



9 - 12 NOV 2025

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

International Convention Centre

Gadigal (Sydney), Australia

## Exhibition Guide

On behalf of the committee, we are delighted to welcome you as an exhibitor to APSAD Sydney 2025, Monday 10<sup>th</sup> to Wednesday 12<sup>th</sup> November 2025, at the International Convention Centre Sydney (ICC Sydney), Gadigal Country, Australia.

This guide will help you to plan a successful exhibition. Please view this guide to ensure smooth logistics in the lead-up to and during the conference. Please ensure all items are completed by the due dates listed within.

Please note that exhibitors will not be granted entry to set up their display without prior provision of:

- a current public liability insurance certificate of currency (or indemnity form). Please extend your public liability to cover your display, if necessary
- onsite contact details (name and mobile number for onsite booth coordinator)
- full payment for your participation

Please ensure you read through all the pages of this guide. If you have any questions, please contact [Mikayla.mason@ashm.org.au](mailto:Mikayla.mason@ashm.org.au).

## REQUIREMENTS CHECKLIST

Item	Deadline	Task Complete Y/N
<b>Register staff online</b> For conference/accommodation/social functions All exhibitors must be registered.	1 September 2025	
<b>50-word company profile and logo</b> sent to <a href="mailto:Mikayla.mason@ashm.org.au">Mikayla.mason@ashm.org.au</a>	1 August 2025	
<b>Onsite contact information</b> (name and mobile) provided to <a href="mailto:Mikayla.mason@ashm.org.au">Mikayla.mason@ashm.org.au</a>	1 September 2025	
<b>Indemnity form</b> or <b>public liability cover</b> (certificate of currency) provided to <a href="mailto:Mikayla.mason@ashm.org.au">Mikayla.mason@ashm.org.au</a>	1 September 2025	
<b>Promote your participation</b> at the conference. Add the conference promotion to your email signature, website and newsletters to advise contacts you will be at the conferences. <a href="#">Digital Toolkit</a>	Ongoing	
<b>Exhibition Booth Requirements</b>		
<b>Custom booth design plans</b> to be sent to <a href="mailto:Mikayla.mason@ashm.org.au">Mikayla.mason@ashm.org.au</a> and submitted <a href="#">ICC Sydney Custom Stand Permit Form</a> approved (if applicable)	<b>1 October 2025</b>	
<b>ExpoNet Requirements</b> ExpoNet are the official stand builders for the exhibition. ExpoNet will email you a link to their online Exhibitor Kit. The online kit contains important information and forms for both shell scheme and space only stands, including fascia, electrical, furniture etc. Failure to complete forms by the deadline of 10 October 2025 may result in late order charges. For any queries, please contact Exponet Exhibitor Services Department on 02 9645 7000 or <a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a>	<b>10 October 2025</b>	



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<p><b>Send goods to venue Delivery</b></p> <p>The venue will <b>only</b> accept deliveries on <b>Monday 10 November between 7:00am and 11:00am</b>. Whilst exhibition setup is open on the Sunday afternoon between 2:00pm and 4:00pm – this is for hand-carried items only. Deliveries must be scheduled for Monday 10 November 7:00am – 11:00am. Please ensure your items are labelled with the <a href="#">ICC Delivery Label</a>. ICC Sydney is unable to accept goods on behalf of exhibitors, therefore we advise exhibitors to address delivery labels to the company contact person onsite who will be looking after the stand (not the event organiser). This will assist us in finding the correct items.</p> <p>If a forklift service is required please advise <a href="mailto:mikayla.mason@ashm.org.au">mikayla.mason@ashm.org.au</a> by <b>1 October</b> as additional booking and service fees apply.</p> <p><b>Self-delivery and Couriers:</b> Vehicle to be pre-booked and materials delivered on the day of your move in and move out, no ICC Sydney managed on-site storage is available. Please use the <a href="#">Loading Dock Booking Form</a>. Please select ‘Convention Dock – Events’ as the location</p> <p><b>Car Park:</b> small items can be hand-carried, please park in P1 (accessed via Darling Drive) and proceed to the event space. Please note, large trolleys and freight are not permitted in guest lifts; for delivery of large or bulky freight, please refer to the self-delivery option.</p> <p><b>Please note:</b> If you are using your own courier, APSAD or ICC Sydney cannot sign for the delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider and/or ensure you have a representative onsite at the time of delivery.</p>	<p><b>Monday 10 November 7:00am – 11:00am</b></p>	
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## CONTACTS

