

# CARE EXPO BRISBANE

12<sup>th</sup> - 13<sup>th</sup>  
SEPTEMBER 2025

Brisbane Convention  
& Exhibition Centre

Presented by



**AustralianEvents**  
INDUSTRY LEADING EVENTS

Health • Seniors • Disability • Aged • Support • Self Care



**Care is about the provision  
of what is necessary  
for the health and general  
well being of someone  
in need, irrespective  
of the depth  
of the challenge  
faced.**

**WHAT IS CARE?**

**Health • Seniors • Disability • Aged • Support • Self Care**

At Care Expos, visitors will discover a variety of solutions - businesses, services, products and information - that enhance, improve, or maintain quality of life both physically and mentally.

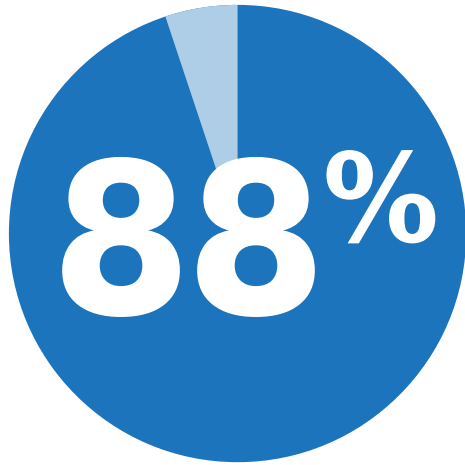
For individuals and families from all backgrounds, Care Expo is where visitors will discover new ways to improve and empower their everyday lives, and the everyday lives of those they care for, all showcased under one roof.

**If you are a business,  
service or product that enhances  
or improves the quality of one's life  
either physically or mentally,  
than that business, service or product  
should be showcased at Care Expo Brisbane.**



# A VITAL HUB FOR THE CARE COMMUNITY

If you have a service or product that enhances or improves the quality of one's life, then your business should be showcased at the Care Expo.



**88% of visitors said they found a benefit to coming to the Expo compared to finding services and products online.**

OVER

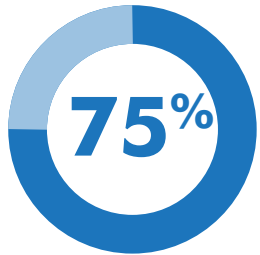
**3,000**

ATTENDEES

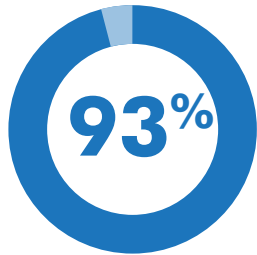
OVER

**120**

PRODUCTS & SERVICES



75% of visitors said they would make a purchase because of products or businesses they saw during the event.



93% of exhibitors said they were able to network with other businesses at the Expo.

“

**The two days were brilliant. Having one day a week day so carers and their clients could attend and a weekend so families could attend ensured that we had a mix of visitors to our booth.**

Centacare 2024 Exhibitor

Health • Seniors • Disability • Aged • Support • Self Care



# WHY EXHIBIT AT A CARE EXPO IN 2025?



## EXPOSE YOUR BUSINESS

Improve your overall brand awareness with both individual consumers, their families and carers, and industry businesses by showcasing your products and services in a one on one environment. Success in business is all about others knowing WHO you are and WHAT you have to offer.



## A HIGHLY TARGETED AUDIENCE

Bringing together motivated potential clients and consumers, their carers and families who are directly seeking products and services in the care sector.



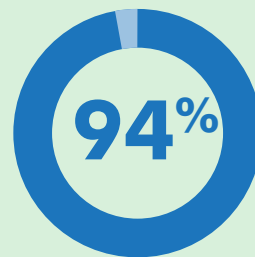
## SHOWCASE A PRODUCT OR SERVICE

An opportunity to demonstrate and show off new or existing products or services while receiving on the spot feedback from your consumers.



## EXPAND YOUR NETWORK

Find new partnerships, connect, and align with other industry professionals from allied health to service providers and Government bodies.



94% of visitors said they would likely recommend the Expo to their family and friends.



Well planned, great exhibitors, very informative.

Brian, 2024 Visitor



Exhibiting at an Expo is a fantastic avenue to meet with clients. Putting yourself out there to be engaged with in person, not only just over the phone or email creates memorable interactions. Human interaction makes all the difference.

Guardian Safety Pendants,  
2024 Exhibitor



# JOIN IN WITH YOUR CARE COMMUNITY

## WE CAN HELP YOU MAKE AN IMPACT

### WHERE AND HOW CARE EXPO IS PROMOTED

The promotion and advertising for Care Expo targets not only visitors in need of better care options and their families.

