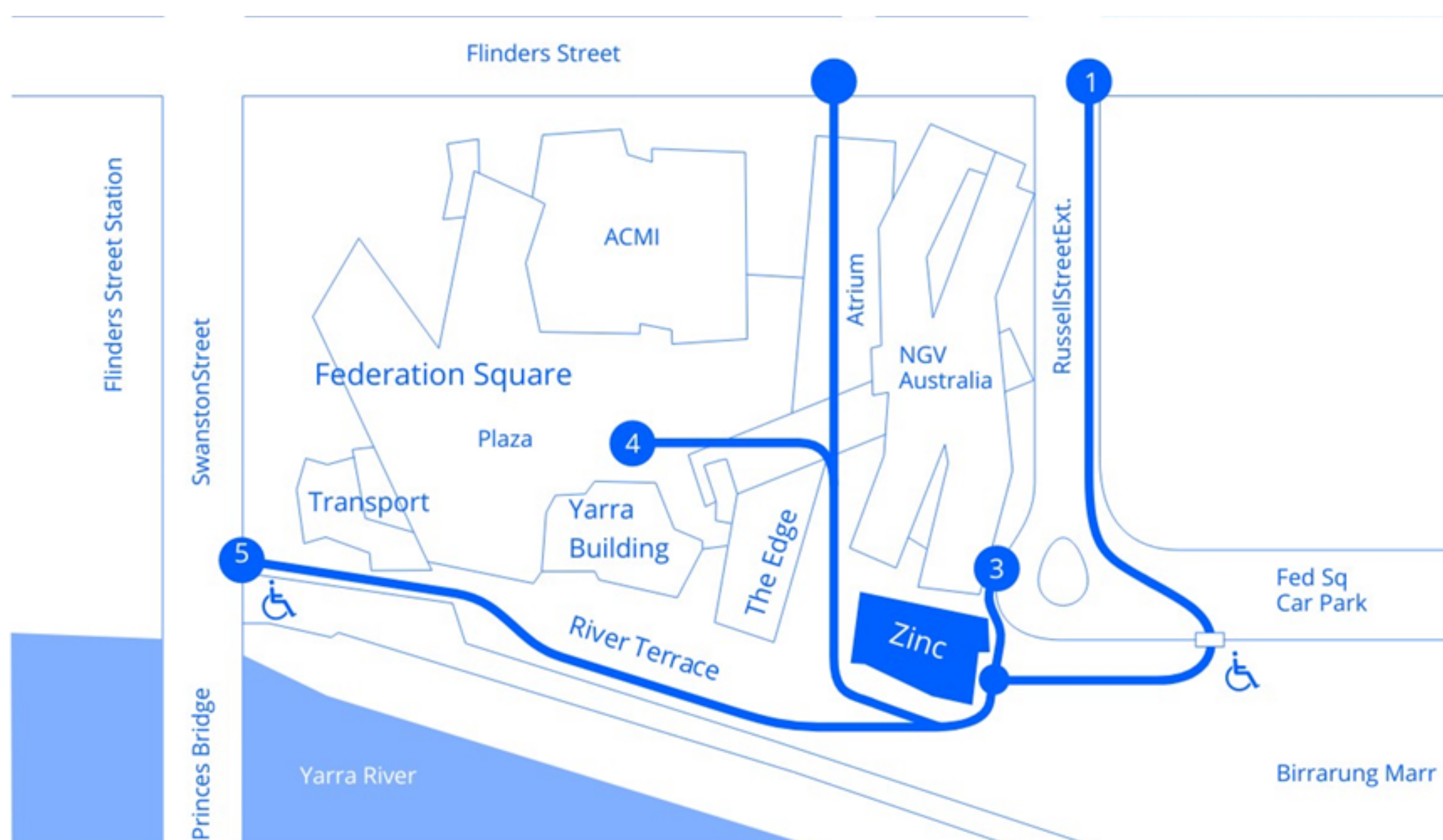


Key Contact: Karen Ly karen@atcevents.com.au

Fed Square is right next to a major tram depot and Flinders Street Train Station.