Key logistics contacts for the Conference

Category	Company	Contact Person	Phone No.	Email
Venue Exhibition Services	ICC Sydney	Exhibition Services	+61 2 9215 7373	<a href="mailto:exhibitionservices@iccsydney.com">exhibitionservices@iccsydney.com</a>
Exhibition Builder	Exponet	Exhibitor Services Department	02 9645 7000	<a href="mailto:esd@exponet.com.au">esd@exponet.com.au</a>
Audio Visual	Rave AV	Jasiah Ulbricht	+61 416 468 838	<a href="mailto:jasiah@rave.solutions">jasiah@rave.solutions</a>
Conference Secretariat	ASHM	Mikayla Mason	+61 490 108 441	<a href="mailto:Mikayla.mason@ashm.org.au">Mikayla.mason@ashm.org.au</a>



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#### IMPORTANT DOCUMENTS:

- [Indemnity Form](#)
- [Exhibition Floorplan](#) – Subject to change pending final venue approval
- [Delivery Label](#)
- [Conference Website](#)
- [Spread the Word](#) (Marketing assets)
- [Venue Map](#)
- [Venue Exhibitor Toolkit](#)

#### TABLETOP / BOOTH / EXHIBITION SPACE INCLUSIONS:

##### Community Tabletop

- One full complimentary exhibitor (exhibition access only) registration per table
- One trestle table and two chairs
- One poster board
- A 50-word company profile and logo included in the exhibition section of the conference handbook distributed at the conference and app
- Three days of exhibition and privacy-compliant delegate list
- Catering breaks are provided in the exhibition area

##### Shell Scheme Booth includes:

- **Stand:** 3m x 3m with white melamine walling (number of walls dependant on position)
- **Fascia:** 1 x company name sign in black and white (with a maximum number of letters to be determined)
- **Lighting:** 2 x 150-watt track lights per booth
- **Power:** 1 x single power point (4 amp) per booth
- **Flooring:** The venue has carpet flooring
- **Furniture:** 1 x trestle table with cloth and 2 x chairs
- **Please note:** Furniture and any other additional requirements are at the exhibitors expense.
- Two (2) full complimentary exhibitor pass per 3m x 3m manned stand (exhibition access only) and access to discounted conference exhibitor passes. Additional staff will be required to register under the discounted exhibitor rates.
- A 50-word company profile included in the exhibition section of the conference handbook and app distributed at the conference
- Three days of exhibition and privacy-compliant delegate list
- Catering breaks are provided in the exhibition area

##### Custom floor space

- 3m x 3m (unless stated otherwise in agreement)
- Raw floor space will be designated by markings on the floor
- Raw floor space does not include any accessories and equipment such as fascia, lights or power. If access to electric power is required, please request this with ExpoNet.
- All work must be carried out within the show timetable.
- It is each exhibitor's responsibility to familiarise themselves with any height or weight restrictions of the allocated space before designing the stand.
- All stands shall be entirely self-supporting, without either hanging from the roof or being attached to walls of the venue.
- It is not allowed to use shell scheme walls from neighbouring stands for your own purposes



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- If you have not chosen a stand builder for your space only stand yet, ExpoNet can provide you with a quotation for your stand.
- Exhibition builds in Parkside Ballroom are limited to 3 metres in height.
- Two (2) full complimentary exhibitor pass per 3m x 3m manned stand (exhibition access only) and access to discounted conference exhibitor passes. Additional staff will be required to register under the discounted exhibitor rates.
- A 50-word company profile included in the exhibition section of the conference handbook and app distributed at the conference
- Three days of exhibition and privacy-compliant delegate list
- Catering breaks are provided in the exhibition area

## VENUE INFORMATION

The exhibition will be held on Level 2 of the ICC Sydney in the Parkside Ballroom. Posters and catering will be included in the exhibition space for morning tea, lunch and afternoon tea. Session rooms are also located on level 2.

