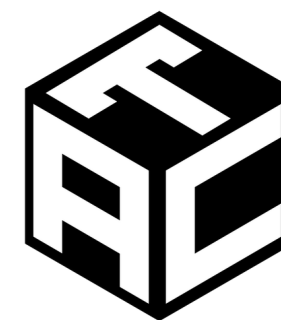


EXPO LEAD GENERATION



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

Lock in your Event Activation and Merch!

Due Date: Monday, 10 August

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. Generally Exhibitors do one of the following:

Competition: Concert or Event Tickets, Apple Watch, Hotel Accom/Vacation

Merch: Hand out fun highly-sought-after subtly-branded Merch

Interactive: Host an Interactive Game/Activity. 2-4 minute activity max

Food: Must be individually wrapped. E.g. Lolly Bags

Combination: Add some fun by spinning a barrel or prize wheel to determine what they win.

Larger Activation: *Coffee Cart, Gelato Cart, Photo Booth etc. email jo@atcevents.com.au*

Product Demos: Free-standing TVs are available via Harry the Hirer (limited stock) or you can bring several laptops to put on your stand's countertop. Internet/Wifi is provided onsite, however, if you are running live demos at your stand, bring an internet dongle as backup.

Lead Scanner: ATC will provide you with access to our Lead Scanner App one week before the event. That way when someone visits your stand to enter a competition or pick up some merch, you can scan the QR Code on their lanyard.

Hot Tip: The higher the prize value, the more you can ask. To enter a competition to win a weekend getaway or 2 tickets to a high-value concert, you could ask them to complete a 3- 5 question survey. For lower value prizes, we recommend just scanning their lanyard.

Avoid: low value items such as Stress Balls

Avoid: large/heavy items for attendees to carry around or fly home

Avoid: alcohol

Avoid: over-branding, particularly for wearables. Subtle is best

Avoid: prizes only relevant to people living in one city

Avoid: printed Brochures. Make a sign with a QR Code to download

Avoid: bringing the same thing as everyone else. Unique is best!

Please let us know in advance of ordering your merch what you are planning to bring. That way we can let you know if three other sponsors have ordered the same. This ensures your stand has something unique.

Need Merch Ideas? Talk to the team at [Swag N Send](#).

Need Help? Email jo@atcevents.com.au

Deadline: You will receive an Exhibitor Survey on **10 August**. Please complete **by 24 August**. This tells us what your activation/competition/merch is so we can:

1. Promote it on LinkedIn pre-event
2. Promote it on-stage to attendees
3. Understand what kind of deliveries we should expect at the venue
4. What kind of stand space you need on the floorplan

YOUR ATC2026 SUPPORT TEAM



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