

Getting the most out of the conference: Promoting your products and services

- **Registration on Tuesday morning:** There will be tea, coffee and water coolers in the expo area for all conference attendees from 8am to 9am on Tuesday. Exhibitors should aim to arrive on Tuesday between 7.30am and 8am.
- **Morning tea, afternoon tea and lunch breaks:** All conference catering (with the exception of the Gala Dinner and the farewell lunch) will be served in the expo area to encourage attendees to spend time viewing the exhibits. Make sure you have people on your site.
- **Networking drinks on Tuesday evening:** Beverages and canapés will be served from 5.45pm to 7.45pm in the expo area.
- **Visitors' afternoon on Wednesday:** Exhibitors can invite guests to visit the expo area on Wednesday, 8 November between 3.30pm to 5pm. **Please ensure your visitors collect their visitor's badge at the registration desk.**
- **Gala Dinner on Wednesday evening:** The Gala Dinner will be held on Wednesday, 8 November from 7pm to midnight. Pre-gala dinner drinks will be served in the expo area from 6pm to 7pm.
- **Best Expo Site award:** Judging for the Best Expo Site will take place on Tuesday, 7 November and Wednesday, 8 November and the winner will be announced at the Gala Dinner, on Wednesday, 8 November. The criteria are:
 - Is the expo site effective in attracting attendees?
 - Does the expo site have a clear purpose?
 - Is the expo site effective in achieving this purpose?
 - How friendly and welcoming are the people running the site?
 - Does the expo site have good visual impact?
 - Is the expo site presented well and kept tidy and professional?
 - Has the exhibitor endeavoured to minimise waste in the construction and operation of their site?