

# pacprint<sup>TM</sup> 2025

20-23 May 2025

The Dome, Hall 2 & 3,  
Sydney Showground

CO-LOCATED WITH



INNOVATION  
COLLABORATION  
TRANSFORMATION

#1

## Exhibitor News

PRESENTED BY



Visual  
Media  
Association

Welcome to the first exhibitor newsletter for PacPrint Sydney 2025!

The show is just over 3 months away, so it's time to start thinking about what you hope to achieve at the show, and what you are going to need to help you reach your target.

### ACCOMMODATION

Accommodation rates have been negotiated at several hotels and apartments in close proximity to the venue. To book this accommodation online please visit <https://events.ozaccom.com.au/pacprint-2025/accommodation/Site/Register>



### MEDIA OPPORTUNITIES

VI Magazine will feature a show preview in the Autumn edition highlighting features of the show.



Be a part of Visual Impact Magazine's PacPrint Sydney 2025 special preview edition.

As an exhibitor at PacPrint 2025, Visual Impact Magazine would like to help you maximise your investment, with a free listing in the Visual Impact Magazine PacPrint Preview edition. This is an opportunity to showcase the products and services you will have on display, giving exhibitors even more reason to visit your stand. The process couldn't be easier, simply email a 100-word (maximum) description to

[robg@visualconnections.org.au](mailto:robg@visualconnections.org.au)

*Please DO NOT include web links. Please refrain from using ALL CAPS, unless listing a device that will be on display.*

We need your material by Friday 7th March (at the very latest). The magazine is set for release on Wednesday 23rd April. Any materials received will be treated as confidential until that date.

Now, just in case you are not sure what to write, we have a couple of suggestions for you. You can talk about the latest products and services you will be showing, why attendees should speak to you, what your company does and, how you help businesses and professionals in the industry. That should make for a good start.



### SOCIALS

- Use these hashtags on all your comms

#PacPrint

#printexpoaus

#visualimpactexpo

#LabelandPackagingExpo

### HOW CAN I HIGHLIGHT MY PRESENCE AT THE SHOW?

You'll find the PacPrint Sydney 2025 logo and web banner available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc.

It is available for download from the exhibition website,

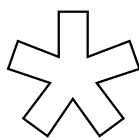
[https://www.pacprint.com.au/media/PACPRINT\\_LOGOS\\_FOR\\_WEBSITE\\_NEW.zip?downloadable=1](https://www.pacprint.com.au/media/PACPRINT_LOGOS_FOR_WEBSITE_NEW.zip?downloadable=1)

We can also provide you with the banner with "See us on stand ....." And your logo incorporated into the banner. If you would like this please contact the Events Team on [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au).



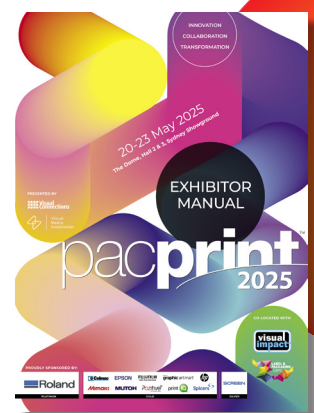
### SPONSORSHIP AND ADVERTISING OPPORTUNITIES

We have a number of sponsorship and advertising opportunities available for exhibitors. Have a look at the options here [https://pacprint.com.au/media/PACPRINT25\\_Sponsorship%20Brochure%20R3.pdf](https://pacprint.com.au/media/PACPRINT25_Sponsorship%20Brochure%20R3.pdf)



### EXHIBITOR MANUAL

By now you should have received your exhibitor manual. You will need to complete your necessary forms for your stand and return them to us as soon as possible.



If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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## Exhibitor News

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Welcome to the second exhibitor newsletter for PacPrint Sydney 2025.

We are 3 months out from the opening of PacPrint Sydney 2025. We hope your planning is going well.

### PROMOTION ON VISUAL CONNECTIONS SOCIAL MEDIA



If your stand at PacPrint Sydney 2025 is doing any show special promotions or show giveaways, please let us know the details and we can promote this for free on our Social Media pages. Just send the details to **Robyn Frampton** at [robynf@visualconnections.org.au](mailto:robynf@visualconnections.org.au)

### EXHIBITOR MANUAL

You should have received your link to the online Exhibitor Manual. Please be aware of due dates for each form. If you have contracted a stand builder, please ensure you pass the link onto them or send them the relevant forms to complete.



### ACCOMMODATION

Accommodation rates have been negotiated at several hotels and apartments in close proximity to the venue. To book this accommodation online please visit <https://events.ozaccom.com.au/pacprint-2025/accommodation/Site/Register>



### VISITOR BAG INSERTS

Would you like to include an insert into the Visitors Bag? This is a great opportunity to get your marketing material or sample into the hands of all of the visitors. The cost is \$750 plus GST. You will need to provide 6,000 items no later than 7th April 2025.

To book this in contact **Charly** or **Sarah** at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)



### LOGO BANNER

If you would like to add your company details in a banner onto all of your communication, let us know and we can arrange it.

