AUSTRALIA PROPERTY & EDUCATION EXPO 2022

26th & 27th November 2022

National Convention Centre Canberra

National Convention Centre

The National Convention Centre is Canberra's leading events venue, unrivalled in facilities, size and scope. The Centre is located in the heart of the Central Business District.

80+
Exhibitors

8,000+
Investors& buyers

500,000+
Exposures

2,000m²
Exhibit space

WHY EXHIBIT

BRANDING

Be part of the largest Property & Education Expo in Canberra. Exclusive platform to present your projects, products and services.

FACE-TO-FACE INTERACTIONS

Exhibitions are effective marketing tools for businesses. They provide a priceless opportunity to directly showcase and demonstrate your products and services to prospective clients.

RESULTS

Presenting your company/organisation at the Expo simultaneously contributes to long-term brand building and immediate engagement, all in a measurably cost-effective way.

EXPERIENCE

Australian top exhibition environment and event set-up partner.

Network face-to-face with potential business partners and build your client portfolio.

NEW VIRTUAL TECH-ENABLED

A tralia-wide and expanded global reach live streaming. Reach out to those who cannot make it to the offline venue and share instantly with interested parties or decision-makers.

WHO WE ARE

THE ORGANISER

CBRLife is the largest Chinese-English bilingual media in the greater ACT area with products, ranging from Magazine, LED stand, App, to WeChat Newsletter.

CBRLife's mission is to help business owners in Canberra obtain revenue growth by expanding their influence, especially in the Chinese community.

CBRLife

MAGAZINES ISSUE MONTHLY
120,000+

WECHAT OFFICIAL ACCOUNTS FOLLOWERS
25,000+

APP MONTHLY USER COVERAGE
615,000+

EXHIBITORS

REAL ESTATE

Real estate agencies, property management companies, property developers.

EDUCATION

Universities and colleges, early learning and daycare centres, primary and secondary schools, afterschool education centres, and schools of sports, art, dance, music, language, coding, etc.

BUILDING AND CONSTRUCTION

Builders, designers, flooring and tile stores, solar energy equipment suppliers, garage door suppliers, etc.

PROFESSIONAL SERVICES AND CONSULTING

Banks, mortgage brokers, conveyancers, insurance brokers, currency exchange services, etc.

FURNITURE AND HOMEWARE

Bedding and furniture shops, cabinet makers, lighting stores, curtain, shutter suppliers, etc.

VISITORS

Age of Visitors

Under 25	25-40	40-50	50-60	Over 60
9%	41%	30%	16%	4%

Family Annual Income

34% Over $200,000

27% $150,000 -$200,000

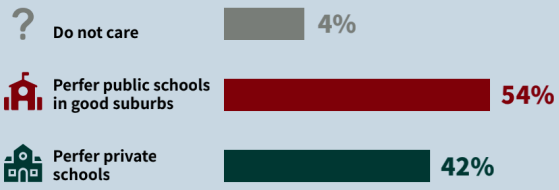
23% $100,000 -$150,000

16% Under $100,000

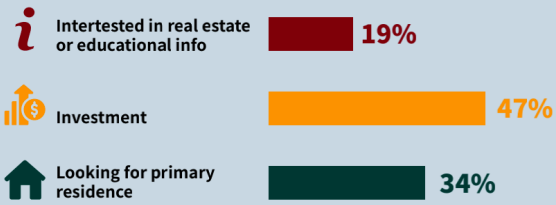
Family Types

Single	One-parent families with children	Couples with dependent children	Couples with non-dependent children	Couples only
17%	3%	52%	19%	9%

Parents' School Choices



Purpose of the Expo



*Statistics based on CBRLife subscribers' database and previous event questionnaires