Driving is only recommended if you are transporting boxes (merch etc) to and from the venue. Fed Square's paid multi-level car park is accessible via Russell Street or Batman Ave (Exhibition Street extension - City Link).

See directions below for Zinc access - Expo, registration and meals.



HOW TO GET HERE

- 1 **BY CAR OR TRAM** - ♿
CAR | Enter Fed Square car park via the Russell Street extension turning left into the car park. Proceed to lifts and take lift to level 1. Upon exiting the lift, turn left to leave the car park. Head right up ramp to the Zinc entrance.
TRAM | Exit tram at Russell Street Stop 6. Proceed by foot along Russell Street extension towards Yarra River. Take stairs on right down to River Terrace level or use Fed Square car park lift and follow directions above.
- 2 **ON FOOT FROM CBD** -
From Flinders Street, enter Fed Square Atrium. Proceed through Atrium exiting at the South (river) end of the complex. Take the stairs down to River Terrace level, turn left and proceed to the Zinc entrance.
- 3 **TAXI/ RIDESHARE/ COACH DROP OFF** - ♿
Proceed to end of Russell Street extension. Take stairs on right down to River Terrace level. Zinc's entrance is located to the right of the staircase. Accessible lifts are located at Fed Square car park as outlined on the map. Take lift to Level 1, turn left to exit the car park and proceed up ramp to Zinc entrance.
- 4 **ON FOOT FROM FED SQUARE PLAZA** -
From the main plaza, follow the signage towards The Atrium. Proceed through the glass doors and down the stairs to River Terrace level, turning left and proceeding to the Zinc entrance.
- 5 **BY TRAIN/ TRAM/ ON FOOT FROM PRINCES BRIDGE** ♿
TRAIN | Exit Flinders Street Station at Swanston Street. Cross the road and walk along River Terrace (Yarra River level), passing Fed Square until you reach Zinc on your left - approximately 300m.
TRAM | Exit tram at Flinders Street Stop 13. Walk along River Terrace (Yarra River Level), passing Fed Square until you reach Zinc on your left - approximately 250m.
ON FOOT | From the Princes Bridge, walk along River Terrace (Yarra River level), passing Fed Square until you reach Zinc on your left.

