

**3 APR 2020
11am - 3pm**

**LIVE YOUR
POTENTIAL**
NDIS *Expo* 2020

Herb Graham Recreation Center

38 Ashbury Cres, Mirrabooka

To find out more head to www.surgicalhouse.com.au/lyp2020



NATIONAL
DISABILITY
SUPPORT
PARTNERS

BECOME A
SPONSOR OR EXHIBITOR



What is LYP?



Surgical House and National Disability Support Partners have partnered to bring you **LIVE YOUR POTENTIAL – NDIS EXPO** a family fun day filled with activities and a great opportunity for consumers to connect with product and service providers.



All profits will be donated to Rebound Australia and Hannah's House.

Rebound Australia will provide guests with the opportunity to play either wheelchair rugby or power soccer.

Hannah's House will have a fun and fabulous area to entertain your kids.

Why become a Sponsor or Exhibitor?



- ***Live Your Potential*** NDIS Expo is an opportunity for participants, family and carers to enjoy a day out whilst connecting with providers. If your organisation provides products or services related to People with disability, this Expo is your opportunity to be in front Perth WA consumers and providers.
- People with disability are looking for ways to make life better now and plan for the future, and they are actively seeking out the best options. With NDIS now rolled out in WA, potential clients with disability have many options and decisions to make about the services and products they require. ***Your potential clients and consumers, their families and their carers will be at this Expo!***
- ***Live You Potential*** NDIS Expo will link Perth residents with over 50+ product and service providers. **Sponsoring the Expo will give your organisation prime position or a booth in each court in the exhibition hall and an opportunity to be seen as a leader in the community as well as a range of other benefits to increase your profile in WA.**

Participation in the expo gives you;



- Direct access to consumers in an environment where people are seeking the best **products** and **services** in Perth.
- An opportunity to connect and network with Allied Health Professionals, Health Professionals and your Local Area Coordinator (LAC).
- The chance to showcase, demonstrate your products, services, and increase your brand awareness in WA.
- The opportunity to network with other providers and direct consumers throughout the Expo.

INSIGHTS



RADIO

525,000 Mix 94.5
radio listeners

207,000 are women 30+
192,195 have children aged 0-17
living at home.

SOCIAL
MEDIA

Minimum 18,000 –
25,000 impressions

(excluding targeted boosted
advertisements)

ACTIVE
PARTICIPANTS

Total of 20,127 active
participants in WA

[*Based on WA Dashboard as of 30
September 2019](#)

