

ALICE SPRINGS
TENNANT CREEK
NHULUNBUY
KATHERINE
DARWIN

The logo graphic consists of several overlapping circles in shades of teal, yellow, and orange, positioned to the left of the main title text.

SKILLS EMPLOYMENT CAREERS EXPO 2019

EXHIBITOR
PROSPECTUS



 @NTTrainingSkillsCareers

 skillsemploymentexpo.nt.gov.au



**THE
TERRITORY**
BOUNDLESS POSSIBLE



Welcome

The Northern Territory Government **Skills, Employment and Careers Expo** provides a prime opportunity for businesses and employers, training providers, education institutions, government departments, community organisations and others from the Northern Territory and interstate to engage with their target market and actively promote their organisation and industry.

The **Skills, Employment and Careers Expo** is an annual event reaching all corners of the Territory providing a one stop shop for anyone seeking to explore job options, tertiary studies and/or further training opportunities. This is the Territory's largest careers roadshow with attendee numbers in 2019 expected to again reach over 6,000. Register early to secure your position.

The event will provide a forum for visitors to:

1. Talk to representatives from different employers, education institutions, training providers and industry groups;
2. Experience hands-on job activities in the WorldSkills Australia Try'a Skill area
3. Find out about current real job vacancies available in the Northern Territory

New innovations in 2019

In 2019, the expo launches into the future with the implementation of new software and an attendee app. When you fill out the [online exhibitor's expression of interest](#), you will need to answer additional questions about your sector, what you are looking for at the expo (ie apprentices, recruits etc) and what skills, qualities these people might require. This information will create your exhibitor profile. Attendees will also fill out a profile of their skills, interests and qualifications and then our complex software will use algorithm to match you to relevant attendees. The attendees will see which exhibitors they have been matched with and can request 'meetings' with you. We hope this allows attendees to have more meaningful interactions with you the exhibitors, and helps you achieve your expo goals. The attendee app will also be used as the new passport, allowing attendees to scan exhibitor QR codes that can provide them with your profile, website link and more. We look forward to the possibilities this can present you in 2019.

Sensory Friendly Hour

In 2018 we trialled a Sensory Friendly hour in Darwin, which 97% of exhibitors support the continuation of. In 2019, the Sensory Friendly Hour will occur in both Alice Springs and Darwin for participants and their families to enjoy a quieter, less-crowded visit to The Skills Employment and Careers Expo. This initiative aims to reduce barriers for people with disabilities and sensory processing disorders to engage with the expo and have equal access to career and training options.

This opportunity may be appealing to parents/carers of people who have mobility challenges, struggle to communicate or become easily overwhelmed by stimuli. During this hour, The Expo will offer:

- A smaller crowd capacity
- Lower audio volume on exhibits
- Dimmed lighting
- Sensory friendly chill out space

This hour will be run on Monday 12 August **4:00-5:00pm** in Alice Springs, and on Saturday 24 August **10am-11am** in Darwin.

Region	Date	Time	Venue
Alice Springs	Monday 12 August and Tuesday 13 August	*4.00pm-7.30pm 8.30am-12.30pm	Alice Springs Convention Centre
Tennant Creek	Thursday 15 August	9.00am – 12pm	Civic Hall
Nhulunbuy	Monday 19 August	10.30am – 1.30pm	Town Hall
Katherine	Wednesday 21 August	10am – 2pm	YMCA Katherine
Darwin	Friday 23 August Saturday 24 August	8.30am - 2.30pm *10am – 3pm	Marrara Stadium

*Sensory friendly hour will be 4 to 5pm Alice Spring and 10 to 11am Darwin.

Expo Targets

- People looking to change their career
- People looking to up-skill
- Job hunters
- Senior and middle school students (and their parents/caregivers)
- Graduates and post-graduates
- Mature age students
- Members of the general community

Who should exhibit?

Are you are a:

- Small business
- Large employer
- Industry association
- Training provider
- Higher education institution
- Group training company
- Recruitment company
- Employment agency
- Government agency
- Career counsellor
- Organisation looking to fill positions or enhance your brand awareness

Why Exhibit?

- Feature your organisation in front of more than 6000 quality attendees
- Develop relationships with new clients
- Interactively demonstrate course content or industry skill requirements
- Actively recruit new students, staff and clients
- Create or build brand awareness for your organisation
- Launch your new products or services
- Promote your industry with real jobs on offer
- Increase market recognition of your organisation
- Offers a recruitment opportunity that is targeted and cost effective
- Network with up to 90 other exhibitors and personnel
- Access to post-expo surveys to quantify results, ideal for your market research, competitor analysis and sales growth

"I love exhibiting at this event. I always feel very well looked after and nothing is too much trouble.

"The coordination of the expos is very thorough and efficient. The expos grow each year."

Make the most of your exhibit

Allow participants the opportunity to get hands on experience into your world of work.

By providing an interactive, hands-on experience you will be sure to receive a better return on your expo investment. Participants who have the ability to get a hands-on perspective are more likely to open up and positively engage with you!

Don't miss out on this opportunity to showcase your business and industry, and to potentially recruit job ready workers looking for a career change!

For ideas on how to make your exhibit more hands on and exciting, please make contact with event organisers who are more than happy to work with your organisation.



Jobs Board

In 2019, the jobs board will be hosted by The NT News which offers the largest careers guide across Australia including print and digital recruitment. The first 70 exhibitors to register for the jobs board will receive a FREE full colour 10 x 2 print ad in the NT News and the Centralian and on line on the NT News + Seek, valued at \$699. Following the cut off, any interested exhibitors may opt into this deal for a special expo price of \$100.00 + GST.