## Food & Beverage

All catering offered within the exhibition area can be ordered through the ICC Sydney Exhibition Services portal [here](#). You may view the stand catering menu [here](#). No food, beverage or alcohol will be permitted to be brought into or removed from the facility by the licensee or any of the licensee's guests or invitees without the written approval of the Food & Beverage Department. Note that Coffee Machines or Barista Coffee will not be permitted unless approved by conference organisers. Contact [mikayla.mason@ashm.org.au](mailto:mikayla.mason@ashm.org.au) for more information.

All companies offering hospitality are reminded of their responsibilities for hygiene and food safety. Exhibitors are also encouraged to guarantee healthy and balanced catering service to their delegates.

## Venue Safety

All visitors to the loading dock require high visibility vest/clothing. Footwear must be fully enclosed. Thongs or sandals are not permitted. For visitors or drivers working on-site, safety footwear must be worn.

Please refer to the ICC Sydney [Exhibitor Toolkit](#) and [Exhibition Manual](#) for information on the following:

- Loading dock access
- Back of house dimensions
- Deliveries
- Collection of goods
- Test and tag requirements

## SET UP & DISMANTLE

### Bump in:

**Sunday 9 November 2025**

Custom Stand Build Access:

8:00am – 2:00pm\*

Exhibitor Set up:

2:00pm – 4:00pm\* Hand-carried items only **NO DELIVERIES**

### Exhibitor Set Up and Deliveries:

**Monday 10 November 2025**

Exhibitor Set Up:

7:00am – 10:30am\*



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#### Exhibition Open Hours:

All booths must be fully staffed, operational and exhibits displayed to delegates during the break periods. Times are subject to change. Please view the [online program](#) for the most up-to-date timings.

#### Bump out:

#### Wednesday 12 November

Exhibitor Pack down:

Once afternoon tea has concluded (3:00pm – 4:30pm\*)

Exhibitors Dismantle:

5:00pm\* onwards

*Note: This includes custom-built exhibits*

\*This time is based on the current program. Any changes to the timing of the program will result in a change to the set up / dismantle times.

#### SECURITY

- Exhibitors are fully responsible for the total management of their pod exhibit. The organiser will not be held responsible for any damages, robberies and losses incurred by exhibitors, and compensation will not be provided for the loss of personal belongings and exhibits.
- The ICC Sydney will not accept responsibility for damages or loss of goods and property left in the hotel prior to, during or after the exhibition. All goods belonging to clients must be claimed and removed from the hotel on the last day of the exhibition. Adequate insurance coverage of exhibits is recommended.
- During the set-up, dismantle and exhibition operation times the area will be open, and we suggest you take care of your goods and that your booth is not left unattended. **Please do not ever leave any valuables on your stand.** Whilst every precaution is taken, both the ICC Sydney and APSAD do not accept any responsibility for loss or damage which may occur to persons or property at the exhibition from any cause whatsoever.

#### FLOOR PLAN

**Please note the floor plan is subject to change**, however the Conference Organisers will make every effort not to move allocated spaces and will advise exhibitors of any significant changes.

#### PACKING

Please ensure you allow enough time for freight to arrive on time. Please check with your freight forwarder to confirm when you need to arrange delivery to be sent. The following is a list of items we suggest you pack into your **'Exhibition Survival Kit'**, because you never know when you might need them!

- Scissors
- Sticky tape (for packing cases)
- Stapler (staples)
- Blu-tack or Velcro (hook & loop)
- Clearly marked delivery labels for all packages sent to the exhibition (include your company name) and return labels for after the conference
- Pens and permanent markers
- Writing pads
- Courier consignment notes for sending goods back to the office
- Power board, extension cord, phone/laptop/tablet charger (must be tagged and tested)
- High visibility vests