### STAND UPGRADES, FLOORING UPGRADES AND FURNITURE PACKAGES



You should have received a copy of the stand upgrades brochure via email recently. This includes a number of options to upgrade your stand, upgrade your furniture or select furniture options to increase your presence at PacPrint Sydney 2025. Have a look at the options here: <https://pacprint.com.au/media/PACPRINT25%20STAND%20UPGRADES%20R3.pdf>

### SHOW LOGOS AND ARTWORK

In order to help you with your pre-exhibition marketing you are able to freely download the PacPrint Sydney 2025 logos to your website or use them on your email signature. This banner signals your participation at PacPrint Sydney 2025. There are also logos that can be used in your social media posts here:

[https://www.pacprint.com.au/media/PACPRINT\\_LOGOS\\_FOR\\_WEBSITE\\_NEW.zip?downloadable=1](https://www.pacprint.com.au/media/PACPRINT_LOGOS_FOR_WEBSITE_NEW.zip?downloadable=1)



### HAVE YOU MISSED...?

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### PREVIOUS NEWSLETTERS:

If you missed the last newsletter, you can find it here: [https://pacprint.com.au/media/PACPRINT25\\_Exhibitor\\_News\\_1.pdf](https://pacprint.com.au/media/PACPRINT25_Exhibitor_News_1.pdf)

If you have any questions at any time, please do not hesitate to contact **Charly Blades** on **02 9868 1577** or [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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## Exhibitor News

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We hope your planning is going well for the lead up to PacPrint Sydney 2025.

### STAND UPGRADES, FLOORING UPGRADES AND FURNITURE PACKAGES

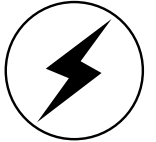


The online Exhibitor Manual contains the stand upgrade form. This includes a number of options to upgrade your stand, upgrade your furniture or select furniture options to increase your presence at the exhibition. This form is accessible via your Exhibitor Manual link which you will have received via email.

### BOOKING FURNITURE, POWER OR FLOORING?

If you are ordering furniture, power, flooring etc from ExpoNet and have not received your user name and login, please let us know by emailing us at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au) and we will follow up with Exponet.

### ELECTRICAL TAGGING & TESTING



It is a legal requirement in all temporary Exhibition Work Sites that all electrical equipment be tested & tagged in accordance with AS/NZS 3000 Electrical Installations, AS/NZS 3760 In Service Safety Inspection and Testing and Managing Electrical Risks at the Workplace Code of Practice.

The Venue safety staff will carry out checks to ensure all equipment onsite within the venue meets with Australian Standards. Non-compliance will result in the Exhibitor being required to remove the equipment.

#### Please note

Test & Tagging is not included as part of the shell scheme Stand package. Should you need any electrical items test & tagged, you will need to book this with AGE Electrical.

Electrical Test & Tagging can be ordered through AGE Electrical Testing Services booking form via the online manual, you will be able to select a timeslot at time of booking. We recommend pre-booking to ensure you receive a time that suits you, however, you can also request these services onsite.

**Test & Tagging will be available on Monday 19th May & Tuesday 20th May prior to show open.** ALL items bought to the show will need to have a current tag, this includes things such as laptop charges, phone charges, stand lighting, as well as the machines being displayed on the stand.

### SOCIALS

We would like to increase support of PacPrint Sydney 2025 by sharing or passing information over social channels by our members and exhibitors. It would be great if they could share via their LinkedIn networks, Instagram or share our Facebook posts if they have colleagues and industry connections in their Facebook networks. Also, we are using the following hashtags:



#PacPrint

#printexpoaus

#visualimpactexpo

#LabelandPackagingExpo

### PARKING

Parking is generally run on a first-come-first-serve basis however it is possible to pre-book parking.



For a pre-purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on (02) 9704 1265 or you can order online [HERE](#). You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.

**PLEASE NOTE: Pre-purchased parking needs to be ordered no later than Monday, 12 May 2025.**

### PREVIOUS NEWSLETTERS:

If you missed the last newsletter, you can find it here: [https://www.pacprint.com.au/media/PACPRINT25\\_Exhibitor%20News%20ALL.pdf](https://www.pacprint.com.au/media/PACPRINT25_Exhibitor%20News%20ALL.pdf)

### HAVE YOU MISSED...?

**Visitor invites are in the making!!**

**How many would you like?**

Please email through how many visitor invites you would like and where to post them to by 4th March 2025, so you can distribute to your contacts.

Email us at [exhibitors@visualconnections.org.au](mailto:exhibitors@visualconnections.org.au)

Please note, we will send a small quantity to all exhibitors if no response is received.

If you have any questions at any time, please do not hesitate to contact **Charly Blades on 02 9868 1577** or [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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### MEETING ROOM AVAILABLE



Planning a meeting during the show? We have meeting rooms available throughout the three days of the show. Bookings for these rooms are essential. Contact Charly or Sarah at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au) for more information.

