

Victorian Engineering and IT Career Expo 2016

Exhibitor proposal

Wednesday 21 September 2016
10am to 4pm Experimedia Room
State Library Victoria



Proudly supported and brought to you by



About us and the Careers Expo

IEEE

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. IEEE and its members inspire a global community to innovate for a better tomorrow through its highly-cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted “voice” for engineering, computing and technology information around the globe.

There are more than 430,000 IEEE members in more than 160 countries. The IEEE publishes a third of the world's technical literature in electrical engineering, computer science and electronics and is a leading developer of international standards that underpin many of today's telecommunications, information technology and power generation products and services.

Engineers Australia

Engineers Australia is the national forum for the advancement of engineering and the professional development of our members. We engage directly with our 100,000+ members throughout their career journey from students through to senior engineers.

We provide the prime source of professional and career development opportunities and an extensive network, ensuring members' interests are communicated. We are a leading voice across the engineering community.

IET

The IET is working to engineer a better world. Our heritage dates back to 1871, and today our mission is to inspire, inform and influence the global engineering community, supporting technology innovation to meet the needs of society. The IET has over a 160,000 members in over 150 countries.

La Trobe University

A Victorian multi-campus public research university whose flagship campus is the largest metropolitan campus in the country. The university was established in 1964 as the third university in the state and currently has approximately 37,000 enrolled students. The university has two other major campuses located in the regional Victorian city of Bendigo and the twin border cities of Albury-Wodonga. The university has two smaller regional campuses in Mildura and Shepparton and three minor CBD campuses: two in Melbourne on Franklin Street and Collins Street and one on York Street in Sydney.



Our purpose

- Advance the science and practice of engineering
- Cultivate lifelong learning
- Educate our members and the community
- Facilitate the development of knowledge and competency
- Partner with Government, Industry, Education and the community
- Maintain high professional standards
- Lead in advocacy for the profession
- Celebrate engineering excellence

Our key messages

- Engineers are critical players
- Engineers work to build Australia for future generations
- Engineers work to protect Australian communities
- Engineers have standards and integrity so Australians do not suffer



About the Careers Expo

The Victorian Engineering and IT Careers Expo is the first joint career expo between three leading professional bodies representing our profession; Engineers Australia, Institute of Electrical Electronic Engineers, the Institute of Engineering and Technology and one of Australia's leading research and teaching institutions, La Trobe University. This event has a rich history and was developed in Victoria in 2006 by Engineers Australia based upon a strategy to fill the recruitment gap that has grown in the engineering profession. Since then, the expo has promoted to the public the value of engineering by recognising how engineers "Make It So" in all aspects of everyday living. The expo provides a platform for those seeking employment in engineering and supports of engineering leadership in the community.

The event has become the ultimate event for Australian industries employing engineers and IT professionals to showcase their capabilities to those seeking career path advice and employment information. The expo has been held at Etihad Stadium and Melbourne Town Hall in the past. Working in partnership, IEEE, Engineers Australia, IET and La Trobe University are proud to usher in a new era for this iconic career expo and are pleased to move the expo to the State Library of Victoria.

Objective

Our objective with this event is to deliver a world-class exhibition that promotes the employment opportunities in engineering and IT, celebrates Victorian engineering excellence and advocates the importance of engineering leadership within the profession.

Target audience

Our target market is those aged between 18-24 years old undertaking an undergraduate engineering or IT course at university. The secondary target markets are mid-career engineers looking for new employment opportunities, high school students looking to pursue a career in engineering, young professionals in the industry that seek assistance with their career choices, teachers/lecturers and corporate bodies who associate or are within the engineering industry.




Communication strategy

Collectively, IEEE, Engineers Australia, IET and La Trobe University have a global audience reach which exceeds 1 million. A range of multi-channel marketing communication strategies will be adopted to generate a successful Engineering and IT Careers Expo 2016. These include:

- Online collateral (National & State Based access)
- Social Media (Facebook & LinkedIn, Twitter)
- Event media release and public relations activities
- eNewsletters (EA members & industry stakeholders, IET)
- Event Alerts
- Print (general, university and industry publications, flyers, posters, community hub alerts, direct marketing)
- Direct Marketing to EA, IEEE, IET membership and stakeholders (targeted as required)

There are a limited 21 expected exhibitors at this major event. As an exhibitor the event offers you an employer branding opportunity that will serve to distinguish your company from your competitors. Being an exhibitor will not only drive your brand recognition and position your company as an employer of choice, it will also demonstrate your company's commitment to the development and sustainability of the engineering profession into the future. As an exhibitor, your organisation will be profiled and promoted across the full range of advertising and promotion mediums as outlined below.

- Logo recognition in emails sent to EA, IEEE and IET members, business and industry contacts
 - Logo recognition in Event Alerts sent to EA, IEEE and IET members, business and industry contacts
 - Logo recognition on EA, IEEE and IET website home page and event page
 - Logo recognition on 10,000 DL Flyers and 200 A3 posters circulated to metro and regional high schools and universities
 - Logo and name recognition through continuous social media (Facebook, Twitter & LinkedIn) posts
 - Logo recognition in industry and tertiary publications
 - Name recognition in Media / Press Releases as determined
 - Logo and name recognition as part of post event survey to all members and guests
 - Logo recognition included in all post event marketing communications and media
- 