EDM REACH

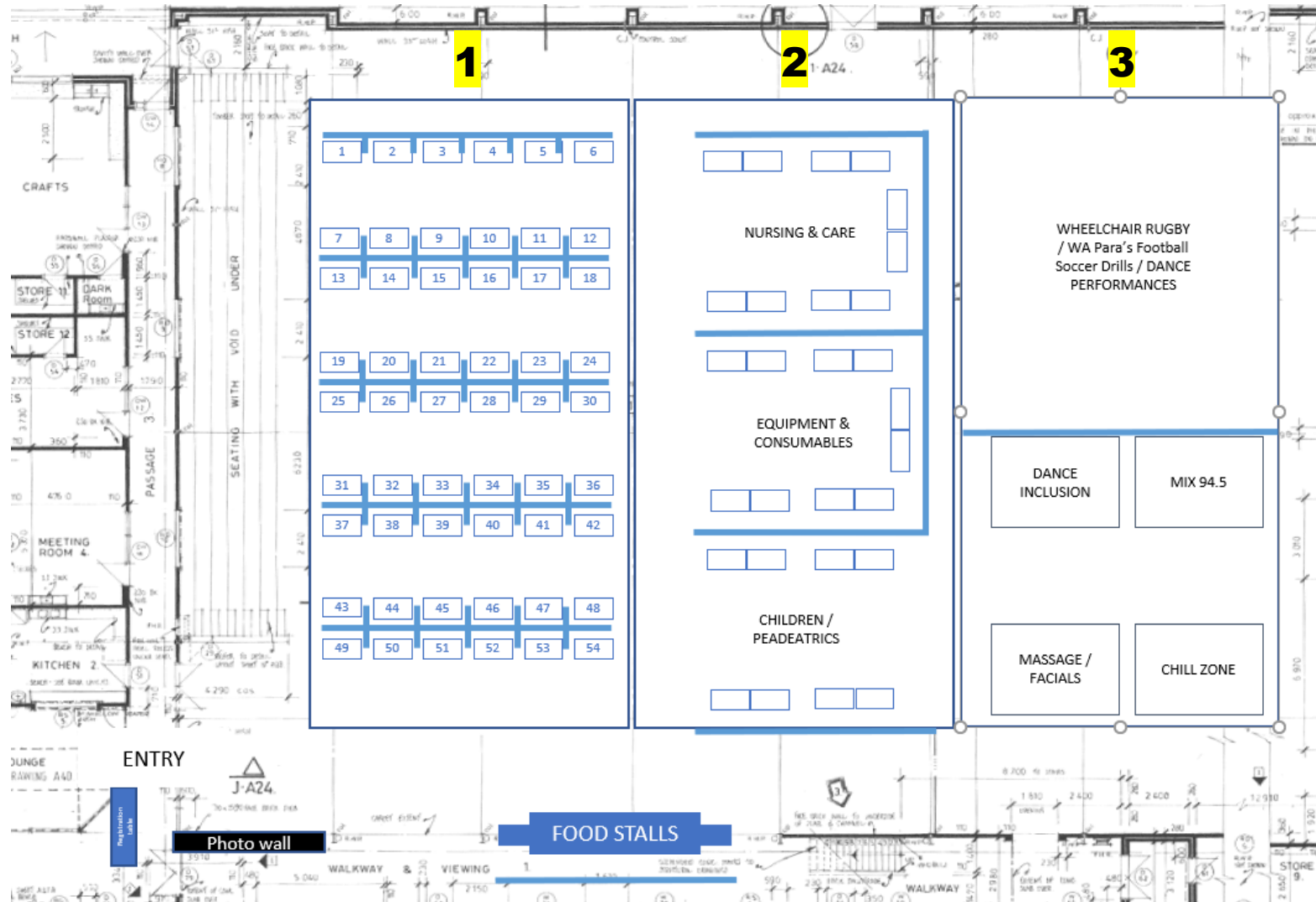
8,000+ participants
and providers

Promotion for Expo



- A public relations campaign with local media & our Expo ambassador(s) to lift the profile of the event and placed on the calendars across WA.
- The expo landing page via Surgical House and redirection from NDSP, which will also be widely promoted on social media, branded collateral, emails & affiliated networks.
- Print, email and digital resources to assist you in promoting the event & your booth to your clients, networks and audiences.
- Mix94.5 “The Big Breakfast” with Clairsy, Matt & Kymba live reads and commercials 2 weeks out from the event.
- Targeted flyer distribution to people with a disability residing in Midland, Morley, Subiaco and Mirrabooka via LAC offices.
- A strong social media presence, advertising and engagement promoting the event.
- Standalone EDM to be sent out to Surgical House and NDSP database.

FLOOR PLAN



**LIVE YOUR
POTENTIAL**
NDIS Expo 2020



* Illustration purpose only

INTERACTIVE ACTIVITIES

- **Court 2** will be broken up into 3 sections and providers will carry out interactive activities with consumers;
 - Nursing Care
 - Equipment & Consumables
 - Children / Paediatrics
- **Court 3**
 - Wheelchair Rugby
 - WA Para's Football Soccer Drills
 - Dance performances by Dance Inclusion
 - Massages and Mini Facials
 - Mix 94.5 balloonist and face painter
 - Easter bunny to give out chocolate eggs

**LIVE YOUR
POTENTIAL**

NDIS *Expo* 2020

SPONSOR

Major Sponsor: \$3,000 + GST

- Either one big booth or 3 smaller booths in all 3 courts to benefit your organisation *own booth setup required
- Major sponsors to be mentioned in mix94.5 “The Big Breakfast” live read by Clairsy, Matt & Kymba
- 1 x brochure/flyer Insert into the official Expo Show Bag
- An opportunity to “host” an activity in court 2
- Acknowledgement as a Major Sponsor at the Opening Ceremony
- Your organisation logo placed on photo opportunity wall on entry to event
- Website: Your brand given a prominent profile and link on the event website as a sponsor
- Social media: logo on social media posters which will consist of 3 x boosted posts on the event facebook page & 1 x live post acknowledging your organisation as a Major Sponsor
- Event blog: opportunity to feature a blog on Surgical House and NDSP website featuring your organisation and published on social media. *Article not supplied

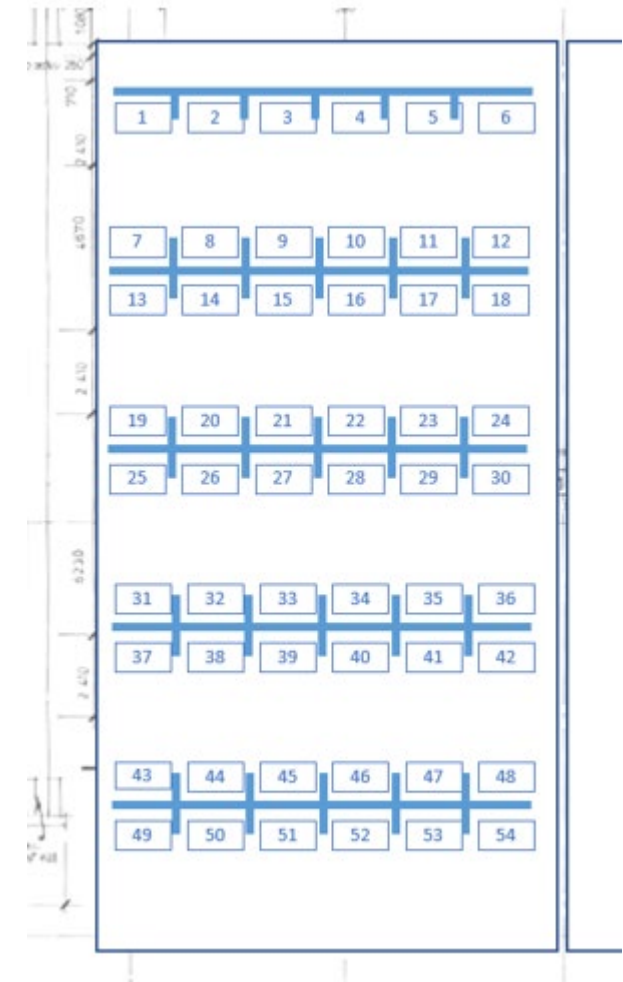
**LIVE YOUR
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EXHIBITOR