### SPONSORSHIP OPPORTUNITIES

#### VISITOR BAG SPONSORSHIP IS UP FOR GRABS!

First in, best dressed – Email Charly to secure this opportunity, [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

We have a number of sponsorship and advertising opportunities available for exhibitors. Have a look at the options here [https://pacprint.com.au/media/PACPRINT25\\_Sponsorship%20Brochure%20R3.pdf](https://pacprint.com.au/media/PACPRINT25_Sponsorship%20Brochure%20R3.pdf)

### PHOTOGRAPHY



We have once again booked a photographer for the show. The photographer this year is very experienced with a lot of knowledge of our industry. If you would like to have some professional photos taken of your stand, to use in your marketing, the cost is \$250 per stand for 30 minutes.

To make bookings, please email Charly at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

### FREE EXHIBITION DIRECTORY LISTING



You have until the 14th April to submit your **FREE** listing for the Exhibition Directory. This listing is published in the Exhibition Directory that is handed to all visitors at the show and also on the show website. If we don't receive your submission by the 14th April, you will miss out on being published in the Directory. **Submit your listing here:** <https://pacprint.com.au/exhibition-directory-2025-submissions>

### HAVE YOU MISSED...?



Would you like to include an insert in the visitors bag for PacPrint? **The cost is \$750 plus GST.** You will also need to provide 5,000 items no later than 7th April.

To book this in contact Charly or Sarah at [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

### STAND CLEANING

All stands will be cleaned on Monday evening (night before show open) only. After this, only aisles will be cleaned each night. If you would like your stand cleaned each night, please contact venue services to arrange a quote. All rubbish from your stand can be placed in the aisles each evening and will be disposed of.

### PREVIOUS NEWSLETTERS:

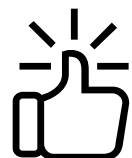
If you missed the last newsletter, you can find it here: [https://www.pacprint.com.au/media/PACPRINT25\\_Exhibitor%20News%20ALL.pdf](https://www.pacprint.com.au/media/PACPRINT25_Exhibitor%20News%20ALL.pdf)

### SOCIALS

– Use these hashtags on all your comms

#PacPrint #printexpoaus

#visualimpactexpo #LabelandPackagingExpo



If you have any questions at any time, please do not hesitate to contact Charly Blades on 02 9868 1577 or [exhibitions@visualconnections.org.au](mailto:exhibitions@visualconnections.org.au)

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### PARKING

Parking is generally run on a first-come-first-serve basis however it is possible to pre-book parking by visiting the following website

[www.sydneyolympicpark.com.au](http://www.sydneyolympicpark.com.au).

For a pre-purchased discounted Exhibitor rate please contact the Sydney Showground venue Services team on (02) 9704 1265 or you can order online **HERE**. You will only receive the exhibitor discounted rate if you pre purchase. This cannot be arranged when you are onsite for the show.

**PLEASE NOTE: Pre-purchased parking needs to be ordered no later than Monday, 12 May 2025.**



### WHAT IS DUE SOON?

#### DUE 14 APRIL

- All exhibitors
- Exhibitor Directory Submission – If you do not enter your listing by 24 March, you will not be included in the printed visitor guide distributed at the show.
- MSDS Form
- Demonstration Form
- Exhibitor Staff Registration Form
- Heavy Equipment Form
- Motor Vehicle Display Form
- Stand Build & Contractor Information Form
- Move in, Material Handling Form
- Lead Collection Services Form
- Exhibitor Insurance Form

#### DUE 21 APRIL

- All exhibitors
- Rigging Form

#### DUE 13 MAY

- All exhibitors
- Sydney Showground – Venue Services

#### DUE 15 MAY

- All exhibitors
- Electrical Test & Tag Form

If you do not require the services on one of the forms, please tick the not required box on the form and move onto the next form. That way we will not chase you for outstanding forms.

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Also, we are using hashtags

#PacPrint

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### LOGOS AND MARKETING MATERIALS

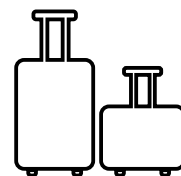
The PacPrint Sydney 2025 logo and web banner is available for you to use on any event communication – emails, newsletters, brochures, postcards, catalogues etc. available for download from the exhibition website: <https://www.pacprint.com.au/exhibitors-info> and then click on download exhibition logos.



### HAVE YOU MISSED...?

#### Accommodation!

If you need to book accommodation for staff or clients don't wait – do it now! Bookings can be made through <https://events.ozaccom.com.au/pacprint-2025/accommodation/Site/Register>



### ATTENTION SPACE ONLY EXHIBITORS

The Venue may require any stands over 3m High to have engineers Sign off once the stand is built onsite depending on the complexity of the stand build. Visual Connections will forward any stand designs received to the Venue for review and you will be notified if an Engineer Certificate is required. The Venue have recommended:

Event Engineering

E: [info@eventengineering.com.au](mailto:info@eventengineering.com.au)

P: +61 2 9690 1734

W: [www.eventengineering.com.au](http://www.eventengineering.com.au)

### PREVIOUS NEWSLETTERS:

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