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# **CleverLink Connect 700 in 70**

# **Small Business**

# **EXPO**

**10am – 2pm**

**Thursday 3<sup>rd</sup> March 2011**

**Wollongong Golf Club, Wollongong**

## **Exhibition Information Pack**



### Our Services

Web site Design – Marketing & Branding – Speaking & Training  
E-Commerce – Online Solutions  
Professional Writing - Printing - Consulting

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## WELCOME

The CleverLink Connect 700 in 70 Small Business EXPO is an exciting initiative which will create fantastic opportunities for businesses to showcase their products or services, network and learn all under one roof!

This dynamic Expo will:

- ✓ SHOWCASE some of the region's most exciting small and home-based businesses,
- ✓ have two cutting edge Business SEMINARS, and
- ✓ offer vital e-Business MENTORING support from a team of leading, well respected, e-Business consultants.

The EXPO is open to the general public, local business and stakeholders from across the Illawarra and has been created as a great opportunity for CleverLink Connect participants to showcase their business.

**ATTENDEES** of the EXPO will get an opportunity to network and make new contacts, as well as take advantage of the Business seminars and mentoring from our e-Business experts on the day.

**EXHIBITORS** will be made up of businesses that have participated in the CleverLink Connect e-Business Training Program so far and will benefit from the opportunity to showcase their products and services, network their business and promote their business success, make new contacts and receive further mentoring support. Exhibitors will also be supported by the EXPO's full scale marketing campaign rolled out across the region.

CleverLink Connect is excited to bring this new event to the Illawarra and is delighted to invite businesses to participate and be part of the action!

**Best of all ATTENDING the Expo is FREE - so be quick to register and reserve your place.**

We know from our pre-launch research that there is going to be high demand for an exhibition place at the EXPO and as spaces are limited, we recommend you secure your spot today!

There's also a chance to WIN a \$5,000 Web site makeover for your business.

**BOOK EARLY to avoid disappointment. All you need is an ABN.**

For assistance and further information about these FREE events please contact us

Web: [www.cleverlink.com.au](http://www.cleverlink.com.au)

Phone: 02 4284 3600

Email: [training@cleverlink.com.au](mailto:training@cleverlink.com.au)

We look forward to hearing from you soon.



Best regards  
**Camtu Pham**  
CleverLink Connect Program Manager



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## CLEVERLINK CONNECT 700 IN 70 SMALL BUSINESS EXPO

### The Schedule

Thursday 3<sup>rd</sup> March 2011, Wollongong Golf Club, Wollongong

09:00	Exhibitor set up
10:00	Expo Doors Open – Registration and Networking
10:30 – 11:00	<b>Seminar 1:</b> <i>Opportunities and Possibilities - 10 ideas to attract more clients and 5 ways to get more referrals using the Internet</i>
11:30 – 12:00	<b>Seminar 2:</b> Keynote address from 'The Hospitality Doctor' Max Hitchins
12:00 – 12:30	Lunch and Networking (a light lunch with refreshments will be provided)
12:30 – 13:30	Mentoring sessions – with 3 e-Business experts
14:00	Prize Draws - EXPO close

### Marketing the Expo

A full marketing campaign will support the CleverLink Connect Small Business EXPO, including

- ✓ Extensive TV and Radio Advertising
- ✓ Direct Mailings
- ✓ Flyer
- ✓ Brochure
- ✓ Web sites
- ✓ Social Media
- ✓ Networking

## BUSINESS SEMINARS

### 10:30 – 11:00 Seminar 1

**Opportunities and Possibilities: 10 ideas to attract more clients and 5 ways to get more referrals using the Internet.**

Delivered by **Camtu Pham**, M. Com, B. Comp Sci. Founder of CleverLink, Sydney Business Woman of the year (2005). e-Business consultant with 16 years experience in IT & marketing. Camtu is also the project manager for the CleverLink Connect 700 in 70 Program.

Author of: *Aim High Fly Fast: How to Create a Wonderful World for Yourself and Others*



### 11:30 – 12:00 Seminar 2

**The Boomerang Principle – What you send out comes back**

Keynote address from 'The Hospitality Doctor' **Max Hitchins** JP FASI AFAMI

Max Hitchins is a Marketing, Management and Motivational Guru and Hospitality and Tourism industry expert, Nevin and Dickman Award winner, Past World President Global Speakers Federation, Past National President of National Speakers Association of Australia.

