

# EMBARKING ON A JOURNEY TO SUCCESS:

THE 2024 ALIBABA E-COMMERCE EXPO  
EXHIBITOR GUIDE



# UNLEASHING GLOBAL POTENTIAL: THE ALIBABA E-COMMERCE EXPO EXHIBITOR GUIDE



Welcome to the Alibaba E-Commerce Expo, a beacon of international trade and connectivity. As Alibaba Group's flagship event in Australia and New Zealand, this expo serves as a golden gateway for local brands and small businesses eager to tap into the bustling markets of China and Southeast Asia, and globally via wholesale trade.

We're not just about connections; we're about building success.

The Alibaba E-Commerce Expo is more than an event; it's a platform for brands to amplify their growth. Building upon the resounding success of our previous expos, we are thrilled to announce the return of the Alibaba E-Commerce Expo to Sydney from 15<sup>th</sup> to 16<sup>th</sup> March 2024 at the International Convention Centre (ICC) Sydney.

**Alibaba**  
E-COMMERCE  
**EXPO**

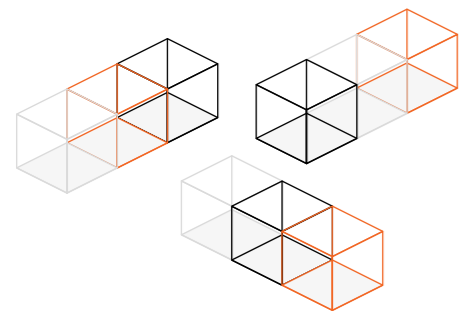
## EMBARKING ON THE ALIEXPO JOURNEY: MORE THAN AN EXPO

As we host our first event since the challenges of the COVID-19 pandemic, the Alibaba E-Commerce Expo is returning with a renewed commitment to supporting businesses in their journey towards recovery and resilience.

We recognise the trial businesses have faced and the resilience they've shown. Now, more than ever, is the time for growth, connection, and forging a path forward.

AliExpo is here to facilitate just that. As we celebrate our return, we reflect on the successes of our previous event in 2019, which served as a milestone in the journey of many businesses. More than 147 exhibitors, a footfall of over 13,000, and online and media impressions exceeding 20 million - these aren't just numbers; they're the markers of opportunities capitalised, of exposure gained, and of networks expanded.

What does this mean for you? It's a testament to the exceptional visibility and reach that your brand can achieve by participating in AliExpo. It's an opportunity to showcase your products to a diversified, international audience and to connect with potential partners who can help your business expand into new territories.



**EXHIBITORS  
IN 2019**

**147**



**FOOTFALL**

**13,000+**



**ONLINE + MEDIA  
IMPRESSIONS**

**20mil+**





## THE BENEFITS OF PARTICIPATING

Participation in the Alibaba E-Commerce Expo isn't just about being an exhibitor; it's about embracing a world of opportunities and accelerating your journey to global success. Here are some reasons why you should be a part of this great event:

**Elevate Your Brand:** The expo is a platform for local brands to shine in the international spotlight. Stand amongst industry leaders, make an impression on a global audience, and elevate your brand to new heights.

**Open New Markets:** The Chinese and Southeast Asian markets offer a wealth of opportunities. Moreover, with Alibaba.com's extensive global B2B wholesale platform, your reach can extend far beyond these regions. The expo serves as your gateway to these burgeoning markets and the broader global community, allowing you to introduce your brand to a diverse and expansive audience.

**Forge Lasting Partnerships:** With thousands of attendees from across the globe, the expo is a melting pot of innovation and collaboration. Here, you can connect with potential partners, opening the door to exciting new collaborations and business opportunities.

**Leverage the Alibaba Ecosystem:** By participating in the expo, you're not just attending an event; you're becoming a part of a powerful ecosystem. With Alibaba's comprehensive suite of services at your fingertips, you can drive your business forward in ways you've never imagined.

In essence, the Alibaba E-Commerce Expo is more than just an event; it's a springboard to the future of your business. Come, participate, and let your brand story unfold on a global stage.

# TOP BRANDS ATTENDED ALIEXPO IN 2019





# ALIBABA E-COMMERCE EXPO 2024

15-16 MARCH 2024 (FRIDAY - SATURDAY)





# HALL 2-3, ICC SYDNEY

15-16 MARCH 2024 (FRIDAY - SATURDAY)



# DISCOVER THE ALIEXPO EXPERIENCE: EXHIBITION, STAGE, AND THEATRE

## THE EXHIBITION EXPERIENCE



The heart of AliExpo is its exhibition arena where you get to showcase your products and services to a diverse audience. It's not just about display; it's about interaction, feedback, and connection.