EXPO, REGISTRATION, MEALS: ZINC

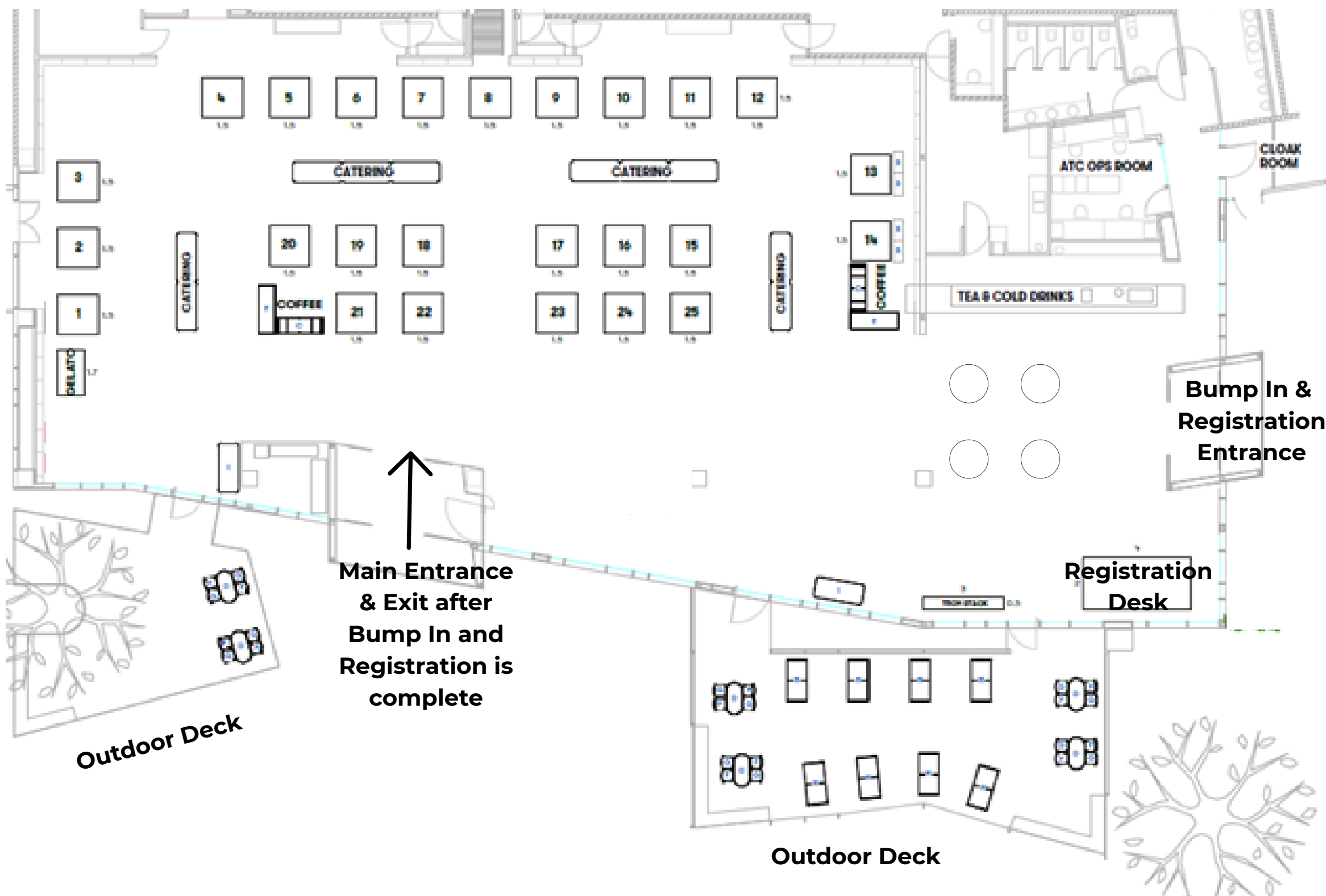


Key Contact: Jo Vohland jo@atcevents.com.au

Overlooking the Yarra River, ZINC is where all the socialising happens. Check-In to Meal Breaks, Social Drinks and Expo Stands. ZINC is a hive of activity.



You'll be allocated a stand location a few weeks prior to the event. They are allocated based on Sponsorship Level, Inclusions and Upgrades (e.g. space required for coffee carts or gelato cart), Date of Booking and other factors. Below is the 2024 Floorplan. The 2026 floorplan will be released in August 2026.



CONTENT ROOMS

Key Contact: Ginny Telfer ginny@atcevents.com.au



MAIN STAGE: The Edge

The Edge is also used for Breakout Sessions (when three sessions are running concurrently).

Your team are welcome to join the sessions when the Expo is not busy. Listen to the content, learn from the Speakers and then be part of the conversations back at the Expo.