Exhibiting at the Engineering and IT Careers Expo

Exhibition Floor Layout

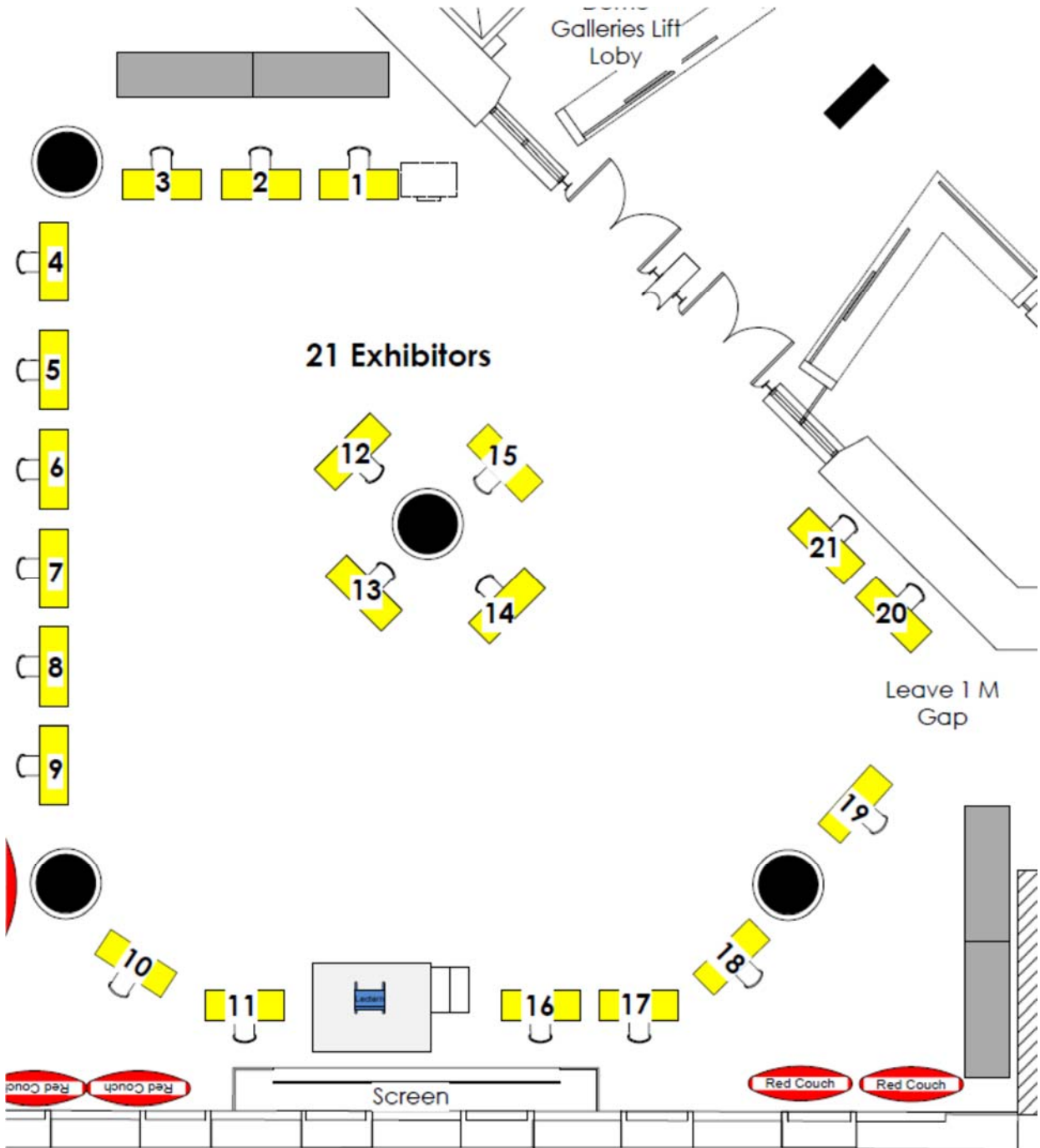


Table specifications, inclusions and costs

Table specifications

- 1.6 m x 0.6 m clothed trestle table and two chairs (exhibitor table cloth can be used)
- 1 x 4amp powerpoint per table (upon request)
- 2 x lunch boxes + 2 coffee vouchers (additional lunch boxes can be purchased)
- Space for 2 x banners



Early Bird price: \$ 515.00 Including GST (Prior to June 30th)
Standard price: \$ 645.00 Including GST

Event timings

Task	Date	Time
Exhibitors bump in	Wednesday 21 st September	9:00-10:00
Exhibitor light lunch delivered	Wednesday 21 st September	12:00
Exhibition commences	Wednesday 21 st September	10:00
Exhibition closes	Wednesday 21 st September	16:00
Exhibitors bump out	Wednesday 21 st September	16:00-17:00

As you prepare your marketing materials and resources for your attendance at the Engineering and IT Careers Expo, we would like to recommend that we expect around 1,000 attendees throughout the day. These attendees include:

- University students
- Mid-career engineers looking for new employment opportunities
- High school students looking to pursue a career in engineering
- Young professionals in the industry that seek assistance with their career choices
- Teachers/lecturers and
- Corporate bodies who associate or are within the engineering industry.

Catering

As part of your booth registration, two catering packs will be provided. Additional catering packs can be provided at a cost of \$40 +GST each. We strongly recommend that you and your team bring additional water bottles on the day of the Careers Expo as we will have a water fountain available for exhibitors.

Registration

www.ieeevic.org/engineering-expo



Previous exhibitors



Key contacts

Eddie Custovic

Chair – Victorian Engineering and IT Career Expo 2016

e.custovic@ieee.org

03 9479 3777

0433 234 779

Jessica Reesby

Vice-Chair – Victorian Engineering and IT Career Expo 2016

0403 233 518

www.ieeevic.org/engineering-expo

