



Newcastle & Lake Macquarie
Career
EXPO
Presented by **careerlinks**
young people, bright futures

SPONSORSHIP & EXHIBITOR PROSPECTUS

2026 NEWCASTLE & LAKE MACQUARIE CAREER EXPO - THURSDAY 14TH MAY



ABOUT US

The Newcastle Lake Macquarie Career & Training Expo is an annual event presented by Career Links in conjunction with the Hunter Region Career Adviser Network. The Expo is the largest event of its kind in the region, attracting over 120 local and interstate exhibitors, including leading education and training providers and some of the Hunter's largest employers. This event connects young people with employers, education and training providers to help make informed decisions about their future.

Career Links is a community focused, not-for-profit organisation servicing Newcastle and Lake Macquarie. Operating since 2000, we manage a range of programs which connects young people with business, education and community.

There are 2 options to be involved with the Newcastle & Lake Macquarie Expo:

- Sponsorship
- Exhibitor



Who Attends the Expo

- Around 4,000 Year 10, 11 and 12 students from 34 Newcastle and Lake Macquarie secondary schools accompanied by their Career Advisers and Support Teachers
- Parents, guardians and support people of these students

Please note: Session times and details of the schools and number of students attending will be on our website prior to the event and in the Exhibitor pack provided on the day.

Who Should Exhibit or Sponsor

- Universities
- TAFE Colleges
- Registered Training Providers
- Youth Support Services
- Career Services
- Employers
- Apprentice Centres
- Group Training Companies
- Local & Interstate Exhibitors



Venue Details

Newcastle Race Course
Darling Street & Lowe Street, Broadmeadow NSW 2292



SPONSORSHIP

The Region

The Newcastle and Lake Macquarie region boasts a population of over 500,000 and Newcastle is the second largest city in NSW. Newcastle is undergoing a period of transition and change. What was once an industrial city built on steel and coal is now a vibrant city at the forefront of the shift to renewable energy. The career opportunities that our young people can expect are very different to those from 30 years ago. Our region needs the next generation of innovators, the kids with big ideas, who think outside the box and who have a vision for the future of our region. These are the people who can adapt to new and emerging technologies and who will play a pivotal role in shaping the future of the Hunter.

If you're a visitor to Newcastle you will enjoy the rich history, heritage architecture, beautiful city beaches, a thriving arts scene and an exciting dining culture featuring a vast array of urban and waterfront dining options. Please visit <http://www.visitnewcastle.com.au> to find out more about the region and your accommodation options.

Why Sponsor

- Feature at the largest Career Expo for young people in this region
- Prominent exposure for your Business or Organisation in participating in this worthwhile event.
- Access to around 4,000 high school Students
- Access to Teachers, Career Advisors and Parents
- Support a high profile career, education and training event
- Connect students with your career options, enabling them to make informed decisions about their future
- Marketing Campaign including social media, radio, Newcastle Herald advertorial etc





SPONSORSHIP

Sponsorship Packages:

Newcastle and Lake Macquarie Career Expo Sponsorship Packages are available in three levels: Platinum, Gold and Silver. They are limited in number and highly sought after.

Platinum

Platinum Sponsorship:

\$8,000.00 + GST

†Opportunity **SOLDOUT**

Benefits Include:

- Premium indoor exhibition space to showcase your business during the event (6 x 12m)
- Opportunity for additional promotional activity (outdoor, interactive, etc. - to be discussed negotiated prior to acceptance of offer, all equipment to be supplied by sponsor)
- Sponsor logo signage above exhibition space
- Sponsor logo and profile in Exhibitor Guide distributed to schools and the event (10cm x 18cm x 4,000 copies)
- Sponsor logo on all Expo communication sent to schools and students to promote the event
- Opportunity of signage to be prominently displayed at entry to the Expo
- Sponsor logo on Expo website including a link to a desired landing page
- Benefit from an extensive social media campaign including promotion of your logo and business profile with regular status updates shared.
- Promotion of your organisation in our weekly Youth Links publication (promote opportunities you offer, stories from students, course information, open days and Information sessions to a potential weekly readership of over 4,000)
- Power supply
- Tables and chairs provided
- 100 Coffee Cart Vouchers
- 100 water bottles
- 20 lunches





SPONSORSHIP

Gold

Gold Sponsorship:

\$5,800.00 + GST

3 Opportunities

Benefits Include:

- 6m x 6m prominent exhibition space with power
- Opportunity for additional promotional activity (outdoor, interactive, etc. - to be discussed & negotiated prior to acceptance of offer, all equipment to be supplied by sponsor)
- Sponsor logo signage above exhibition space
- Sponsor logo in Exhibitor Guide distributed at the event (4,000 copies)
- Sponsor logo on all Expo communication sent to schools and students to promote the event
- Sponsor logo on Expo Website
- Promotion of your organisation in our weekly Youth Links publication (promote opportunities you offer, stories from students, course information, open days and Information sessions to a potential weekly readership of over 4,000)
- Tables and chairs provided
- 40 Coffee Cart Vouchers
- 50 Water Bottles
- 10 lunches

Silver

Silver Sponsorship:

\$3,500.00 + GST

4 Opportunities

Benefits Include:

- 4m x 4m prominent exhibition space with power
- Sponsor logo signage above exhibition space
- Sponsor logo on Expo
- Sponsor logo in Exhibitor Guide distributed at the event (4,000 copies)
- Promotion of your organisation in our weekly Youth Links publication (promote opportunities you offer, stories from students, course information, open days, and Information sessions to a potential weekly readership of over 4,000)
- Tables and chairs provided.
- 10 coffee cart vouchers
- 15 water bottles
- 5 lunches





EXHIBITORS

Why Exhibit

- Why Exhibit
- Showcase your Business
- Recruit new students, clients and staff
- Address skill shortages in your industry
- Support the career development of young people and demonstrate the options available
- Develop a personal relationship with new clients
- Demonstrate course content
- Create a database of potential clients
- Networking with other Exhibitors
- Access to around 1,700 Senior Students (Years 11 & 12)
 - Facilitate pathways to encourage future study or employment
 - Demonstrate career paths
 - Encourage selection for appropriate further education.
- Access to around 2,300 Year 10 Students
 - Present options to Students which will determine their subject choices into Years 11 & 12
 - Exhibit opportunities to Students for the HSC Including School Based Apprenticeship Traineeships
 - Display your requirements for the Students to attend your training/education institution

This is a crucial time for these students, who are ready to make decisions.

This is the perfect opportunity for you to display and promote your service or business to a captive audience and to be a part of the business community supporting and working together with our youth.

Exhibitor Options

Double Booth Exhibitor

6m x 2m booth in a prominent exhibition space (only 5% of stands will be booths).

Cost: \$2,535 plus GST

- Two 1.8m table and four chairs
- Power
- Company Name displayed on booth
- Promotion of your organisation in our weekly Youth Links publication (promote opportunities you offer, stories from students, course information, open days and Information sessions to a potential weekly readership of over 4,000)
- 6 coffee cart vouchers & 6 water bottles
- 4 lunches

This is a great opportunity for more space, brand presence and to really stand out





EXHIBITORS

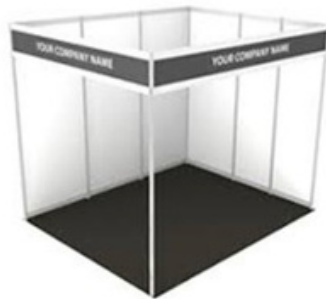
Booth Exhibitor

3m x 2m booth in a prominent exhibition space (only 5% of stands will be booths).

Cost: \$1,270 plus GST

- 1.8m table and two chairs
- Power
- Company Name displayed on booth
- Promotion of your organisation in our weekly Youth Links publication (promote opportunities you offer, stories from students, course information, open days and Information sessions to a potential weekly readership of over 4,000)
- 4 coffee cart vouchers & 4 water bottles
- 2 lunches

This is a great opportunity for more space, brand presence and to really stand out



* Images are a guide only and may not appear exactly as shown

Standard Exhibitor - Powered

2.5m x 2m exhibition space in the Glasshouse/ Health and Defence Pavilion

Cost: \$540 plus GST

- 1.8m table and two chairs
- Power
- 2 coffee cart vouchers & 2 water bottles
- 2 lunches (additional lunches can be purchased at checkout)

Standard Exhibitor

2.5m x 2m exhibition space in the Glasshouse/ Health and Defence Pavilion

Cost: \$445 plus GST

- 1.8m table and two chairs
- 2 coffee cart vouchers & 2 water bottles
- 2 lunches (additional lunches can be purchased at checkout)

Additional Extras available:

- Tablecloths \$15.00 per table
- Lunch \$20.00 per lunch (Pre Ordered Lunch)

Please Note:- ALL EXHIBITORS must commit to being in attendance for the entire Expo 9am – 3.30pm

Payment Options

- Credit card payment online at time of registration or offline payment via cheque



NEXT STEPS

Exhibitor Registration

Registration is available from Monday 10th November 2025 until April 2026 unless sold out.

To book your space visit: newcastlecareerexpo.com.au

Contact Details

If you are interested in a sponsorship package email us at the following address in the first instance and we will be in touch.

Career Links Email: expo@careerlinks.nsw.edu.au