BREAKOUT ROOM: ACMI Cinema 2



BREAKOUT ROOM: ACMI Swinburne Studio



ACCOMMODATION

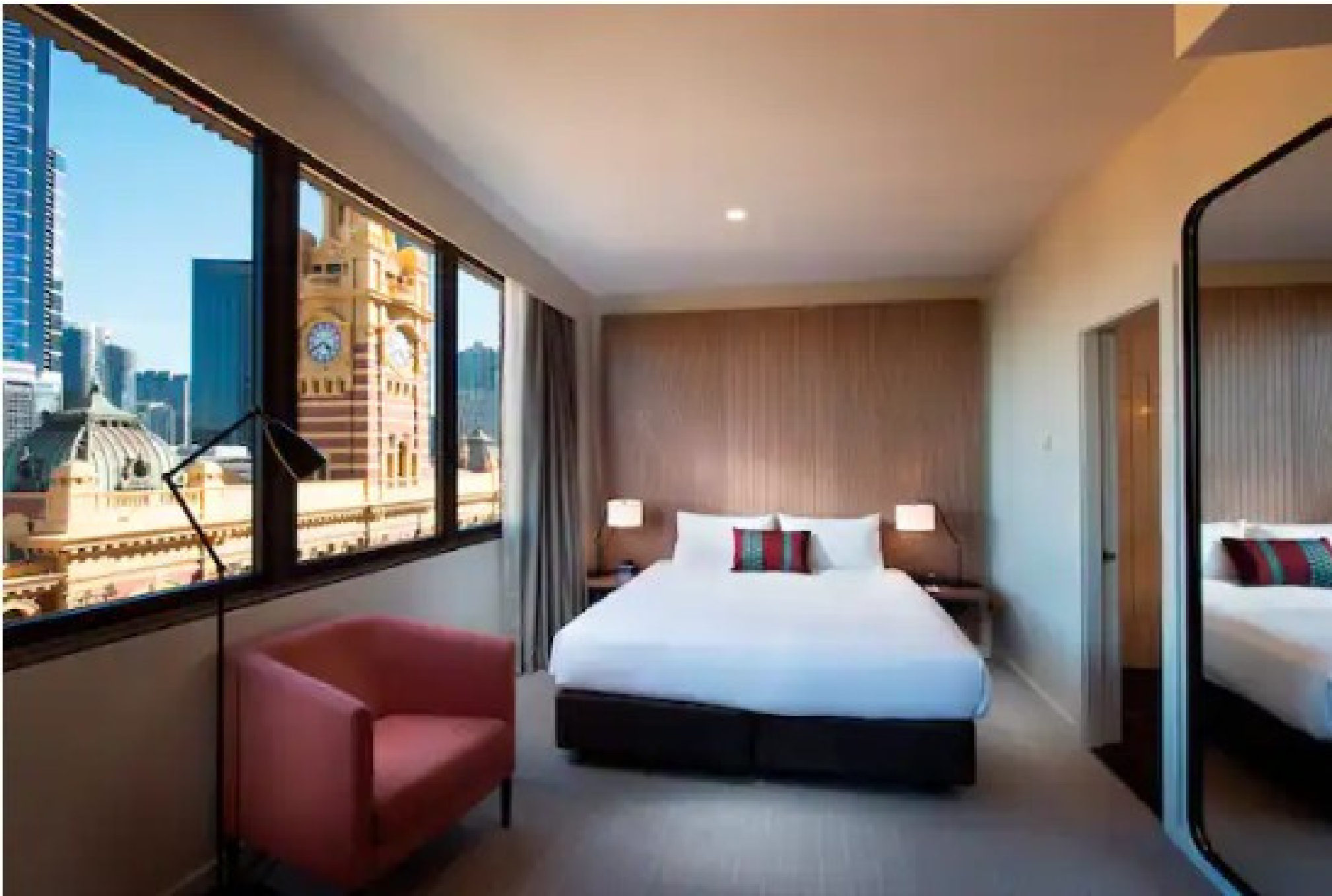


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There are several accommodation options to choose from within walking distance to Fed Square. Here are two we recommend:

DoubleTree by Hilton Flinders Street

Sign up for Hilton Honors discount for best rates

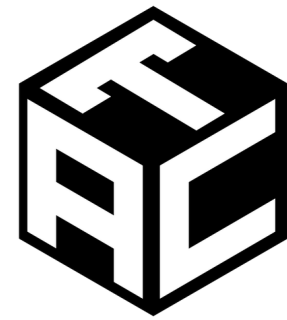


Novotel Melbourne on Collins



SAFETY

Key Contact: Ginny Telfer ginny@atcevents.com.au



Electrical Equipment & Power Boards

All booths and stands will be supplied with 1 x 4amp power supply and a 4 plug outlet power board. Exhibitors requiring non-standard power for large equipment must advise ATC and Harry the Hirer.