Author of: *The Hospitality Jungle; Hospitality Scams; 25 Lucrative Marketing Ideas for Hotels; 25 Lucrative Marketing Ideas for Clubs; 25 Lucrative Marketing Ideas for Pubs; 25 Lucrative Marketing Ideas for Restaurants; 25 Successful Ways to Motivate and Incentivise Your Staff.*



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## EXPO BENEFITS

	Corporate Exhibitors/ Sponsors	Small Business Non-Program Exhibitors	Small Business Program Exhibitors	Small Business Program Attendees	Attendees
FREE entry for all! – just register beforehand	✓	✓	✓	✓	✓
FREE e-Business workshops	✓	✓	✓	✓	✓
FREE Opportunity to meet and network with other exhibitors, businesses, experts and attendees	✓	✓	✓	✓	✓
FREE Opportunity to put together an e-Business Action Plan for 2011	✓	✓	✓	✓	✓
FREE e-Business mentoring from our highly skilled and experienced consultants	✓	✓	✓	✓	✓
FREE chance to win a \$5,000 Web makeover for your business	✓	✓	✓	✓	✓
FREE parking	✓	✓	✓	✓	✓
FREE showbag!	✓	✓	✓	✓	✓
Follow up support from CleverLink Connect Trainers		✓		✓	
Access to CleverNet – the Training Program's online business forum	✓	✓		✓	
An opportunity to exhibit and showcase your business	✓	✓	✓		
Chance to win a prize for the most creative exhibitor	✓	✓	✓		
Your logo displayed on the Expo Web page with links back to their Web site	✓	✓	✓		
A table to showcase their products/services	✓	✓	✓		
Inclusion within the event program on the day	✓	✓	✓		
FREE refreshments and light lunch	✓	✓	✓		
Priority listing in the Event Program and Web site	✓				
Have your business brochure added to EXPO Showbag	✓				
Priority display of business banner around staging area	✓				

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## FREE e-BUSINESS MENTORING SESSION (12.30pm-1.30pm)

Have all your questions answered at our FREE one-to-one e-Business mentoring session. Our e-Business mentoring specialists will help you 'leap frog' your business ahead of the competition.

Our experienced team will provide you with a diagnostic of your existing Web sites, blogs and social media pages. You can ask our team about any aspect of setting up e-Business, including **registering domain names, hosting your business, setting up e-Commerce, designing your Web site, receiving online payments or setting up e-Payment gateways, creating databases and CRMs, SEO, or Google Adwords** to name just a few!

You will have access to a number of e-Business resources and receive an e-Business checklist for your business.

### Our Trainers and Mentors – The CleverLink Connect team...

- ✓ are QUALIFIED, HIGHLY EXPERIENCED and SKILLED at providing training to people of all levels of understanding of e-Commerce
- ✓ TAKE THE TIME to get to know their audience
- ✓ ADAPT each session to ensure that case studies and examples are RELEVANT to those in the class
- ✓ KNOW their subject matter... and fun company too!



**Camtu Pham**

Master of Commerce, B. Com Science. Author, Sydney Business Woman of the year (2005). E-business consultant with 16 years experience in IT & marketing.



**Greg Mullane**

Bachelor of Business. 18 years experience in leadership, business planning and marketing strategy. E-Business and e-Commerce expert. Worked for Telstra, AT&T.



**Richard Price**

B Science (Computing). Richard is an e-Business consultant with 25 years experience. Has been involved in IT projects for Canon, Westpac, ING, Tower Life, Telstra. He is an IT expert.

## EXPO PRIZES\* (Prize draw at 2.00pm)

Your business could WIN big! Just complete an entry form at the CleverLink Stand.

### **STAR PRIZE – a \$5,000 web site make-over for your business**

What's included in the \$5,000 Web site prize?

- ✓ Unique Web site design incorporating your existing branding, or
- ✓ if your company already has a Web site, a Web site upgrade to the value of \$5,000
- ✓ Web site development of up to 15 pages
- ✓ An interactive form on your Web site
- ✓ Inclusion of royalty free images
- ✓ 2 pages of company profile copywriting
- ✓ Search Engine Optimisation (SEO) 'start up' (includes submission and meta set up)

### **SECOND PRIZE – Web site and email hosting package (valued at \$1,000)**

What's included in this prize?

- ✓ 3 years of standard Web site and email hosting
- ✓ unlimited disk space
- ✓ unlimited email addresses

\*Conditions apply. NSW Permit No LTPS/11/01473. See CleverLink Connect website for full terms and conditions [www.smallbizexpo.com.au](http://www.smallbizexpo.com.au).

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## EXHIBITOR FAQs

### 1. Where is the Expo?

Address: The Vue Room, Wollongong Golf Club, 151-161 Corrimal Street, Wollongong, NSW 2500.  
Telephone: 02 4222 3111 Fax: 02 42223100 Web: [www.wollongonggolfclub.com.au](http://www.wollongonggolfclub.com.au)

### 2. When is the Expo?

10am – 2pm, Thursday 3<sup>rd</sup> March 2011.

### 3. How much is admission?

FREE! There is no fee for entry to the Expo.

### 4. How much is it to secure a stand?

An Exhibitor stand would normally cost \$495\*.

**PARTICIPANTS** of the CleverLink Connect e-Business Training Program will receive a full subsidy for their stand so they will only need to pay \$95 to secure a stand (normally \$495).

**NON-PARTICIPANTS** \*\*of the CleverLink Connect e-Business Training Program will receive some subsidy for their stand so they will pay \$149 to secure a stand (normally \$495).

**CORPORATE SPONSORS & EXHIBITORS** will pay \$649 to secure a stand.

\*However the event is part of the Small Business Online Program and so qualifying small and home based businesses will receive a subsidy to exhibit.