## THE ALIEXPO MAIN STAGE



The Main Stage at AliExpo provides a spotlight, illuminating your brand. Bring your brand to life, engaging the audience with immersive experiences and compelling narratives. Whether it's a product launch, a live demonstration, or an interactive session, the Main Stage provides the ideal setting for powerful marketing activations that leave a lasting impression.

## THE ALIEXPO CONFERENCE THEATRE

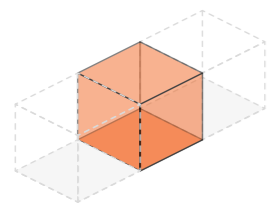


The Conference Theatre at AliExpo is a hub of thought leadership and innovation where industry experts share cutting-edge insights, latest trends, and future forecasts, arming attendees with the knowledge to navigate the ever-evolving landscape of E-Commerce and technology. It's more than a conference—it's a powerful learning experience that equips you with the tools to thrive in the global digital market.



## TAILORED EXHIBITOR PACKAGES: CHOOSE YOUR STAGE

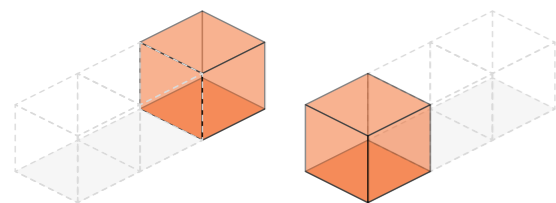
We offer a range of exhibitor packages designed to cater to diverse needs and ambitions. Whether you're a small enterprise or a larger corporation, we have the perfect platform for you to showcase your brand



### 3m x 3m Inline Stand

AUD \$4,188

An efficient solution for businesses looking to make a big impact at a small price, it offers a compact yet effective space for showcasing your products and services.

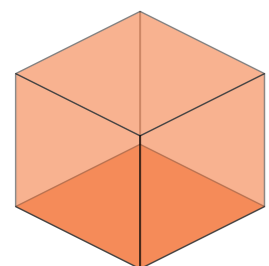


### 3m x 3m Corner Stand

AUD \$5,188

A prime option for businesses seeking enhanced visibility. Located at the intersection of aisles, these stands naturally attract more footfall, providing your brand with increased exposure, the Corner Stand is an investment in your brand's reach.

All **3m x 3m stands** can be combined into a bigger stand for a better impact.



### 10m x 10m Feature Pavilion Area

AUD \$24,888

A comprehensive solution, this large area is perfect for grand displays and immersive brand experiences. These will sell out fast so be quick!

\*GST Exclusive

Embrace this opportunity to showcase your brand in a way that suits you best. There are enticing early-bird discounts apply till 27<sup>th</sup> October 2023, contact us to find out more.

## STAND PACKAGE INCLUDES:

**Wall System - Aspen:** Complete modular system with flush white wall finish, featuring aluminium frame skinned with 3mm white PVC for a sleek appearance.

**Stand Signage:** Printed fascia sign with stand number and company name for clear identification.

**Lighting:** 2 x energy-efficient spotlights per 9sqm stand to showcase your exhibits effectively.

**Power:** 1 x single 4amp power point per stand, regardless of size, ensuring access to electricity.

**Flooring:** 1m x 1m grey carpet tiles for a comfortable and professional booth setup.

**Carpeted Exhibition Booth:** Enjoy a carpeted exhibition booth at the Expo, including four complimentary exhibitor attendance badges.

**Training and Education Workshop:** Participate in a workshop to understand how to access the China market, benefiting merchants and brands.

**Brand Exposure:** Gain exposure to thousands of Chinese, SEA and Global Merchandisers, buyers, consumers, and local Chinese residents.

**Livestreaming Opportunities:** Engage in livestreaming sessions with massive brand exposure to millions of consumers in China.

**Event Hosting:** Organise events at your stand to draw attendees and create excitement for live-streaming sessions.

**VIP Cocktail Function:** Receive a complimentary pass to the VIP Cocktail Function at the Expo, offering networking opportunities.

Early bird discount applies until 27<sup>th</sup> October 2023.

EXHIBITING BENEFITS: THE KEY TAKEAWAYS



**BRAND EXPOSURE:  
AMPLIFY YOUR PRESENCE  
IN A GLOBAL ARENA**

AliExpo attracts thousands of industry leaders, decision-makers, and potential customers worldwide. Seize this opportunity to spotlight your brand and showcase your products to a broad audience, spanning **Chinese, Southeast Asian,** and **international** buyers, distributors, and service providers.

