



2024 PAN PACIFIC MASTERS GAMES SPORT & LEISURE EXPO

31 October - 3 November 2024

2024 Exhibitor Deck



**PAN PACIFIC
MASTERS GAMES**
GOLD COAST AUSTRALIA

WHERE
**LEGENDS
COMETO PLAY!**

OPENING TIMES

Your unique opportunity to showcase and sell sport and leisure related products and services to a targeted market at the 2024 Pan Pacific Masters Games.

- Thursday 31 October | 12:00pm – 7:00pm
- Friday 1 November | 8:00am – 7:00pm
- Saturday 2 November | 8:00am – 7:00pm
- Sunday 3 November | 8:00am – 5:00pm



EXPO LOCATION



Hall 4
Gold Coast Convention &
Exhibition Centre
2684-2690 Gold Coast
Hwy, Broadbeach
QLD 4218

PAN PACIFIC MASTERS GAMES SPORT & LEISURE EXPO FEATURES

Participants of the Pan Pacific Masters Games must visit the Registration Centre to collect their accreditation and sports bag. The layout of the area is such that participants will pass each exhibitor after completing the check in process, thereby maximising exposure and traffic for exhibitors.

With the event attracting more than 15,000 competitors and supporters from over 25 different countries, the Expo provides a great opportunity to tap in to a diverse yet targeted market. It is expected that at least 80% of these competitors and supporters will visit the Registration Centre during the period of the Expo between 31 October and 3 November 2024.

ABOUT THE GAMES

The Pan Pacific Masters Games is a biennial sporting event held on the Gold Coast offering 46 different sports from athletics to swimming through to the popular team sports of netball, dragon boating, hockey and the football codes. To participate, the only criterion for entry is the minimum age, which for most sports is 30 years of age or over.

The official Games Village and scheduled entertainment will remain at the Gold Coast Convention & Exhibition Centre where participants will be able to access

official merchandise, information and collect their accreditation. After a full day in the field of play, participants visit the Games Village to celebrate with live music and food and beverages on 6 out of the 10 competition days.

We welcome and encourage businesses from the areas of tourism, sport, nutrition, health and fitness to take advantage of this exclusive direct marketing opportunity at the 2024 Pan Pacific Masters Games.

SELL YOUR BRAND, PRODUCT OR SERVICE TO AN ACTIVE HEALTH & FITNESS AUDIENCE OF OVER 12,000 VISITORS.

Why exhibit?

- Expected visitor volume of over 12,000 people through the Expo.
- Promote and direct sell to a targeted audience of people who have a genuine interest in pursuing an active healthy lifestyle.
- Elevate your brand name to a new level of National and International awareness.
- Align your products with the Pan Pacific Masters Games - the world's biggest and best biennial masters games.
- Turnover stock in a high-traffic environment or demonstrate, launch and market-test new products.
- Strictly limited opportunities - once capacity is reached, exhibitor invitations will close.
- Discover new suppliers, make industry contacts and research ways to improve your own products.
- Build your electronic database or membership base, or sell tickets to your event.
- Get up to speed on how your competitors and associates are doing business.
- Network, network, network!



52% Female Entrants
48% Male Entrants





How does Pan Pacific Masters Games market the Expo?

Prior to the Event

- Expo advertised in the Official Games Handbook (circulated digitally to PPMG participants) and the Official Games eNewsletter (circ. 38,000+ email addresses)
- Dedicated Expo page on the Masters Games website www.mastersgames.com.au
- Promotion through official event Instagram and Facebook pages

During the Event

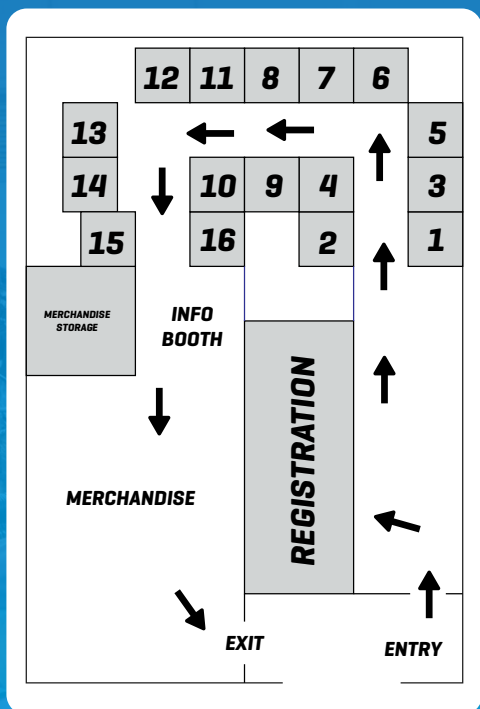
- Expo and exhibitor information on www.mastersgames.com.au
- Expo advertised in the daily edition of the official eNewsletter during the Games

Other benefits and inclusions

- A link to your website will be listed on www.mastersgames.com.au from the close of expo bookings to the end of the games
- An "Official PPMG Exhibitor" logo can be placed on your website linking back to mastersgames.com.au



EXPO FLOORPLAN



Exhibition Booths

Single booth
3 x 3m White Shell Scheme

\$2,000 + GST



2024 PAN PACIFIC MASTERS GAMES SPORT & LEISURE EXPO



**PAN PACIFIC
MASTERS GAMES**
GOLD COAST AUSTRALIA
1-10 NOVEMBER 2024

mastersgames.com.au | [#PPMG24](https://twitter.com/PPMG24)

Style Guide for Exhibitors

Much effort has been invested in providing a professional and efficient design for the Expo and it is the organiser's expectation that the exhibitor booths are presented in the same standard. It is the organiser's objective to present an interesting and interactive expo to its visitors and to provide a space that will be conducive for exhibitors to maximize their return on investment. If each exhibitor meets the following guidelines, the result will more likely be a high-traffic expo with high return for exhibitors and other stakeholders.

The following guidelines are designed to fulfil this objective.

Minimum requirements:

- Boxes must not be visible to the public. Please place them under trestle tables or out of sight (floor-length tablecloths must be used on trestles (not supplied by organiser)
- Work with PPMG to tailor your booth with the sorts of brochure stands, counters and racks/shelves that will suit your merchandise or products
- Bring professional signage with you – posters, pull-up banners and the like
- Exhibitors are not to apply any signage or stickers to the external fascia of the booth as it looks untidy. A customized fascia sign is available from our supplier should you deem essential
- No hand-written or makeshift signs are to be used. If you anticipate reducing prices for the last day, bring this signage with you
- Come prepared with a stationery selection and cleaning supplies to ensure your booth is kept in good condition – yellow tack, double-sided tape etc.
- Discard rubbish, empty boxes and the like throughout the day
- Ensure your booth is as interactive as possible – have items to giveaway with your branding on it, games or interactive displays to attract people
- Where possible, use plasma TVs or laptops to show footage/advertisements
- Always have a staff member present during the opening hours of the Expo. Booths must not be left unattended for more than 15 minutes at a time
- Dress staff professionally in company colours, uniform or company badges to ensure they are distinct from visitors to the Expo
- Have your contact details on hand (business cards or flyers) to capitalize on post-expo and follow up sales
- Create a means of collecting names/email addresses to add to your database
- Exhibitors are required to seek written approval from PPMG to have signage above their expo booth
- Coffee and food containers are not to be visible to consumers at anytime
- Power leads and boards are to remain out of site of consumers at all times
- Exhibitors have the option of reducing their carbon emissions by using a low watt light (at user's expense), and by using the venue's recycling facilities