



CONNECTING carers

VIRTUAL EXPO



EXHIBITOR PROSPECTUS



About Carers Victoria

Carers Victoria is the peak body representing all unpaid carers in Victoria. We provide education workshops, programs and events across the state, as well as services and advice for carers in the western metropolitan region. We take pride in championing all unpaid carers across Victorian communities regardless of the nature of their caring role or the needs of the care recipient.

What we do:

- › State-wide education workshops and training for carers and service providers
- › Carer focused programs and events across the state
- › Advocacy for carers from all walks of life
- › Work with government, other peak bodies, service providers, and private organisations to breakdown barriers and system complexities
- › Carer services for the western metropolitan region

About the Expo

Research has shown that carers may experience isolation, loneliness and exclusion at times throughout their caring role, this is especially the case with the COVID-19 pandemic. To address this issue, Carers Victoria is hosting a virtual expo to connect carers to local healthcare services and providers, community organisations, social activities and events, and connect with other carers.

The Expo will feature both community and healthcare exhibits from a range of local, regional and state-wide services that are available to carers.

The expo will be a great opportunity for carers to:

- › Listen to expert speakers on relevant topics
- › Connect with local service providers and peak bodies

- › Find new information that will assist them in their caring role
- › Enjoy fun activities and events
- › Learn new ways to boost their health and well-being

The Expo is FREE for carers to attend. We anticipate through our partnerships with service providers and other peak bodies, we will reach a large audience who are eager for information and keen to connect with organisations.



Value of a Virtual Expo

- › Available to people who cannot attend a physical expo
- › Reach multiple audiences at one time
- › Present your organisation and services to a targeted audience
- › B2B opportunities, ability to interact with other exhibitors and grow your network
- › Opportunity for live interaction with attendees and ability to directly answer attendee questions
- › Purpose built virtual expo website platform and tailored attendee journey to bring the right people to you
- › Virtual exhibition hall and branded booth
- › Share brochures, videos and other relevant information with attendees
- › Filter regions, service providers, areas of interest
- › Real-time behavioural analytic reporting
- › Mobile friendly



The Connecting Carers Virtual Expo will be promoted through our website, social media channels and e-bulletin as well as through our network of service providers and community organisations.

Expo Schedule

DAY 1 **MONDAY 30 NOVEMBER** CONNECTING TO SYSTEMS

Day 1 will focus on Connecting to Systems where attendees will gain knowledge about the Carer Gateway, the NDIS, carer benefits, aged care and more.

DAY 2 **TUESDAY 1 DECEMBER** CONNECTING TO WELLBEING

Day 2 is all about Connecting to Well-being. It'll be a fun day of health and wellness events, fun activities and ways to connect with others including carer support groups.



THE EXPO WILL FEATURE A JAM-PACKED SCHEDULE OF PRESENTATIONS AND PANEL DISCUSSIONS

Topics include social connections, self-care, carer support groups, lived experience of caring, mindfulness, physical activities, carer benefits, Carers Victoria, Carer Gateway, NDIS, supported decision making, aged care and more.

Sponsorship Levels

PLATINUM SPONSOR - \$500

- › A virtual booth to prominently display your branding, documents and videos. Recognition as a Platinum sponsor on exhibitor listing.
- › Group video chat by managing your own Zoom virtual chat room.
- › Information Request Form to liaise with interested clients.
- › Exclusive sponsorship of a featured fun activity including a 5 minute presentation of your organisation. Live webinar or activity available 24/7 to all attendees.
- › Your organisation's platinum sponsorship acknowledged on your sponsored speakers' page or activity page.
- › Your logo presented on the speakers' page and schedule page promoting your organisation's webinar or on the activity page promoting your organisations sponsored activity.
- › Your organisation logo acknowledged as a Platinum sponsor and placed in a prominent position on the home page, schedule page and activities page.
- › Behavioural analytics on the number of visits to your pages.
- › Website: Your brand given a prominent profile as a platinum sponsor on Carers Victoria's Website.
- › Free access as a Jingle Mingle platinum sponsor with prominent logo placements.



GOLD SPONSOR - \$250

- › A virtual booth to prominently display your branding, documents and videos. Recognition as a Gold sponsor on exhibitor listing.
- › Group video chat by managing your own Zoom virtual chat room.
- › Information Request form to liaise with interested clients.
- › Your organisation logo acknowledged as a gold sponsor placed in a prominent position on the home page, schedule page and activity page.
- › Behavioural analytics on the number of visits to your pages.
- › Website: Your brand given a prominent profile as a gold sponsor.
- › Free access as a Jingle Mingle Gold sponsor with prominent logo placements.

SILVER SPONSOR - \$100

- › A virtual booth to prominently display your branding, documents and videos. Recognition as a Silver sponsor on exhibitor listing.
- › Information Request form to liaise with interested clients.
- › Behavioural analytics on the number of visits to your pages.
- › Website: Your brand given a prominent profile as a silver sponsor.
- › Free access as a Jingle Mingle Silver sponsor with prominent logo placements.

DOUBLE THE FUN

JOIN US AT CARERS VICTORIA'S JINGLE MINGLE VIRTUAL EVENT

Carers Victoria's Jingle Mingle is a virtual event which will reach out to unpaid family and friend carers across Victoria. The Jingle Mingle will feature a hilarious set from a celebrity guest comedian and have a health and well-being focus. It will connect carers with local services, supports, activities and other carers.

Don't miss out on celebrating this fabulous day with hundreds of carers!

FREE ACCESS as an exhibitor at Jingle Mingle when you join as a sponsor of the Connecting Carers Virtual Expo.

Becoming an Exhibitor

Carers Victoria welcomes Exhibitors to our Connecting Carers Virtual Expo 2020.

To become an Exhibitor, you will be required to provide details about your organisation and the information, videos and other materials you would like to display in your virtual booth. To confirm your registration, you will need to complete the online payment via our website.

Registrations will open soon and close on 13 November 2020.

If you have any questions about becoming an exhibitor, please contact Kate Topp or Sue Poscic on 1800 514 845 or email events@carersvictoria.org.au

**WE LOOK FORWARD TO SEEING YOU AT
THE CONNECTING CARERS VIRTUAL EXPO**





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