



Exhibitor's Information Pack

20th – 22nd September, 2024

Sydney Olympic Park and Netball Central & Quaycentre

The Australian Dance Festival isn't just an event; it's an Extraordinary Opportunity to Showcase Your Brand, Connect with Passionate Dancers, and Leave an Impression on the Dance Community.



Exhibiting at the Australian Dance Festival represents the opportunity to create a relationship with over 4,200 members of the dance community.

It's about becoming part of their journey, and positioning yourself for long-term success so they remember who you are and what you do long after the event is over!

ADF recognizes the importance of supporting our valued exhibitors. That's why we're rolling out some fantastic initiatives to increase traffic to your booths and create more meaningful interactions.



Who Comes To The Festival

- Dancers aged from 8 years old through to mid 20s (Male to Female Ratio – 15:85)
- Chaperones (usually mothers "Dance Mums" and the occasional "Dance Dad")
- 300+ Dance Teachers and Studio Owners
- Dance Industry related Retailers and Service Providers
- Australia's Best in Dance (choreographers, full time dance schools, agents, influencers who are either on our faculty, performing or auditioning)
- Royal Caribbean Cruise Lines who run auditions to recruit and train entertainers for their cruise ships

Venue

Workshops will run at
The Quaycentre & Netball Centre in
Sydney Olympic Park over all 3 days
with over 4,200 attendees
throughout the event

Nightly shows will be held on all
three nights at the Quaycentre
Audience Capacity each night :
3,000