BENEFITS OF DIGITAL



You are reaching passive candidates



You can start a campaign and when your role and/or roles are filled, stop the campaign



Exceptional reach



Gaining brand awareness throughout Australia and showcasing the benefits of working in the NT

PRINT ADS

Print is a terrific medium to attract passive as well as active candidates.



We reach 71% of NT residents with the NT News.



We reach 85% of Alice residents with the Centralian Advocate



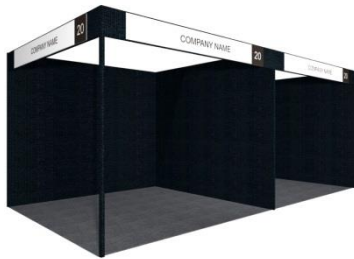
Clients who advertise with us on a regular basis, don't struggle to find candidates

Exhibitor Booth Options

All Standard Booths - 3000mm (w) x 2000mm (d) x 2400mm (h)

A standard booth includes:

- Octanorm or Expo Panel walls - 2.4m high
- 1 x fascia board (per open end)
- 1 x printed company name
- 2 x spotlights
- 1 x 4 amp power board (4 outlets)
- 1 x trestle table with table cloth - 1.8m long
- 2 x chairs



EXPO PANEL BOOTH

Also known as "Corinthian" or "Frontrunner", this exhibition system provides a flush, Velcro compatible wall with strength to support heavy weights.

FIXINGS

Preferred: velcro (male/hook), small screws, staples and pins.
Do not use blu-tak, sticky tape or oil/grease near panels.



OCTANORM BOOTH

Octanorm offers clean lines designed to enable many upgrades and additional built-in features. It offers near-endless flexibility with different site sizes and is the best system for custom designs.

FIXINGS

Preferred: velcro (adhesive back - both sides required), Blu-tak.
Do not use double-sided tape, nails, screws, pins.

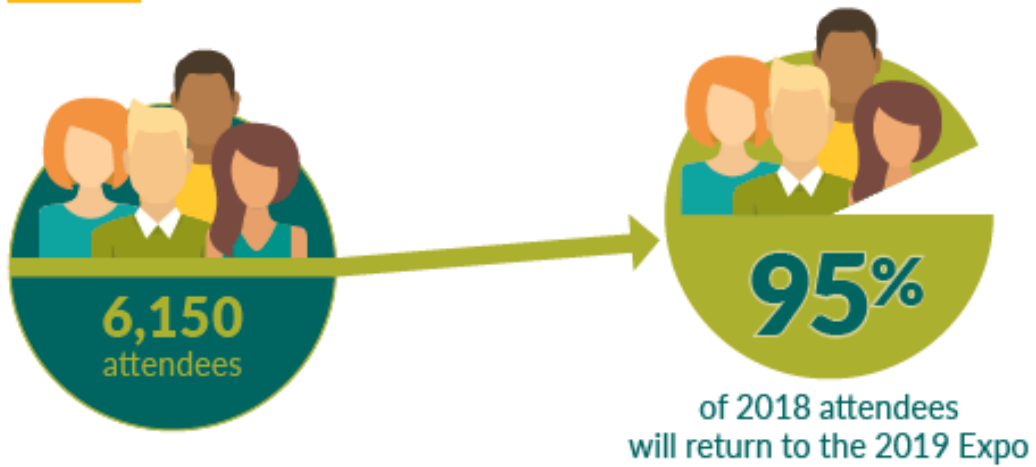
Booth Prices

	2m x 3m	2m x 6m	2m x 9m	SHELL SCHEME
Darwin	\$650	\$950	\$1250	Octanorm
Tennant Creek	\$100	\$125 <i>(Subject to Availability)</i>	\$150 <i>(Subject to Availability)</i>	Octanorm
Alice Springs	\$100	\$125	\$150	Octanorm
Nhulunbuy	\$100	\$125 <i>(Subject to Availability)</i>	\$150 <i>(Subject to Availability)</i>	Expo Panel
Katherine	\$100	\$125	\$150	Octanorm
Custom Stand <i>(avail all locations)</i>	POA*	POA*	POA*	Optional

You have the option to upgrade your stand to suit your organisation requirements or business style. Larger spaces / stand sizes are available upon request.

SKILLS EMPLOYMENT CAREERS EXPO 2019

2018 Highlights



72% of exhibitors secured interviews, enrolments and engagements with attendees





About YouthWorX NT

Since 2010 the Northern Territory Government has engaged **YouthWorX NT** to coordinate the **Skills, Employment and Careers Expo** in Darwin, Katherine, Alice Springs, Tennant Creek and Nhulunbuy.

YouthWorX NT is a not-for-profit organisation working in collaboration with young people, schools and business, to create partnerships and equity through career development opportunities for all Territorians.

YouthWorX NT has again partnered with **The Exhibitionist**, The Northern Territory's premier exhibition company, who will be managing the build of each expo and providing all equipment. The Exhibitionist team can provide a range of additional solutions and materials to enhance booths over and above the standard options. www.exhibitionist.com.au

Register Now!

To register now to exhibit, please [CLICK HERE!](#)

For further information about exhibiting at the **2019 Skills, Employment and Careers Expos** please contact:

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www.skillsemploymentexpo.nt.gov.au