

Expo Stand Branding & Upgrades



Key Contact: Victoria Mizzi victoriam@harrythehirer.com.au

Exhibitors are provided with an Expo Stand with artwork at the top. Speaking Sponsors are provided with the same stand but with artwork also on the Lower Panel. All stands are 2400mm high so that your brand stands out across the room.

Exhibitor Stand



Speaking Sponsor Stand



UPGRADES

Branded Lower Panel

Exhibitors may add Lower Panel Branding

Dimensions: 1380mm x 880mm

Price: AU\$298.08 + GST

Deadline: Monday, 31 August 2026

Free Standing TV/Monitor

All Exhibitors & Sponsors may add a freestanding TV to their stand to run demos and play presentations on loop.

Size: 32" screen

Price: AU\$961.76 + GST

Deadline: 31 August 2026 or Until Sold Out

Place Upgrade Orders with victoriam@harrythehirer.com.au
Harry the Hirer will invoice you directly.

Expo Stand Branding & Upgrades

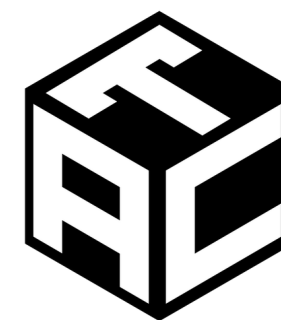
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When deciding on your stand artwork, think about the Colour Impact (to be seen across the room) and Clarity of Product/Service Offering (where a tagline could be used).



Expo Stand Artwork Deadlines



Key Contact: Victoria Mizzi victoriam@harrythehirer.com.au

DEADLINE

All Expo Stand Artwork is due **no later than Monday, 31 August 2026**

ARTWORK SPECIFICS

Fascia dimensions: 1380mm x 320mm

(Fascia is the branding at the top of your stand)

Format: High resolution print-ready PDF

Logos: PDF or EPS

Colour mode: CMYK

Guidelines: Click to access [Harry the Hirer Digital Printing Guidelines](#)

Submit: eMail your files to Victoria Mizzi, Harry the Hirer referencing ATC2026 to victoriam@harrythehirer.com.au

Hot Tip: Deep and Bright Colours with Contrast helps to be readable across the room. Larger Font is readable for further away however, if you are still educating the market on your product and service, adding some content is helpful rather than just a logo.

MAKING THE MOST OF YOUR COUNTERTOP

You have some space for a laptop, merch or framed QR code on your Countertop. You'll also have 2 stools for your team to use behind the counter as well as WiFi, Power and Powerboard.



Key Contact for Expo Stand Artwork and Upgrades:

Victoria Mizzi, Account Co-ordinator, Harry the Hirer

+61 432 474 909 / +61 2 9666 8699 victoriam@harrythehirer.com.au

Make your Stand a destination



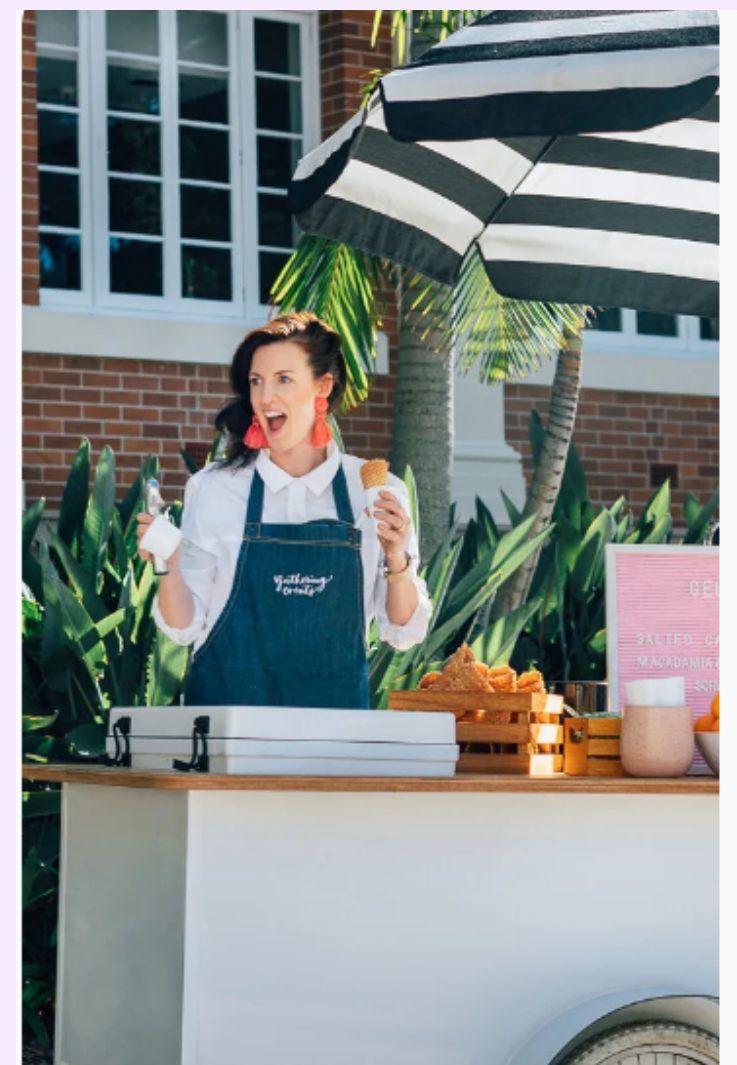
Stands with a strong activation
walk away with up to **250% more**
leads than those without.

