



Alibaba

ECOSYSTEM

EXPO

EXHIBITOR INFORMATION PACK

The Alibaba Ecosystem Expo is Alibaba Group's flagship event program in Australia and New Zealand connecting local brands and small businesses to the growing market in China. Following the great success of five Expo in the past three years, Alibaba Ecosystem Expo will return to Melbourne from 17-18 September 2021 at Melbourne Convention and Exhibition Centre.



www.aliexpo.com.au

Why participate?

- ✓ Elevate your brand in the China e-commerce market
- ✓ Increase the awareness of your brand and products among the buyers and consumers
- ✓ Direct access to Taobao Global Merchandisers and the broader Chinese community
- ✓ Establish and expand network with China market practitioners including business executives, leading experts, influencers, and KOLs
- ✓ Media coverage opportunities across media in both Australia and China
- ✓ Secure new leads and opportunities
- ✓ Build new business relationships and explore partnership opportunities
- ✓ Interactive feature zones for potential bespoke business demonstrations and marketing activations
- ✓ Consumer engagement activities for a wide spectrum of visitors and buyers

Alibaba Ecosystem Expo Exhibitor Benefits

Exhibitors will receive a variety of exclusive benefits to help you get the greatest value from your experience at the Alibaba Ecosystem Expo:

- ✓ Carpeted exhibition booth at the Expo including four complimentary exhibitor attendance badges
- ✓ A training and education workshop for merchants and brands to understand how to access the China market
- ✓ Brand exposure to thousands of Taobao Global Merchandisers and buyers, consumers and residents from local Chinese community
- ✓ Livestreaming opportunities with massive brand exposure to millions of consumers in China
- ✓ Opportunities to hold events at your stand to draw attendees to your exhibits and create buzz for live-streamers
- ✓ Complimentary pass to the VIP Cocktail Function in the Expo



Alibaba Ecosystem Expo 2019 (Sydney)

- 147+ exhibiting brands and service providers
- Footfall of over 13,000+
- The Expo's livestream program generated a combined GMV of over 15m RMB and received a total unique viewer number of more than 5m, with the highest concurrent viewer number reached 1.4m



MELBOURNE

Exhibitor Dates and Hours

August 2021

Exhibitor Briefing Workshop

Date and time will be informed by email

Tuesday 14 September 2021

Bump In and Booth Set Up

13:00 Onwards

Wednesday 15 September 2021

Exhibitors Arrive (Day 1)

08:30

General Attendance Open

10:00

Cocktail Function

17:30

Saturday 18 September 2021

Exhibitors Arrive (Day 2)

08:30

VIP Buyer Arrive

09:00

General Attendance Open

11:00

Pack-Down

17:00

Bump-Out

18:00

Alibaba Ecosystem Exhibitor Fees

Early Bird Rate (10% GST exclusive)

3 x 3m Inline stand	\$3,888
3 x 3m Corner stand	\$4,888
6 x 3m Inline stand	\$6,588
6 x 3m Corner stand	\$7,588
6 x 6m Premium stand	\$12,888
6 x 9m Platinum stand	\$15,888
10 x 10m Feature area	\$19,888

Secure Your Place

To secure your exhibition booth at the Alibaba Ecosystem Expo please email james.hudson@alibaba-inc.com by **Friday 18 June 2021**. Booths will be allocated on a first-come, first-served basis. Invitations to exhibit at the Expo are issued by Alibaba Group and are non-transferable.