Care Expo is also strongly promoted to individual industry professionals, businesses and organisations to bring corporate customers through the door.

- ✓ A comprehensive and dynamic campaign across digital platforms including event websites, google ads and social media channels.
- ✓ High impact radio campaigns across local radio stations.
- ✓ Print campaigns in local newspapers, magazines and billboards.
- ✓ Extensive promotion and engagement on the event's social pages.



### WHO WILL BE AT THE CARE EXPO?

The Care Expo brand consistently attracts quality visitors and exhibitors.

#### CARERS AND CLIENTS' FAMILIES WHO ARE LOOKING FOR...

New products and innovations that would improve the lifestyle and quality of life for people needing assistance.

#### ALLIED HEALTH PROFESSIONALS WHO ARE LOOKING FOR...

Innovations and networking opportunities.

Well done to the  
organisers. Well set out,  
variety of stands and  
information sessions

Carlene, 2024 Visitor

It enabled  
us to access  
lots of information  
from the one trip  
and saved us many  
phone calls  
and repetitive music  
while in queues.

Barbara, 2024 Visitor





# SITE PRICE LIST

12<sup>th</sup> - 13<sup>th</sup> SEPTEMBER 2025

**Brisbane Convention & Exhibition Centre**

9:00am – 4:00pm daily

## PANELLED INDOOR SITES (Panelled Indoor Sites are Prefixed with 'P')

Sites are full shell scheme and include full side and back walls, carpet tiles, display lighting, front fascia\* with company name attached.

Front fascia only available on sites with 6 metres or less frontage. Corner sites have two front fascias. Fascia signs only provided if site fees are paid by due dates.

Up to 6m <sup>2</sup>	\$395.56 / m <sup>2</sup>	6m <sup>2</sup> +	\$390.39 / m <sup>2</sup>
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PLEASE NOTE All panelled corner sites attract 10% loading.

## UNPANELLED INDOOR SITES (Unpanelled Indoor Sites are Prefixed with 'U')

These sites are space only sites on carpet with general building lighting only. There are no inclusions provided.

All site sizes	\$231.00 / m <sup>2</sup>
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## EXTRAS

Single Power Outlet (max. 10amps)	\$150.00
\$20 Million Public Liability	\$165.00

\*All prices shown are inclusive of GST.

“

The Care Expo was a great idea and well executed. Great atmosphere of carers looking for solutions and providers giving ideas and suggestions. The cafe was great too. I didn't expect to enjoy the event, but I did.

Beth, 2024 Visitor



## BOOK NOW TO SECURE A SITE

Save up to 10% off site fees if you book the, '3 Show Special'. Contact our sales team to find out more.