\*\*Non participants are welcome to become e-Business training participants, by registering and attending a CleverLink Connect e-Business training course. Just go to [www.cleverlink.com.au](http://www.cleverlink.com.au) to find more about the courses and how to register.

### 5. Will there be any refreshments?

Yes, coffee and tea will be available through the Expo and a light finger buffet lunch will be served at 12pm for all attendees and exhibitors.

### 6. What equipment will exhibitors have?

Exhibitors will have half of a two metre table to exhibit on (in effect a 1 metre table), covered with a white table cloth, to showcase your products/services/marketing collateral, and two chairs.

If a business would like to utilise an entire 2 metre table they can do so by securing two exhibitor spots at EXPO.

The room is carpeted and well lit.

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**7. What equipment should I bring?**

You are welcome to bring your own marketing materials and products. As space is limited, please only bring one pull up/stand banner, which can be placed behind your table.

There will not be any stands or walls around your tables so no-where for hangers or pins to be used. If you have free standing signage, please ensure you bring with you a stand to put it on. Remember to be organised and pack everything you think you'll need on the day - including lots of business cards. Having an unmanned stand because you've had to nip back to the office may not appear very professional!

**8. Can I set up electrical equipment?**

Additional electricity power is strictly limited. Please let us know if you want additional power, so we can position you near a power supply. Ensure you bring plenty of cable tape to avoid any incidents.

**9. Can I get help with designing the layout of my table?**

Yes of course, just contact a member of the team to assist. Call us on 02 4284 3600.

**10. What time will I have access to set up and dismantle my stand?**

The Vue room will be made available for exhibitors to set up from 9am. Any additional equipment, trolleys, boxes, must be packed away by 9.45am. The event will end at 2pm. Exhibitors are required to dismantle their displays by 2.30pm. Exhibitors are required to take away any rubbish they accumulate.

**11. Can I have items delivered to the Expo?**

All items delivered are the responsibility of the exhibitor and must be organised directly with the venue.

**12. Can I trade at the Expo?**

Exhibitors can sell their items, provided they document any transactions by completing a tax invoice – a copy of which must be given to the customer.

**13. How do I register for an EXPO stand?**

Congratulations on deciding to exhibit at the CleverLink Connect 700 in 70 Small Business Expo. Please complete and return to us along with your payment. Please note that your exhibition stand spot cannot be confirmed until the registration payment form and payment has been received.

**BOOK EARLY to avoid disappointment - all you need is an ABN.**

For assistance and further information about EXPO please contact us.

WEB: [www.cleverlink.com.au](http://www.cleverlink.com.au) PHONE: 02 4284 3600 EMAIL: [expo@cleverlink.com.au](mailto:expo@cleverlink.com.au)

**14. How do I pay for my stand?**

a. **Secure Online Payment** [www.cleverlink.com.au/payment](http://www.cleverlink.com.au/payment)

b. **Electronic Funds Transfer (EFT)**

National Australia Bank

Account Name: CleverLink

BSB: 082 886 Account No.: 45357 8542

Please include your company name as a reference when making and EFT payment.

c. **Business Cheque** made payable to CleverLink.

d. **Credit Card** paid over the phone or please complete the details on the next page and fax back.

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## CleverLink Connect Small Business EXPO YOUR DETAILS & BOOKING

Please Tick	Exhibitor Type	Fee Due
<input type="checkbox"/>	Yes – I would like to ATTEND the EXPO (just complete your name and business details below. No payment required)	<b>FREE OF CHARGE</b>
<input type="checkbox"/>	Yes – I would like to EXHIBIT at the EXPO as:- <b>SMALL BUSINESS EXHIBITOR</b> Participants of the CleverLink Connect e-Business Training Program will receive a full subsidy for their stand so they will only need to pay \$95 to secure a stand (normally \$495).	<b>\$95</b>
<input type="checkbox"/>	<b>SMALL BUSINESS EXHIBITOR (non Program Participant)</b> Non Participants of the CleverLink Connect e-Business Training Program will receive some subsidy for their stand so they will pay \$149 to secure a stand (normally \$495).	<b>\$149</b>
<input type="checkbox"/>	<b>CORPORATE SPONSOR &amp; EXHIBITOR</b> will pay \$649 to secure a stand.	<b>\$649</b>

NAME: \_\_\_\_\_ BUSINESS NAME: \_\_\_\_\_

BUSINESS ABN: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

SUBURB: \_\_\_\_\_ STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

DATE: \_\_\_\_\_ AMOUNT TO PAY: \_\_\_\_\_

Debit my  Visa  Master card  Bank card

Card Number: \_\_\_\_ | \_\_\_\_ | \_\_\_\_ | \_\_\_\_      Expiry Date: \_\_ / \_\_

Card Holder's Name: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Please complete this form and return to CleverLink.

- FAX: 02 4284 0632
- MAIL: PO Box 125 Corrimal, NSW 2518
- EMAIL: training@cleverlink.com.au

Thank you very much for your interest and we look forward to seeing you at EXPO!



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