Backstage:
Approx 720 - 1,000



Room 1: Quaycentre Main Arena



Room 2: Netball Centre Court 4/5



Room 3: Quaycentre Hall of Legends

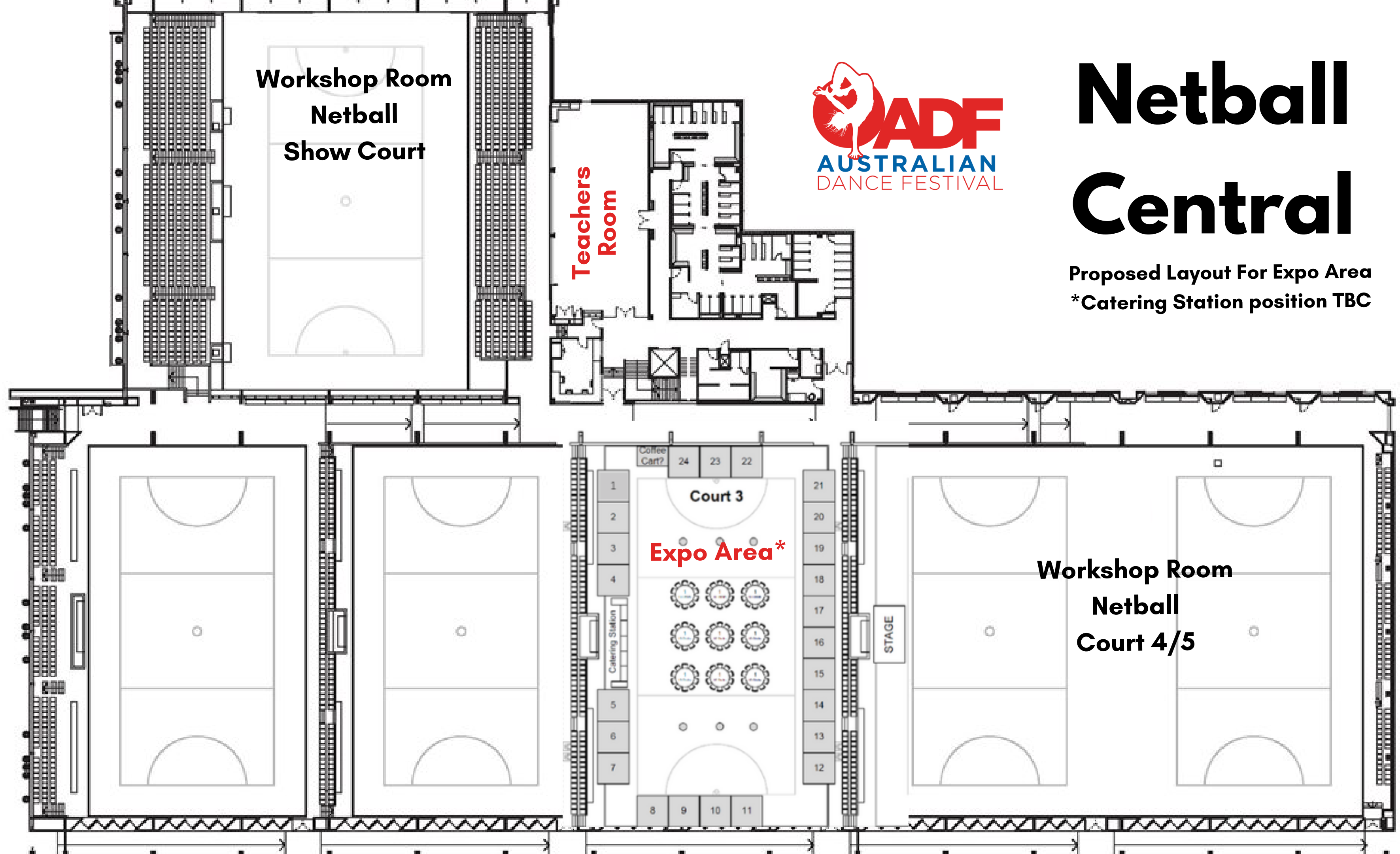


Room 4: Netball Centre Show Court



Venue Layout





Netball Central

Proposed Layout For Expo Area

*Catering Station position TBC

Expo Area*

Court 3

Workshop Room
Netball
Court 4/5

Workshop Room
Netball
Show Court

Teachers
Room

Coffee
Cart?

Catering
Station

STAGE



Netball Central Exhibitors

- ✨ This area is most suited to Exhibitors who want to target the 4,000+ dancers and their parents who attend the ADF.
- ✨ All attendees will receive a printed map highlighting the locations of our exhibitors. This will make it easier for them to find and visit your booth.
- ✨ We'll have attractive and delicious food outlets strategically placed in the expo area. Our attendees will be particularly drawn to the area during lunch, afternoon tea and dinner times each day.
- ✨ Staggered lunch times for Juniors and Seniors will also be in place each day to even out the traffic over the lunch period and enable you time to interact with as many attendees as possible.
- ✨ Interactive Competition: Attendees will receive a map of the expo with a challenge to visit each booth and collect a stamp. Once they've collected all stamps, they'll go into a draw to win 3 x Family passes to the Australian Dance Festival 2025 valued at \$500 each. This guarantees engagement and visits to every booth. We would welcome any contribution for prizes to make this competition more enticing for our attendees, and will give you lots of shout outs in return for your generosity.



Teachers Room Exhibitors

✨ Most suited to Exhibitors who want to target Dance Teachers & Studio Owners in an intimate environment. The Teachers Room offers a valuable opportunity to form a genuine connection with over 300 teachers who will be attending the ADF.

✨ Daily Champagne Hour: To encourage more traffic and networking, we'll be serving champagne every day of the Festival in the Teachers Room

✨ Increased Social Interaction: We'll also be reducing the number of workshops to 3 per day in the Teachers Room, allowing for more time and space for social interaction. This means more opportunities for you to engage with Dance Teachers in a relaxed and informal setting

✨ Incentives for Attendees to Connect with you: Dance Teachers will be encouraged to get a stamp from each exhibitor in the Teachers Room. Once they've visited all the exhibitors and collected all the stamps, they'll be entered into a draw to win exciting prizes. This fun challenge will drive traffic directly to you. We would welcome any contribution for prizes to make this competition more enticing for our attendees, and will give you lots of shout outs in return for your generosity.