**1.3 Billion**

China, SEA, and Global Annual Consumers across the Alibaba Ecosystem



**GLOBAL MARKET ACCESS:  
THE EXPO AS YOUR LAUNCHPAD  
TO INTERNATIONAL TRADE**

Forge new connections, partnerships, and collaborations with industry experts, investors, and suppliers worldwide. AliExpo, provides the ideal stage to engage with key stakeholders and build enduring relationships in the global market across Alibaba Group's diverse portfolio of marketplaces.

**13,000+**

Footfall in 2019

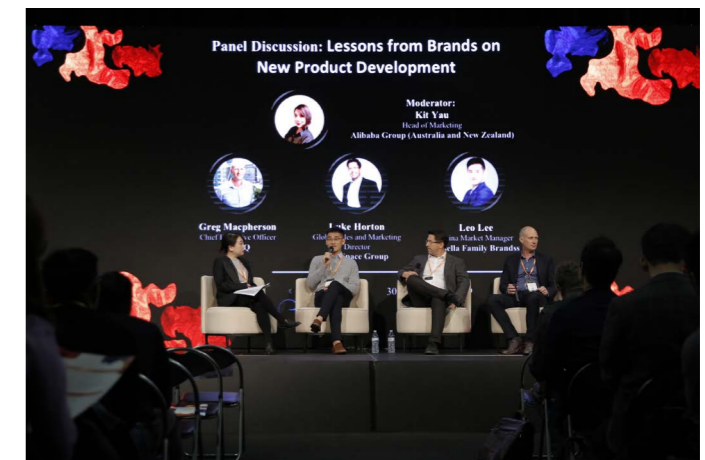


**PARTNERSHIP OPPORTUNITIES:  
CONNECT WITH POTENTIAL  
PARTNERS AND OPEN THE DOOR  
TO EXCITING COLLABORATIONS**

Stand out from the competition by demonstrating your cutting-edge products and innovative solutions. AliExpo attracts top-tier exhibitors, making it the ultimate stage to captivate your target audience and generate buzz.

**147+**

Brands in 2019



**ALIBABA ECOSYSTEM:  
LEVERAGE THE COMPREHENSIVE  
SUITE OF ALIBABA SERVICES TO  
DRIVE YOUR BUSINESS GROWTH**

Stay ahead of the curve with access to a wealth of industry knowledge. Participate in thought-provoking seminars, panel discussions, and workshops delivered by renowned experts, gaining valuable insights into the latest trends and best practices.