How DO WE ATTRACT VISITORS

LIVE STREAMING & SEMINARS

2 FULL DAYS LIVE STREAMING

FACEBOOK

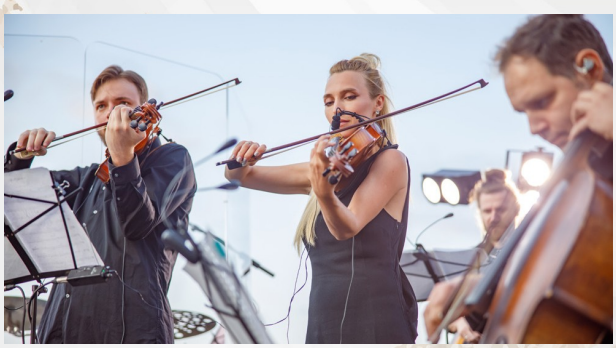
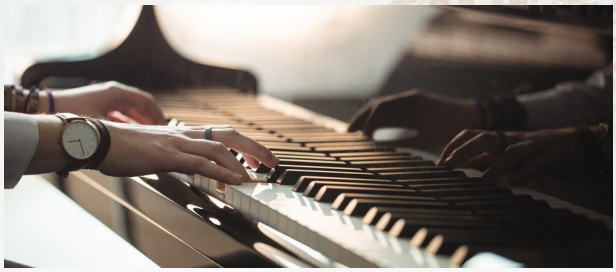
WeChat Channels

20+ SEMINARS

- Hot topics and professional knowledge in real estate and education
- Exclusive time and space to talk to visitors
- Professional equipment
- Better branding image

How DO WE ATTRACT VISITORS

FAMILY ACTIVITIES

How DO WE ATTRACT VISITORS

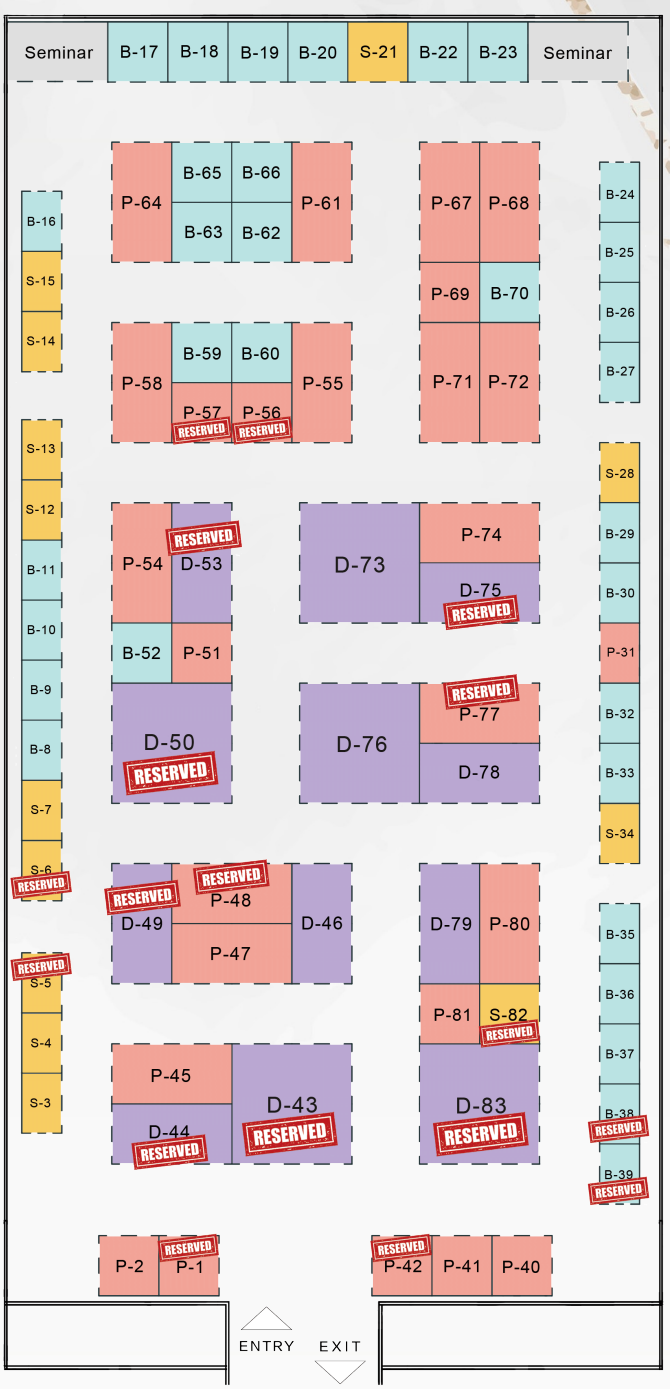
SPECIAL DEALS, VOUCHERS AND EXPO GIFTS

All the exhibitors are encouraged to provide limited-time special deals, vouchers or expo gifts to visitors.

