



Sponsor and Exhibitor Expectations at SEPLA-CON 2026

We are delighted to welcome you to SEPLA-CON 2026 Conference. This is a great opportunity for all - exhibitors and attendees alike to come together to connect, share ideas and showcase innovation.

To help us create a positive and professional experience, we've outlined a few shared expectations on stand below that are in keeping with the conference standards and principals. These expectations serve as a helpful reminder to our returning partners and a friendly introduction to those who are joining us for the first time this year.

Keep a clean and tidy stand

A clean, organised stand fosters an open and welcoming first impression. Please ensure used catering plates, cups, packaging etc are disposed of after use or are neatly stored away behind the stand. Reset of the space between breaks and end of day is encouraged to ensure it's ready for the next visitor. Likewise, avoid cluttering the stand with personal items (keys, phone etc) and blocking shared walkways around the stand.

Engagement and Presence

During conference breaks / stand visits by delegates, we ask that phone and laptop usage, is kept to a minimum to enhance approachability and staff stand presence.

Stands must be staffed during all official exhibition breaks. Avoid leaving the stand unattended for extended periods of time. In addition, exhibitors are expected to arrive prior to the scheduled bump-in and Conference start time to ensure their stand is fully prepared to receive visitors before sessions commence.

Professional Conduct

All staff on stand must act in a professional, courteous and respectful manner towards attendees, fellow exhibitors and staff. Positive and enthusiastic energy naturally attract visitors and encourage engaging, meaningful interactions on stand. Vaping, alcohol, inappropriate language and behaviour is not welcome.

No early bump-out

To ensure a consistent experience for attendees, pack down of the stand before the afternoon catering break on Day 2 of the conference is not permitted unless explicitly arranged in advance with the conference organisers.

Responsibility for personal and stand materials

All sponsors and exhibitors are required to maintain responsibility for their own materials and items. All boxes, equipment and personal items must be clearly labelled to avoid confusion and facilitate smooth set up, storage and pack down across the conference.

Similarly, exhibitors intending on leaving valuable goods at the venue overnight *must securely store them*. Conference organisers, take no responsibility for lost, stolen or damaged items.





Integrity and Honesty

Honesty and integrity is expected in all interactions including the delivery of information, advertisement of products and services and in the management of giveaways, prizes or merchandise ensuring they are provided true to what is advertise. Exhibitors must collect and handle personal data responsibly, ensuring transparency, consent and compliance with privacy policies

Things to Consider Having on Your Stand

Stationary & Essentials

- Pens, notebook, scissors, blu tack, tape, Velcro dots
- Device chargers, spare extension cords and power boards, laptop / tablet

Marketing Materials

- Brochures, flyers, posters or product advertisement sheets
- Business cards, contact info sheets, QR codes to social media or membership/ mailing lists as a source of lead tracking

Why? A simple and effective snapshot of the brand, products and services, whilst giving delegates an easy way to take info away and stay connected.

Branded Merch & Giveaways

- Small, branded items i.e. stress balls, pens, socks, portable chargers, reusable bags etc
- Promotional products
- Prize draw/competition prize such as limited-edition book sets, restaurant vouchers, iPad etc.

Why? Useful merchandise to be used by delegates in their education settings is an effective marketing tool that keeps your brand front of mind. Consider what would be valuable to your attendees, particularly in their school settings.

Interactive or Engaging Elements

- Product demos or samples
- Screens with videos, animations, case studies or testimonials

Why? A hands-on experience helps draw attention whilst communicating value quickly. It can make your product more memorable.