**20+**

Speakers in Conference

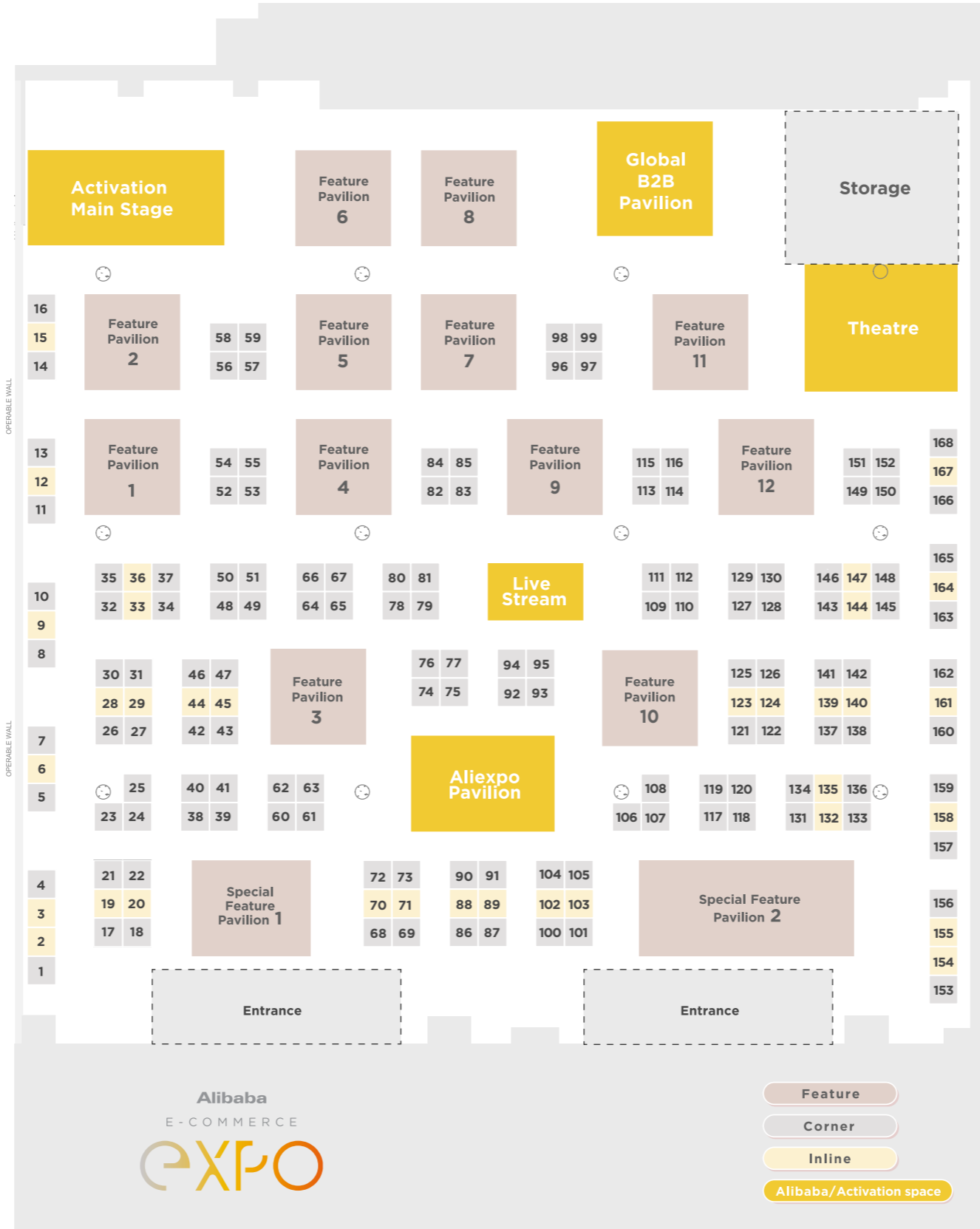
# ELEVATE YOUR IMPACT: DISCOVER SPONSORSHIP OPPORTUNITIES AT ALIEXPO

Sponsorships at AliExpo aren't just about brand visibility—they're about becoming a driving force behind a dynamic event in international trade. As a sponsor, your brand will be at the forefront, associated with innovation, opportunity, and global connectivity. Choose from our Gold, Platinum, and Diamond sponsorship packages, each offering unique benefits and unparalleled exposure. Step up, become a sponsor, and let your brand resonate on a global scale.

## ALIEXPO 2024 SPONSORSHIP

Projects		GOLD (AUD \$10,000)	PLATINUM (AUD \$30,000)	DIAMOND (One available only - AUD \$50,000)	MEDIA	
Digital Benefit	Social & PR	AliExpo official website LOGO exposure	•	•	•	•
		Official digital poster authorisation	•	•	•	•
		Official social post feature sponsors	•	•	•	•
		LOGO exposure on official digital poster		•	•	•
		LOGO exposure in all official EDM		•	•	•
		Customised invitation letter			•	•
		LOGO exposure across all PR media release			•	
On-Site Benefit	General	Media wall LOGO exposure position	•	•	•	•
		LOGO exposure in exhibition flyer	•	•	•	•
		Entry signage exposure position	•	•	•	•
		Exhibition Posters LOGO exposure position	•	•	•	
		Pull UP banner position at the entry		•	•	•
		LOGO Carousel Display on LED		•	•	
		Individual signage position in the venue			•	
	TVC/ads (Brand provide) display on LED				• Less than 90sec	
	Activation Main Stage	Private Cocktail Party Tickets (Friday after 4pm)	5	10	20	5
		LOGO exposure in Cocktail Party	•	•	•	•
Cocktail Party raffle prize sponsor			•	•		
Cocktail Party MC acknowledgements				•		
Main stage speech/event				• Max 1 hr		
Conference Theatre	AliExpo Conference one day pass (Friday 10am - 4pm)	10	10	4		
	20 mins speaker session (10am - 3pm)		• Max 1 Session	• Max 2 Sessions		
	2m X 2m brand display area		•	•		
	Branding materials in conference Goodie bags (Qty: 500x)		•	•		
Equivalent Value		\$29,600	\$69,200	\$152,400	\$42,500	

# ALIEXPO 2024 - HALL 2-3 ICC SYDNEY FLOOR PLAN



# Alibaba

E - C O M M E R C E

# EXPO

## JOIN US AT THE ALIBABA E-COMMERCE EXPO 2024

Seize this chance to introduce your unique brand or service from Australia, New Zealand, or the Pacific Islands to a global stage, reaching customers from every corner of the world.

Don't let this opportunity pass you by. Reach out, connect, and let's start the conversation about how you can make a splash at our expo.

Details of AliExpo Livestreaming will be announced in due course.

Contact us using the details provided or through your networking connections.

We're ready and excited to welcome you aboard. Are you?

### ACTION NOW!



Floorplan, Expo info and submit your Expressions of Interest.

[www.aliexpo.com.au](http://www.aliexpo.com.au)



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LEAD AGENCY

brand catalyser.

WZ MEDIA