The offers and exhibitors' information will be shared via the Expo's official website the advertising campaign.

BE AN EXHIBITOR

FLOOR PLAN

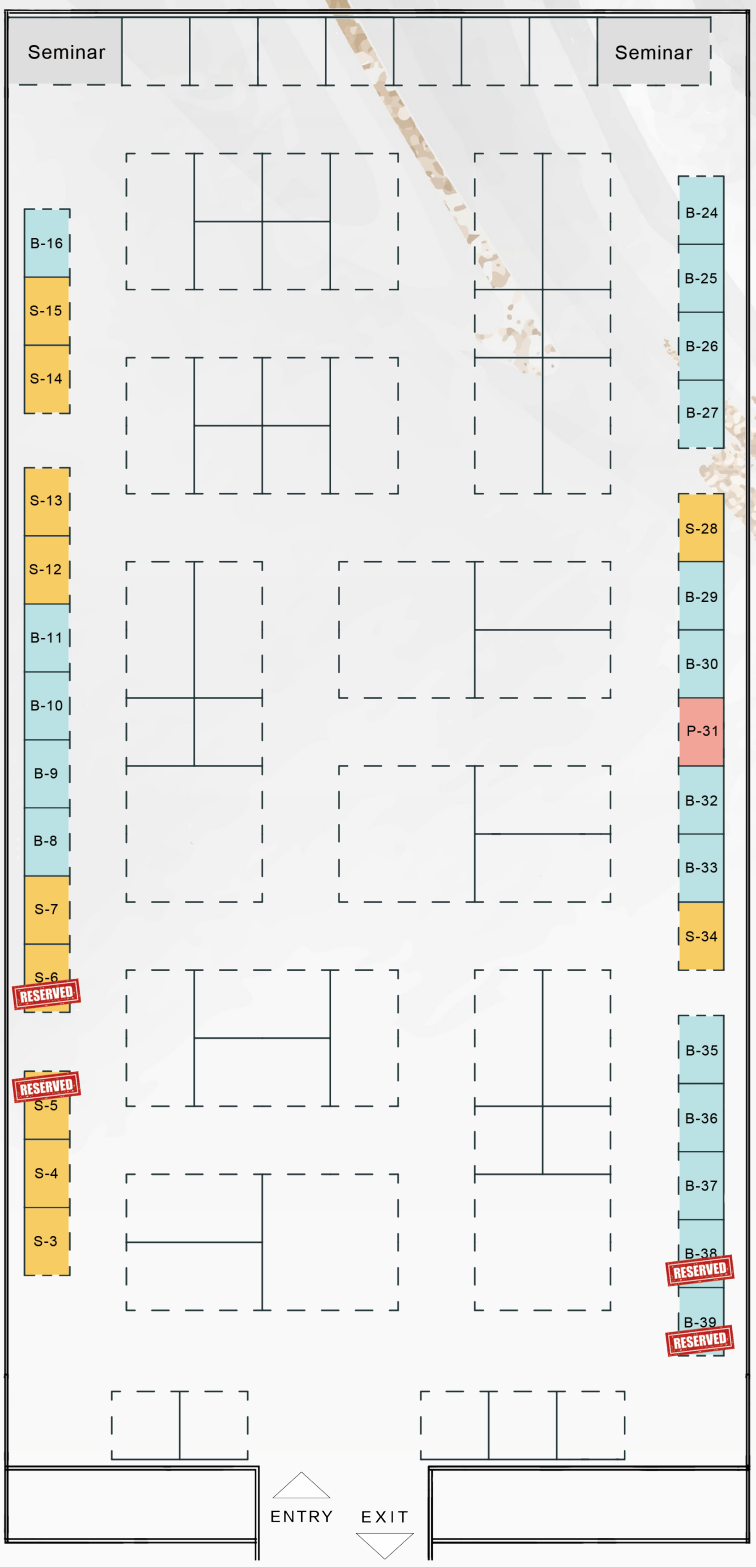


Basic	Standard	Premium	Deluxe
2M x 3M booth with clothed table and chairs	**3M x 3M** booth with clothed table and chairs	**3M x 6M** booth with clothed table and chairs	**6M x 6M** Raw space
Logo displayed on **all marketing materials**	Logo displayed on **all marketing materials**	Logo displayed on **all marketing materials**	Logo displayed on **all marketing materials**
The Expo Show Guide **1/2 page**	The Expo Show Guide **1/2 page**	The Expo Show Guide **1 full-page**	The Expo Show Guide **2 full-page**
30 seconds video promotion*	**30 seconds** video promotion*	**1 minutes** video promotion*	**1 minutes** video promotion*
		1 page flyer displayed at the entrance	Live stream interview **10 mins**
		Live stream interview **5 mins**	Seminar presentation **20 mins**
			Pull-up banner displayed at the entrance
			Logo displayed on **Expo Bags**
			1 page flyer in Expo Bags
$1,500+GST	**$1,700**+GST	**$5,000**+GST	**$11,000**+GST
$1,700+GST	**$2,100**+GST	**$6,000**+GST	
$2,100+GST	**$2,500**+GST		

*Video provided by exhibitors.