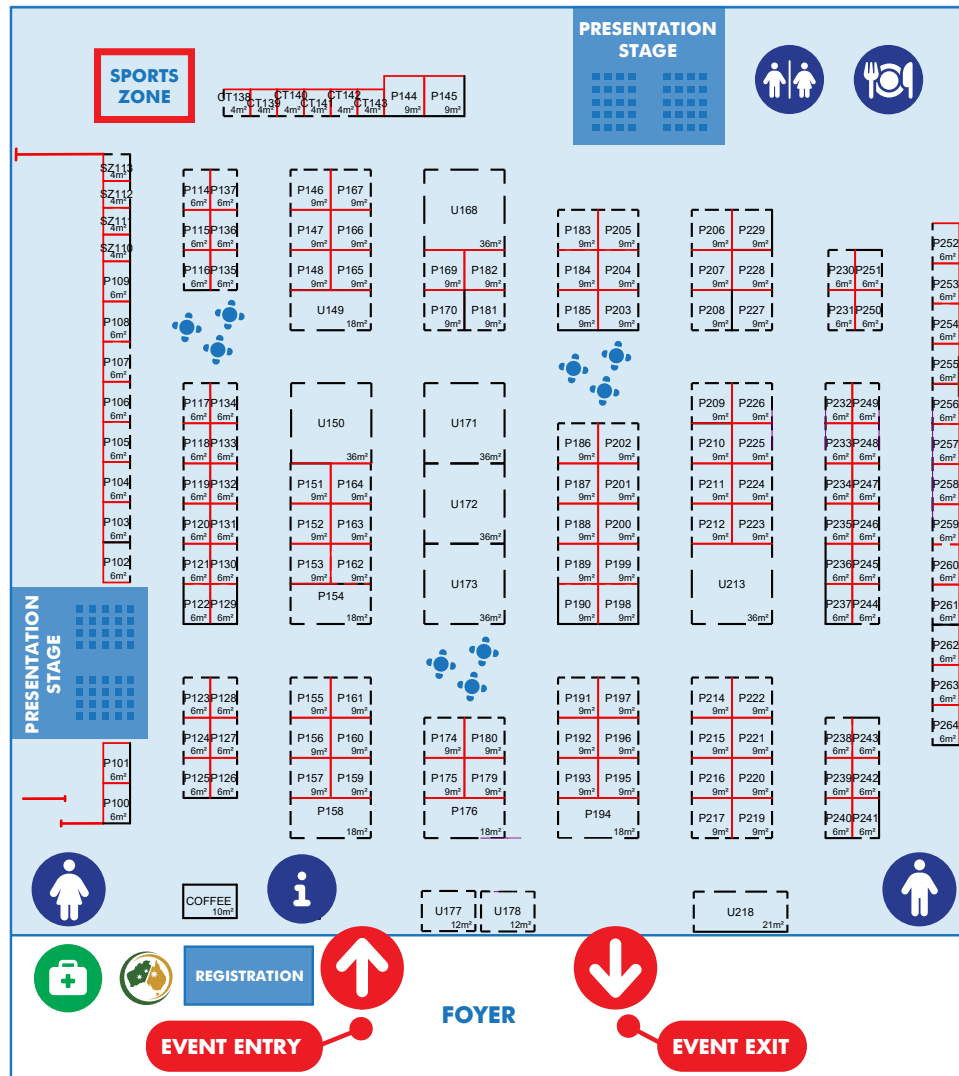


## ALL PACKAGES INCLUDE

Standard business listing within the printed event guide and digital listing in the online directory.



# SITE MAP



## CONNECT AND SHARE

### PRESENTATION STAGE

In addition to the full exhibition floor, the 2025 Care Expo Brisbane will feature a presentation stage running over the two days of the event. Enjoy educational and inspiring talks led by industry professionals who will cover a range of informative topics.

# SPONSORSHIP OPPORTUNITIES

		★ PLATINUM \$21,000	★ GOLD \$14,000	★ SILVER \$11,000	★ EVENT PARTNER \$7,000	★ BAG SPONSOR \$2,200
PRE-SHOW BENEFITS	Logo and Sponsorship acknowledgment on the event website with links to your website.	✓	✓	✓	✓	
	Exhibitor editorial and image on the event website and shared to social media.	✓	✓	✓	✓	✓
	Logo and Sponsorship acknowledgment on the Care Expo social media pages.	✓	✓	✓	✓	✓
	Logo and Sponsorship acknowledgment on email updates sent to exhibitors and visitors.	✓	✓	✓	✓	✓
	Logo and Sponsorship acknowledgment within the Exhibition Guide.	✓	✓	✓	✓	✓
	Full page advertisement in the first few pages of the Event Guide publication with complimentary directory listing, highlighted directory listing and location pin.	✓				
	Half page advertisement in the first half of the Event Guide publication with complimentary directory listing, highlighted directory listing and location pin.		✓			
	Quarter page advertisement in the first half of the Event Guide publication with complimentary directory listing, highlighted directory listing and location pin.			✓		
	Quarter page advertisement in the Event Guide publication with complimentary directory listing, highlighted directory listing and location pin.				✓	
	Complimentary editorial in the Event Guide. Editorial is to be supplied by the Sponsor.	✓	✓	✓	✓	
ONSITE BENEFITS	Logo and Sponsorship acknowledgment on printed media.	✓	✓			
	Premium 18m <sup>2</sup> indoor corner site. Site includes paneling, carpet tiles, lighting and fascia with company name.	✓	✓			
	Premium 9m <sup>2</sup> indoor corner site. Site includes paneling, carpet tiles, lighting and fascia with company name.			✓		
	9m <sup>2</sup> indoor site. Site includes paneling, carpet tiles, lighting and fascia with company name.				✓	
	10amp power supply included.	✓	✓	✓	✓	
	Logo and Sponsorship acknowledgment on signage strategically placed at the event.	✓	✓	✓	✓	
	Live Event Announcements during the opening hours of the event.	✓				
	Complimentary leads scanner.	✓	✓	✓		
	Logo and Sponsorship acknowledgment on the online admission tickets.	✓				
POST-SHOW	Branded event show bags (2,000 bags to be supplied by Sponsor).					✓
	One guaranteed post event email sent to all of the 2025 Care Expo attendees on the Sponsors behalf by Australian Events, to be sent no later than two (2) weeks after the close of the event. Email and images are to be supplied by the Sponsor.	✓				
	Digital database from leads scanned at your stand.	✓	✓	✓		



# EVENT GUIDE ADVERTISING

A full colour guide to the event featuring a complete list of exhibitors\*, event maps, special products, entertainment, prize details and more.