Exhibitor booth: \$300 + GST

- Booth area in court 1
- Standard 1.8m trestle table and 2 chairs
- A detailed program with booth locations, info and a detailed map making your exhibit easy to find
- a layout that encourages participants to easily move around and visit all booths
- free coffee/tea vouchers



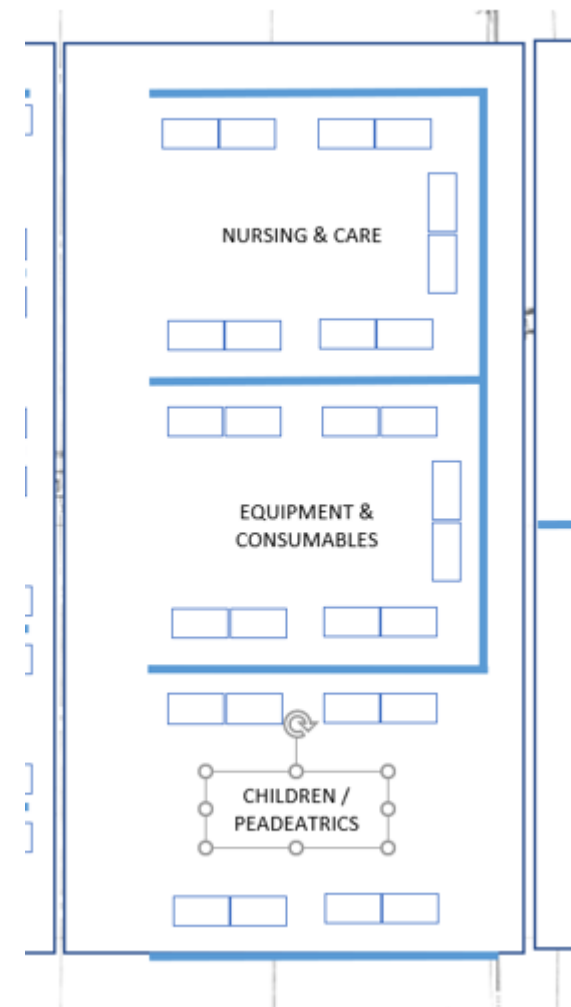
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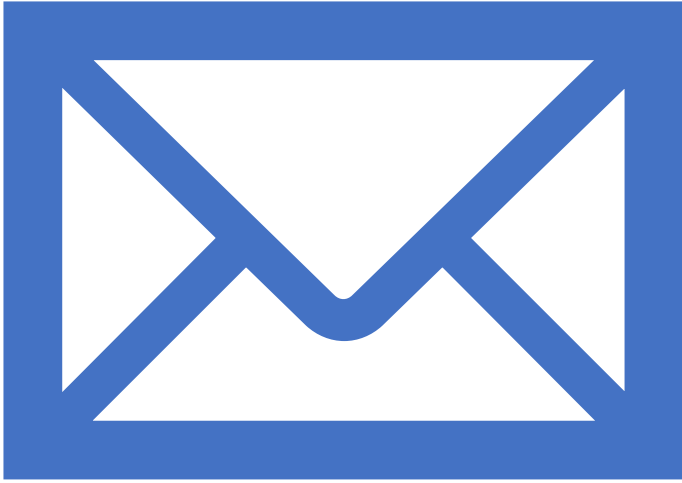
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**PRODUCT
SPACE**

Product Space: \$700 + GST

- Larger booth area in court 2 to display products
- 2 x 1.8m trestle table and 2 chairs
- A detailed program with booth locations, info and a detailed map making your exhibit easy to find
- a layout that encourages participants to easily move around and visit all booths
- free coffee/tea vouchers





Enquire today to become ;

SPONSOR - Serge Belardo
sbelardo@surgicalhouse.com.au

EXIBITOR – Tanya Johnston
tanya@ndsp.com.au