Gelato Cart

\$7,000 + GST

- Gelato Cart & Operator for break times over the 2 days
- Range of Flavours, Cups, Cones
- Cute Cart that draws attention
- Additional Space for activation right next to your stand

To book or if you have questions, contact
jo@atcevents.com.au



Coffee Cart

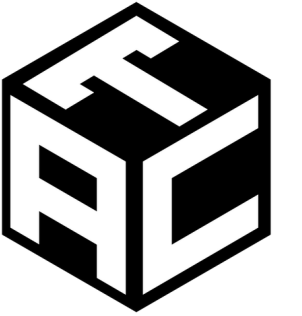
\$10,000 + GST

- Coffee Cart, Barista, Wait Staff for 2 days
- Includes all Coffee, Tea, Cups etc.
- Branded Arbour
- Placed right next to your stand for maximum traffic

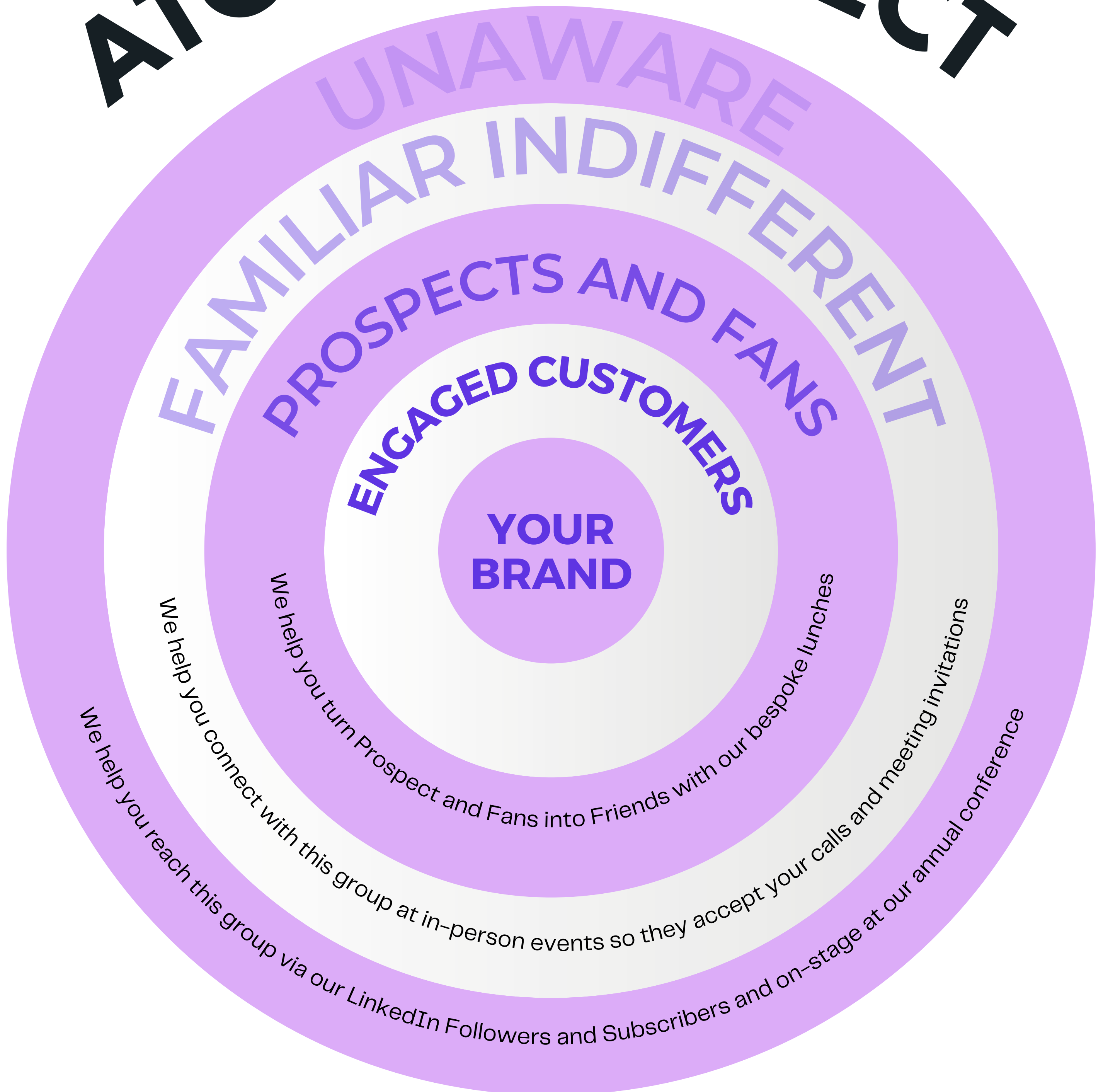
To book or if you have questions, contact
jo@atcevents.com.au



Other Activation Options also available
Jo Vohland, Director, ATC Events & Media
+61 417 188 697 jo@atcevents.com.au



ATC RIPPLE EFFECT



YOUR ATC2026 SUPPORT TEAM



ATC TEAM

SPONSORS & SPEAKERS

Jo Vohland

Director

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+61 417 188 697

MARKETING & PROMOTIONS

Sakshi Jansen

Head of Marketing & Comms

sakshi@atcevents.com.au

EVENT ENQUIRIES – TICKETS

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Event Registration Manager

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EVENT OPS & PRODUCTION

Ginny Telfer

Event Producer

ginny@atcevents.com.au

+61 404 648 978

HARRY THE HIRER

EXPO STAND UPGRADES & BUILD ENQUIRIES

Victoria Mizzi

Account Co-ordinator

victoriam@harrythehirer.com.au

+61 432 474 909 / +61 2 9666 8699

FED SQUARE

VENUE, DELIVERIES & ACCESS

Craig Tierney

Event Manager, Zinc

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+61 3 8637 0327

VEHICLE ACCESS

Zinc Office +61 3 8637 0333