All portable equipment, appliances, and leads used, must be tested and tagged in accordance with the Workplace Health and Safety Regulations and Australian Standard 3760-2000. Any electrical equipment found to be untagged **MUST** be tested and tagged or removed from site immediately. Please bring gaffa tape to secure your loose cables to the carpet.

Work Health & Safety

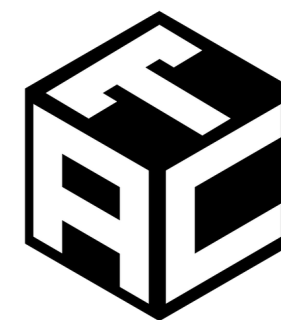
ZINC makes every reasonable effort in areas of accident prevention, hazard control and removal, injury protection and health preservation to every practical extent. Exhibitors are reminded of their obligations under the Work Health and Safety Act to ensure the safety of all persons.

Smoking Policy

Fed Square is a smoke and vape free environment and no smoking is permitted within 10m of any entrance. Smoking is permitted along the River Terrace and Flinders Street walkways only.

SAFETY

Key Contact: Ginny Telfer ginny@atcevents.com.au



Emergency & Evacuation Procedures

Sponsors and Exhibitors are to make their teams and attendees aware of the following:

Venue and Security staff will co-ordinate any emergency response and evacuations. Please follow the directions of staff and PA announcements.

REMOVE People and yourself from the danger area, do not block exits and exit routes.

RAISE ALARM Contact Operations Supervisor on +61 410 004 191, in extreme emergencies Fed Square security can be reached on +613 9655 1999.

On hearing the **ALERT ALARM: BEEP – BEEP – BEEP**

Remain calm. Secure valuable and confidential items. Be prepared to evacuate if required. Follow warden instructions.

On hearing the **EVACUATION ALARM: WHOOP – WHOOP – WHOOP**

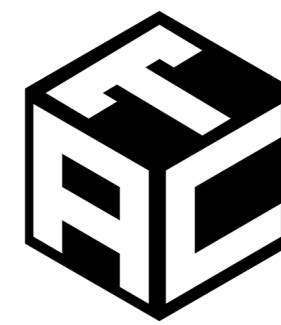
Follow warden instructions. Leave building by the nearest safe exit. Mobility impaired persons should where possible proceed to the nearest exit where wardens will assist with evacuation. Proceed to the nominated emergency assembly area and remain until otherwise directed.

ZINC assembly points are:

- **Primary** – Birrarung Marr (open space at the end of the carpark building)
- **Secondary** – Corner Flinders Street and Russell Street Extension
- **DO NOT STOP TO COLLECT PERSONAL ITEMS**
- **DO NOT TAKE RISKS**
- **DO NOT RETURN TO THE VENUE UNLESS INSTRUCTED TO DO SO**

SECURITY

Key Contact: Ginny Telfer ginny@atcevents.com.au



Security

Exhibitors must wear their official expo passes for entry to the venue at all times.

Venues are locked overnight; however, it is the exhibitor's responsibility to secure any valuables. Fed Square is not responsible for any goods, equipment, decorations, etc, that are left behind at the conclusion of an event.

All items are to be removed by the conclusion of the agreed bump out period for the venue to be fully available for future hirers. To help ensure the security of your belongings, please follow standard exhibition procedures:

- Ensure no valuable items are left unattended
- Monitor products and belongings at all times
- Secure/fasten all valuables to counters or place in lockable cabinets
- Keep storage doors locked

If there is an emergency or security-related incident and you are unable to locate ATC Team or Venue Staff, please notify the Operations Supervisor on +61 410 004 191.

Loss & Damage

Although due care will be taken, Fed Square and ATC Events & Media do not accept responsibility for the loss of, or damage to any items brought onsite (such as laptop computers, mobile phones, cameras or deliveries).

Insurance & Liability

Please consult with your own insurance company for adequate cover on personal belongings and equipment brought to the event. Your insurances should also be confirmed to cover your staff for damage to property or personal injury whilst at the event.

YOUR ATC2026 SUPPORT TEAM



ATC TEAM

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FED SQUARE

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VEHICLE ACCESS

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