

2017 AFRO AUSSIE SMALL BUSINESS EXPO

FREE



OVERVIEW

The African Australian Small Business Association will be holding its inaugural Afro Aussie Small Business Expo on February 2018 in the heart of Footscray, Nicholson Street (Little Africa). The Afro Aussie Expo and Website Project has been assisted by Maribyrnong City Council through its Business Improvement District Grants Program. The Expo is an amazing opportunity to promote your business and increase sales.

The event has the potential to become a major signature event for Footscray, initiating tourism and attracting visitors, while also presenting an excellent opportunity for local businesses to promote their goods and services in this format.

A workshop and a Seminar will be held before the event to assist participating exhibitors and stallholders maximize the opportunity the event provides, and will cover strategies and tips for exhibiting at the event.

Expressions of interest are now being accepted from local traders and organisations who may be interested in participating in this event.

This event will be free for stall holders and all participants.

Attached is an expression of interest form which is required to be filled out and returned by the closing date.

Due to the number of stalls and space available, places are strictly limited.

If you require any further information please contact, Karim Digal on 0401375556 Or Email aasbavic@gmail.com.

We look forward to receiving your expression of interest.

MAILING ADDRESS

PO Box 2386,
Footscray, Vic 3011

PHONE

Tel: +61 3 8820 5971
Mob: +61 468 362 282

ONLINE

Website: www.aasba.net
Email: AasbaVic@gmail.com



EXPRESSION OF INTEREST FORM

AFRO AUSSIE SMALL BUSINESS EXPO - FEBRUARY 2017

Company Name/Trades As: _____

Shop Address: _____

Contact Person Name: _____

Mobile: _____ Email: _____

Please Note: A Marquee, a table, 2 chairs & tablecloth will be provided for each stall holder any other items should be provided by your organisation, shared Marquees are also available.

A brief discription on what you would be promoting at the Expo.

Signature: _____ Date: _____

Please return to: AASBA. PO Box 2386, Footscray, Vic 3011

Closing date for expression of interest is Friday 1st of December, 2016. You will be sent further information after this date. If you have any further questions, please don't hesitate to contact:

Karim Digal – Coordinator Ph: 0401 375 556

Email: aasbavic@gmail.com

All successful EOI will be contacted via email please ensure contact details are printed clearly.

BENEFITS

- Approx. 3000-4000 people and potential customers attending event
- Extensive promotion of business during lead up stage and at the event
- Sales at the event
- Direct face to face interaction with public and customers
- Signage opportunities around venue & site
- Opportunity to conduct special sales or discount products to initiate sales
- Ability to showcase new products or services
- Opportunity to circulate marketing material to visitors during event
- Gain edge over non participating competitors
- Sponsorship opportunities
- Opportunity to place material in show bags
- Invitation to welcome function
- Entry in pre-exhibitor draw, and exhibitor of event prize draw
- Invitation to pre-event exhibitor & stallholder workshop

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