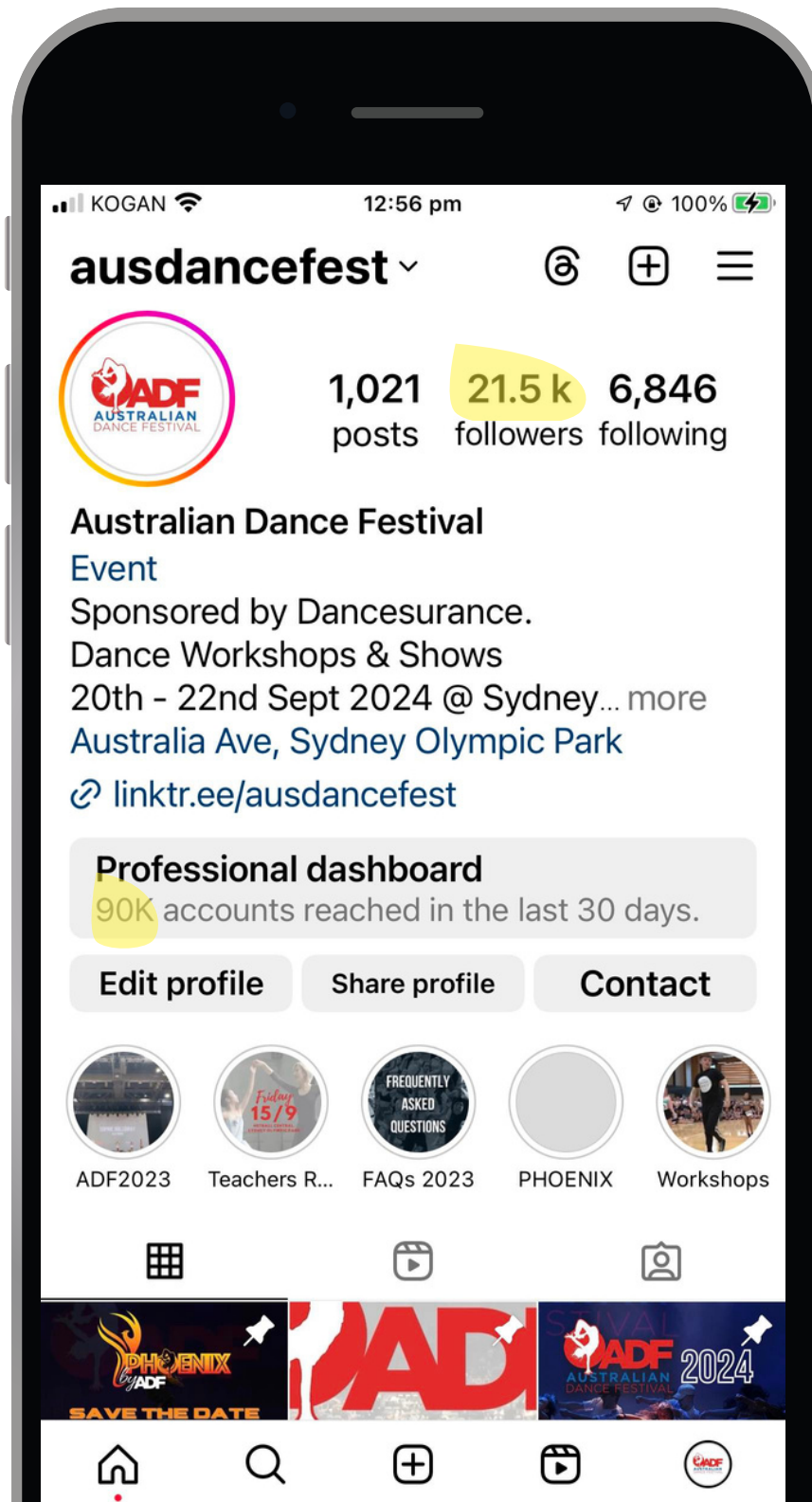
We Will Promote You Before The ADF

As part of our commitment to your success, ADF offers exclusive opportunities to engage with attendees on the lead up to our event through our strong social media platforms and email database. Let us help you create excitement and anticipation for your brand!

You will be encouraged to provide the following for ADF to share:

- Sneak peeks and behind-the-scenes content to showcase your offerings.
- Promote your exhibit with unique selling points and special offers
- Use ADF's event hashtags to amplify your audience reach
- Collaborate on joint campaigns and posts to highlight your presence
- Ensure your brand is featured in our promotions and event announcements.
- Engage with our posts and encourage attendees to follow for updates.

Let ADF be your partner in building excitement and engagement before the festival. Start now to make a lasting impact at the Australian Dance Festival!





Exhibitor and Sponsorship Packages

Exhibitor Options	Suitable For	Availability	Price Inc GST
3m x 3m Exhibitor booth at the Expo held in Netball Court 3 for 3 days. Fri – Sun	Dance businesses and retailers looking to target dancers and parents.	20 Spots Available Apply Now	\$1,800
Teachers Room: Exhibitor Space (1 x Table + 2 Chairs) Sponsored Workshop	Organisations who wish to target Studio Owners & Dance Teachers	8 Spots Available Apply Now	Space: \$1,650 Workshop: \$550
Full time dance school Auditions Package (Hall of Legends_ 3m x 3m Booth + 1 hr Sponsored Workshop + Showcase performance on Sat Evening 21 Sept	Full time dance schools wanting to audition students for 2025	5 Spots Available Apply Here	\$2,750

Exhibitor and Sponsorship Options

Exhibitor Options	Suitable For	Availability	Price inc GST
<p>30 Second TV Commercial</p> <p>Similar to cinema advertising, ads are played every night before the shows on a loop.</p>	<p>Organisations wanting to promote their products / services to 3,000+ dancers</p>	<p>Apply Now</p>	<p>\$990</p>
<p>Sponsor a 1 hour Workshop</p> <p>You must cover the cost of the instructor and ADF must approve of the instructor. Includes 3x Day passes for assistants and video footage of workshop.</p>	<p>Any organisation who wishes to create a fun and unique experience to connect with customers</p>	<p>Apply Now</p>	<p>\$1,100</p>
<p>Sponsor an Entire Workshop Room for the 3 days of the Festival.</p> <p>More Info</p>	<p>Organisations looking for Brand Exposure, Instagram Views & Experiential Marketing Opportunities with dancers</p>	<p>Main Arena NBC 4/5 NBC Showcourt</p>	<p>From: \$5,500 – \$6,600</p>