BE AN EXHIBITOR

2M x 3M Booth



Basic

2M X 3M booth with clothed table and chairs

Logo displayed on **all marketing materials**

The Expo Show Guide **1/2 page**

30 seconds video promotion*

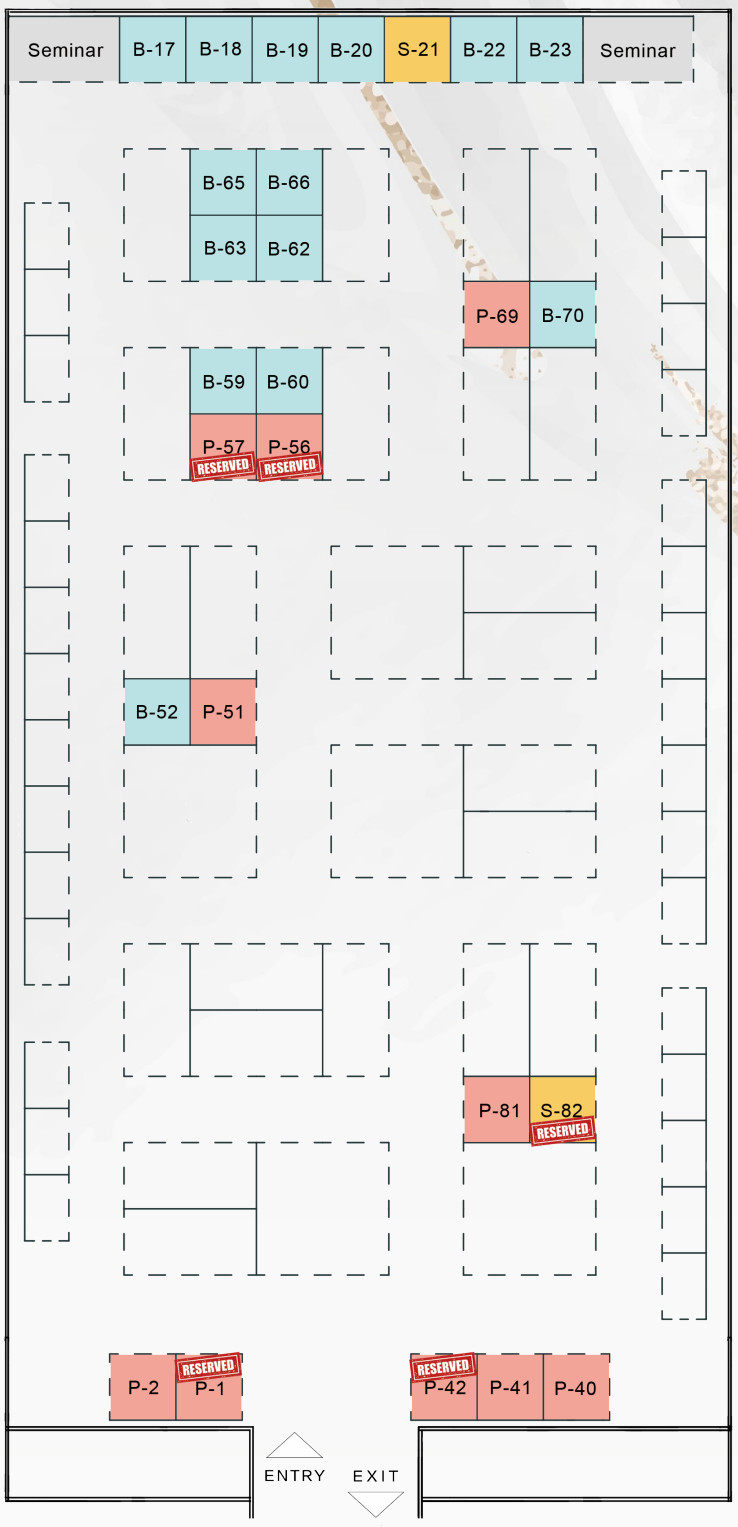
$1,500+GST

$1,700+GST

$2,100+GST

BE AN EXHIBITOR

3M x 3M Booth



Standard

3M x 3M booth with clothed table and chairs

Logo displayed on **all marketing materials**

The Expo Show Guide **1/2 page**

30 seconds video promotion*

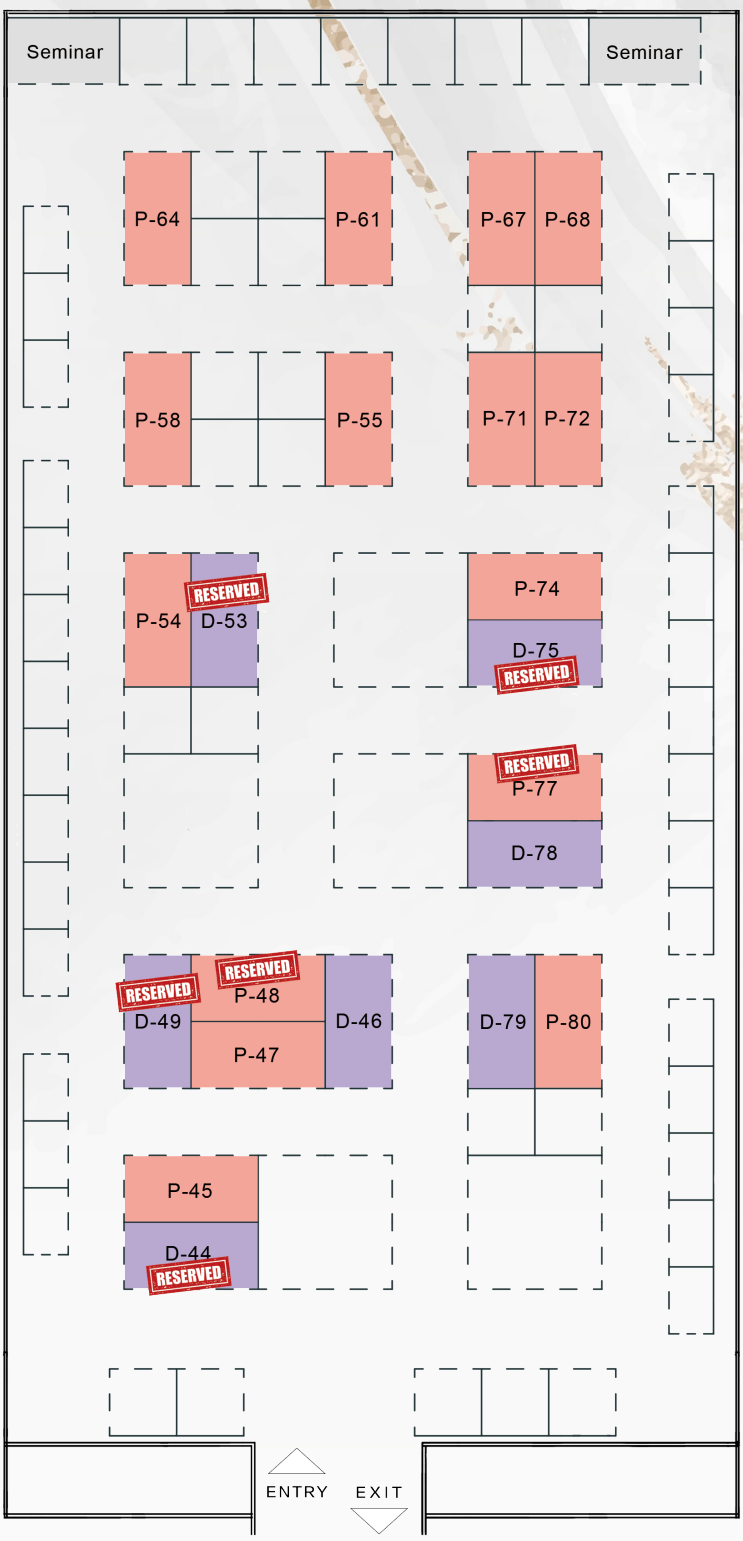
$1,700+GST

$2,100+GST

$2,500+GST

BE AN EXHIBITOR