2,000 Event Guides are printed ensuring you are in the hands of patrons as they come through the doors. Enhance your business' exposure with an advertisement in the event guide and connect with the care community.

\* All exhibitors who have paid their site fees in full by the deadline for the event will be included in the exhibitor list in the event guide.

1/8 Page Ad (92.5mm W x 63mm H)	\$173.25
1/4 Page Ad (92.5mm W x 131mm H)	\$346.50
1/2 Page Ad (190mm W x 131mm H)	\$693.00
Full Page Ad (210mm W x 297mm H)	\$1,070.85
Full Page Back Cover Ad (210mm W x 297mm H)	\$1,270.50

\*All prices shown are inclusive of GST.

# COMPETITIONS & PROMOTIONAL OPPORTUNITIES

Prizes have the potential to draw even more visitors to your stand.  
Get in touch to find out more.

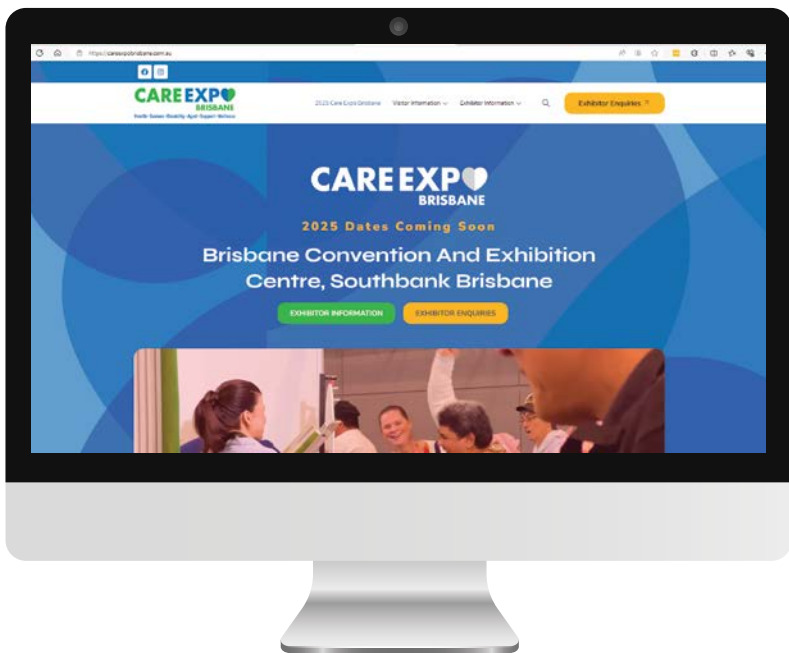


# DIGITAL ADVERTISING

The event website is an information hub for Exhibitors and Visitors, receives over 11,500 unique visitors during the week leading up to the event, and contains:

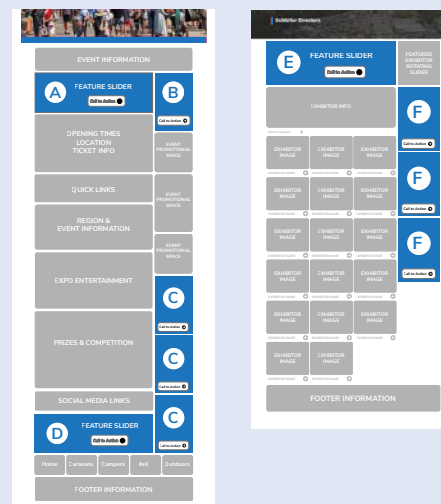
- Detailed Event information
- Comprehensive Exhibitor Directory
- Featured Exhibitor Articles
- Competitions and Prizes
- Event Entertainment and Attraction Details

**PLUS SO MUCH MORE.**



## INDIVIDUAL WEBSITE ADVERTISEMENTS

A	Home Page Premium Feature Slider (4 opportunities, randomised order) 1636px W x 400px H (Static JPEG)	\$462.00
B	Home Page Premium Right Hand Banner (1 opportunity) 394px W x 600px H (Static JPEG)	\$462.00
C	Home Page Secondary Right Hand Banner (3 opportunities) 394px W x 600px H (Static JPEG)	\$231.00
D	Home Page Secondary Bottom Page Banner (1 opportunity) 1636px W x 400px H (Static JPEG)	\$231.00
E	Exhibitor Directory Premium Feature Slider (4 opportunities, randomised order) 1636px W x 400px H (Static JPEG)	\$346.50
F	Exhibitor Directory Secondary Right Hand Banner (3 opportunities) 394px W x 600px H (Static JPEG)	\$231.00



All prices are inclusive of GST.