

# NSW Seniors Festival Expo

13 & 14 March 2024

Sydney International  
Convention Centre



2024 Exhibitor Prospectus







# Background

Located next door to the Premier's Gala Concerts, the Expo is one of the leading events for the over 60's community, attracting over 19,000 seniors from local and regional NSW.

Showcase your products and services to our highly engaged audience, connect with ongoing consumers or build on your existing network.

With a two day program filled with live entertainment, workshops and presentations, we'll bring the audience to your stand.



# 2024

## When

Wednesday 13 and  
Thursday 14 March 2024

## Where

Hall 4, Exhibition Centre,  
International Convention Centre,  
Sydney

## 2023 Success

Over 19,500

Premier's Gala Concert attendance

19,000

NSW Seniors Festival Expo attendance

140,000

Website visitors

1,000,000+

Media reach

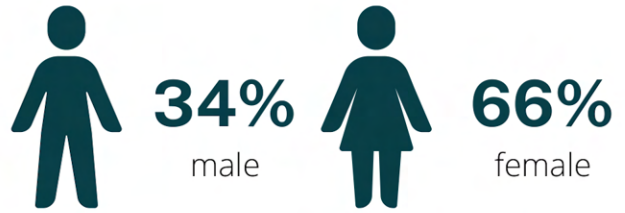




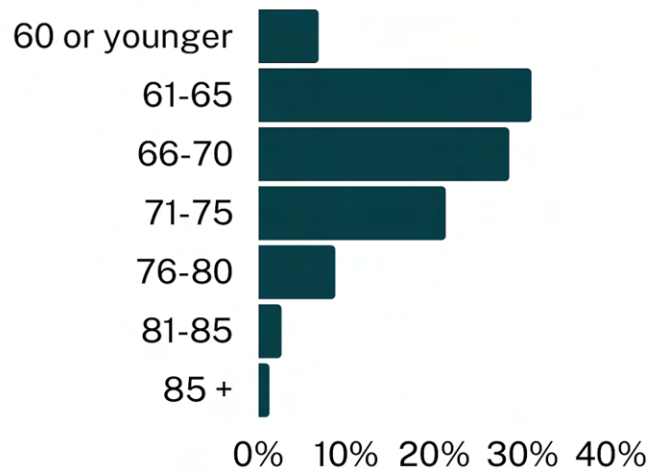


# Audience


Gender



Age groups



Average time at expo

 **2 hours**

Conversion rate from  
the Premier's Gala  
Concerts

 **83%**

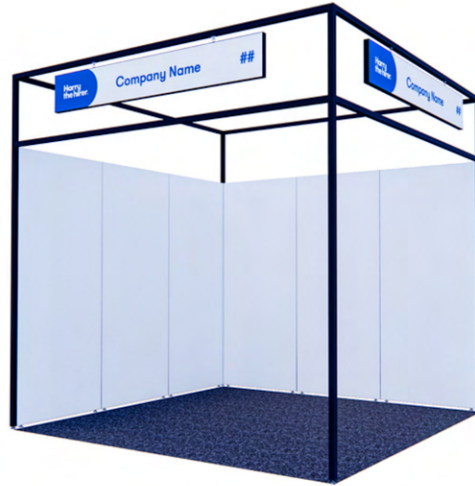
\*Conversion rate figures do not reflect seniors traveling on group buses to Premiers Gala Concerts.



# 2024 Exhibitor Booth Options

## Display stall

- 3m x 3m
- 1 Trestle Table
- 2 Chairs
- 2 Lights
- Signage
- 4 amp power connection



**Early Bird: \$5,700 ex GST**  
Cost: \$6,000 ex GST

## Activation space

- 6m x 3m
- 1 Trestle Table
- 4 Chairs
- 4 Lights
- Signage
- 4 amp power connection



**Early Bird: \$8,850 ex GST**  
Cost: \$9,150 ex GST

**Note:** Early bird offer available until Friday 22 September 2023 at 2pm.



# 2024 Expo Stage and Live Interactive Workshop Zone

We're offering a range of tailored packages to help you expand your presence beyond the physical event.

Present your brand at our expo stage or engage our seniors in an interactive workshop.

The live expo stage is the perfect way to maximise your brand exposure alongside the physical event.

The workshop zone allows you to engage with our seniors in a fun and interactive way with the opportunity to offer them something to take home.





# Additional opportunities

You can also talk to us about tailoring a NSW Seniors Festival Corporate Partnership that could include:

- NSW Seniors Festival eDM advertorial - over 16,000 seniors with tailored content.
- NSW Seniors Festival Concerts Big Screen advertising - TVC - talk to the 20,000 seniors at the concerts and make sure they are coming to your stall first.
- Become a partner - tailored packages to reach over 200,000 seniors.





# Contact us

**Damien McCabe**

Senior Events Officer

E: [NSWSeniorsFestival@fac.s.nsw.gov.au](mailto:NSWSeniorsFestival@fac.s.nsw.gov.au)

Ph: 0476 651 101



[nsw.gov.au/seniors-festival](http://nsw.gov.au/seniors-festival)