3M x 6M Booth



Premium

3M x 6M booth with clothed table and chairs

Logo displayed on **all marketing materials**

The Expo Show Guide
1 full-page

1 minutes video promotion*

1 page flyer displayed at the entrance

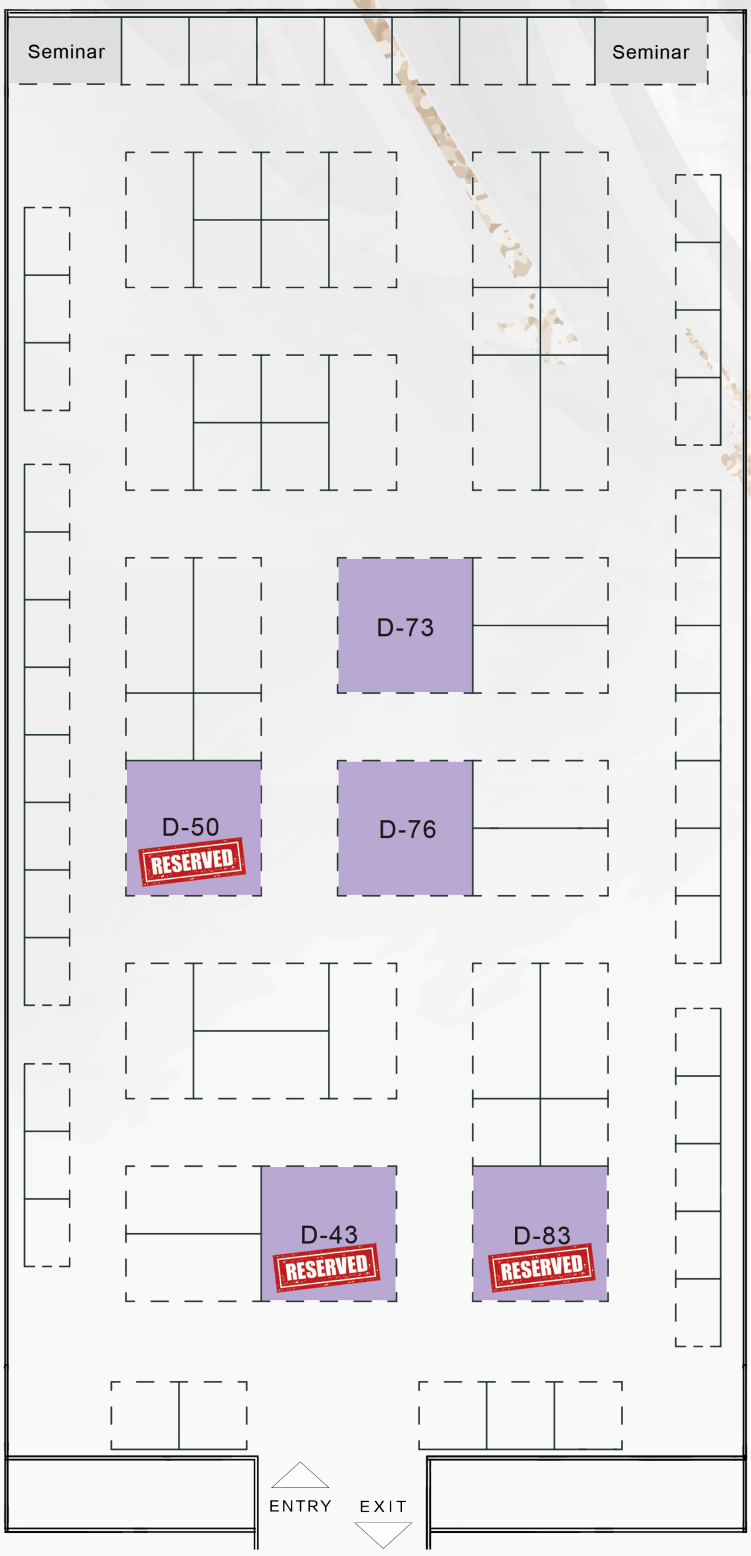
Live stream interview
5 mins

$5,000+GST

$6,000+GST

BE AN EXHIBITOR

6M x 6M Booth



Deluxe

6M x 6M
Raw space

Logo displayed on **all marketing materials**

The Expo Show Guide
2 full-page

1 minutes video promotion*

Live stream interview
10 mins

Seminar presentation
20 mins

Pull-up banner displayed at the entrance

