

CARE EXPO♥ SYDNEY

**14th - 15th
November 2025**

Hall 1, International Convention
Centre, Sydney

Presented by



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 Sydney.**

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.

65%

65% of visitors said they would make a purchase because of products or businesses they saw during the event.

OVER

3,000

ATTENDEES

OVER

120

PRODUCTS & SERVICES

“

A wide range of product and services providers that suit different care needs.

Luan, 2024 Visitor

“

It was full of helpful information, all the displays had friendly welcoming staff. It was so enjoyable to stroll through the Expo and interact with staff at stalls that were relevant to me.

Jeanette, 2024 Visitor

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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.



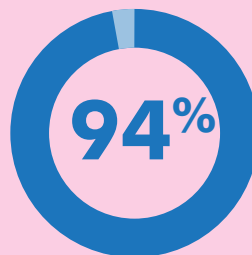
SHOWCASE A PRODUCT OR SERVICE

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.

“

Very well organised

Maria, 2024 Visitor



“

Connecting with other professionals in the care industry and sharing experiences. Discovering the latest technology, tools, and services designed to improve caregiving practices.

Anete,
2024 Visitor



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.

“
Layout was amazing,
lots of seating areas
and helpful staff.

Leeah, 2024 Visitor

“
Good range
of information
available and the
ability to question
the various exhibitors
about their services
and products.

Glennys, 2024 Visitor



SITE PRICE LIST

14th - 15th NOVEMBER 2025

International Convention Centre, Sydney

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 ²	\$440.00 / m ²	6m ² +	\$434.40 / m ²
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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	\$286.00 / m ²
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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.

“

Great opportunity to learn about innovative approaches to healthcare that are super relevant. So many start ups and SMEs are stepping up to help in a market screaming for solutions. It was wonderful to see them in one place with so much energy.

Susi, 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

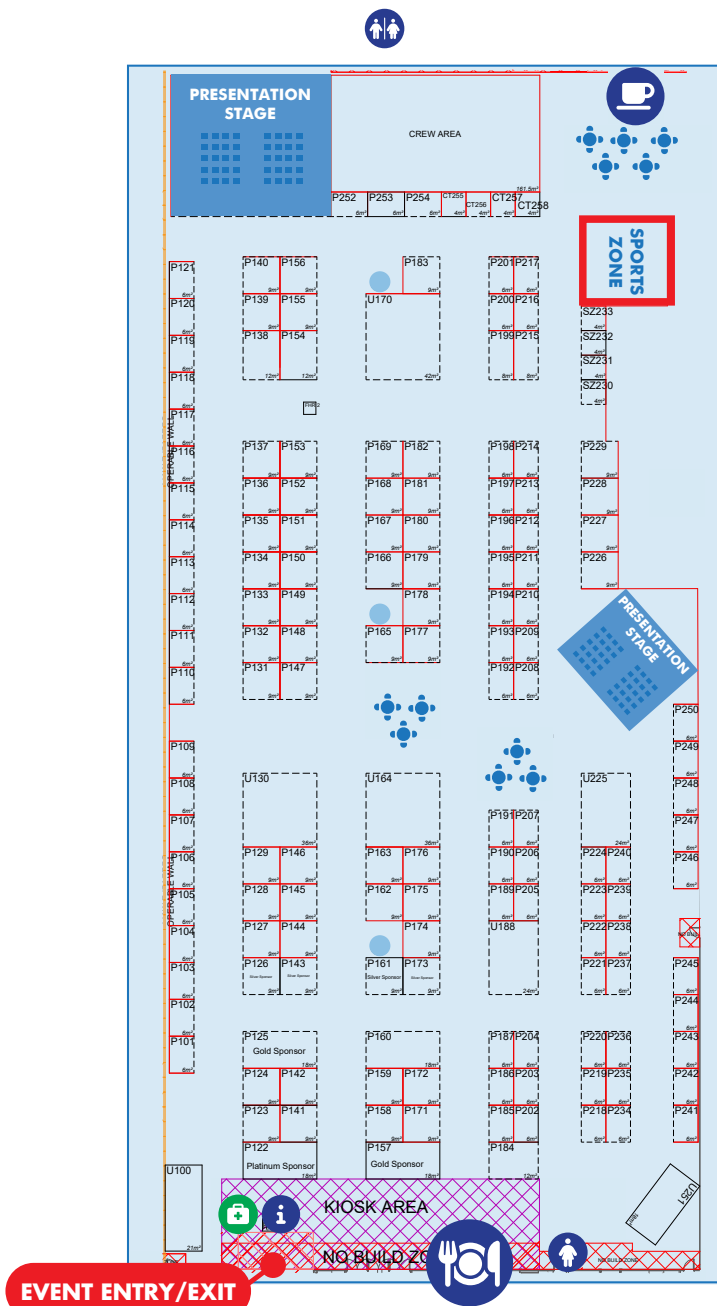
Standard business listing within the printed event guide and digital listing in the online directory.



SITE MAP

LEGEND

-  **FIRST AID**
-  **TOILETS**
-  **FOOD COURT**
-  **COFFEE**
-  **INFORMATION CENTRE**



CONNECT AND SHARE

PRESENTATION STAGE

In addition to the full exhibition floor, the 2025 Care Expo Sydney 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 ² indoor corner site. Site includes paneling, carpet tiles, lighting and fascia with company name.	✓	✓			
	Premium 9m ² indoor corner site. Site includes paneling, carpet tiles, lighting and fascia with company name.			✓		
	9m ² 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.	✓	✓	✓		
POST-SHOW	Logo and Sponsorship acknowledgment on the online admission tickets.	✓				
	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:

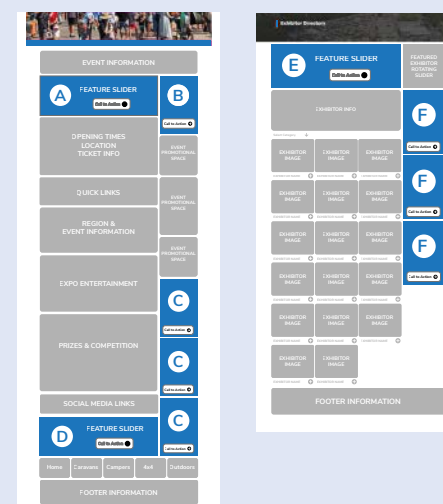
- Detailed Event information
- Comprehensive Exhibitor Directory
- Featured Exhibitor Articles
- Competitions and Prizes
- Event Entertainment and Attraction Details

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



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