Logo displayed on **Expo Bags**

1 page flyer in Expo Bags

$11,000+GST

BE AN EXHIBITOR

EXHIBITOR DETAILS

All booths come with white vinyl walls, spotlights, power point, name board on all open sides, one clothed table and two chairs.

It is recommended that 6M x 6M spaces use custom components rather than the normal shell scheme.

BE AN EXHIBITOR

EXHIBITOR DETAILS

All 3M x 6M booth exhibitors can display A4 size flyers at the entrance of the hall.

All 6M x 6M booth exhibitors can display one pull-up banner at the entrance of the hall.

All 6M x 6M booth exhibitors' logo will be displayed on the Expo Bags.

All exhibitors have half to two pages content in the Expo Show Guide.

ADD-ON OPTIONS

Rigging & Hanging Banners

Booth Vinyl Walls Design & Print

Feel free to contact us for more information.

BE AN SPONSOR

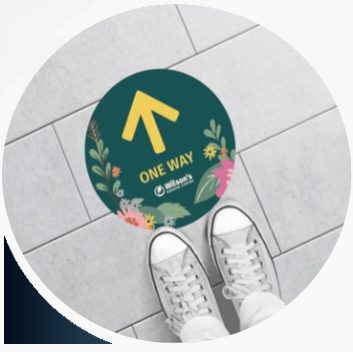
SPONSORSHIP PACKAGE

LED Screen Ads

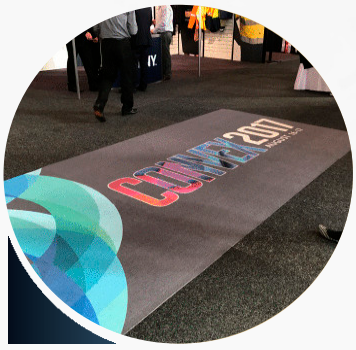
Logo Displayed on the Expo Show Bag

$2,800 + GST

Seminar Presentation



Direction Floor Stickers



Custom Floor Graphic

Thank you!

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