

EXHIBITOR FAQs

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Access Schedule: Shell Scheme Stands

Set Up:

Tuesday, Nov 24 | 2:00pm - 8:00pm

Important: If you have a shell scheme stand and arrive prior to 2:00pm, or after 8:00pm on Tuesday, you will not be permitted entry into the hall to set up.

Show Open:

Wednesday, Nov 25 | 10:00am - 5:00pm (*Exhibitor access from 08:00 for final touches only*)

Thursday, Nov 26 | 10:00am - 4:00pm (*Exhibitor access from 08:00 for final touches only*)

Breakdown:

Thursday, Nov 26 | 4:30pm - 7:00pm

Setup & Show Day Guidelines

- Exhibitors must set up their stand on Tuesday, Nov 24, between 2:00pm and 8:00pm.
- All persons setting up the stand must comply with all applicable Work Health and Safety legislation (WHS Act 2011 & WHS Regulations), Safe Work Australia Codes of Practice, and ICC Sydney safety requirements.
- On Wednesday, Nov 25, exhibitor access from 08:00am - 09:30am is strictly for final stand preparations - no building will be permitted.
- All stands must be fully set up by 09:30am on Wednesday, Nov 25.

Access Schedule: Custom Build / Space Only Stands

Set Up:

Monday, Nov 23 | 6:00pm - 10:00pm

Tuesday, Nov 24 | 8:00am - 8:00pm

Show Open:

Wednesday, Nov 25 | 10:00am - 5:00pm (*Exhibitor access from 08:00 for final touches only*)

Thursday, Nov 26 | 10:00am - 4:00pm (*Exhibitor access from 08:00 for final touches only*)

Breakdown:

Thursday, Nov 26 | 4:30pm - 10:00pm

Setup & Show Day Guidelines

- Space Only exhibitors must complete and submit the required documentation to the ICC Sydney before **October 12th**. More details can be found under the '*Compulsory Stand*' tab on the Exhibitor Portal.
- Space Only exhibitors must have their stand fully built and set up by 8:00pm on Tuesday, Nov 24. There is no additional time available outside of the above for move in or move-out.
- All persons setting up the stand must comply with all applicable Work Health and Safety legislation (WHS Act 2011 & WHS Regulations), Safe Work Australia Codes of Practice, and ICC Sydney safety requirements.
- On Wednesday, Nov 25, exhibitor access from 08:00am - 09:30am is strictly for final stand preparations - no building will be permitted on Wednesday morning.
- All stands must be fully set up by 09:30am on Wednesday, Nov 25.

Accessibility At ICC Sydney

ICC Sydney believes every individual who visits the venue adds the richness of their own unique stories, experiences, and perspectives to each event. Their warm and friendly team members aim to make sure all guests feel respected, welcome and comfortable when visiting ICC Sydney. ICC Sydney is a purpose-built accessible venue; from built-in accessibility features and technologies to inclusionary spaces such as prayer rooms, parents and carers facilities, quiet rooms, and all gender inclusive options that cater to all guests.

[This accessibility and inclusion guide](#) aims to provide ICC Sydney visitors with a comfortable, positive and equitable event experience.

If you would like more information on how ICC Sydney can help you plan your visit to The Business Show to meet your own unique accessibility and inclusionary needs, please email info@iccsydney.com or call +61 2 9215 7100 to be put in touch with one of the friendly team members. Read ICC Sydney's Disability Inclusion Action Plan [here](#).

Assistance Animals

Accredited assistance animals are welcome inside the ICC Sydney. To assist the ICC Sydney team, please display their identification badge or medallion. If your assistance animal needs to relieve itself, please notify one of the friendly customer service team members who will direct you to the nearest outdoor area. If required, a bowl of water can be provided for your assistance animal upon request – please enquire at one of the customer service desks.

Audio Visual

The official provider of AV is Exponet. Use your Exponet account to place an order [here](#). Login details will be emailed to you within 7 working days of signing up for the event. If you don't have login details yet, please contact your account manager.

Catering

If you'd like lunch, snacks, hot or cold drinks delivered to your stand during the show times, you can order this via ICC Sydney. The ordering form for catering is [here](#), it is also on your Supplier List on the portal. Any catering needs to be ordered by **9th November 2026**.

As ICC Sydney has the sole catering rights to the venue it is a strict request that no externally provided food and beverage is brought into the venue, unless directly related to your business i.e. imported or manufactured by your company and that these items are restricted to sampling sizes.

For information on sampling from your stand, please scroll further down to the '*Sampling*' heading.

Carpet / Stand Flooring

Shell Scheme Stands will be carpeted in charcoal gray, unless otherwise arranged directly with ExpoNet.

Custom Build / Space Only stands are required to provide their own flooring for the entirety of the stand, in line with venue regulations. This is available to order through ExpoNet if not provided by your stand contractor.

To secure early bird pricing, all orders must be fully submitted by **Monday 12th October**.

Note, the aisles of the show will not be carpeted in order to be more sustainable.

Compulsory Stand Forms

Shell Scheme Stands

All exhibitors with a shell scheme stand must complete a Compulsory Stand Form. This form ensures we have the correct stand set up for when you arrive. If you are bringing any pop ups or stand materials which exceed 2.4m in height, you will need to request a fascia removal via the form, and share stand plans with dimensions for review. This form must be completed by **16th October** and can be found on the Exhibitor Portal.

Custom Build / Space Only Stands

All exhibitors with a custom build / space only stand are required to complete and submit the [ICC Sydney Custom Stand Submission Form](#) along with a render of your stand plans, highlighting dimensions and structural elements. This form must be submitted no later than **16th October**, to allow time for review and approval from ICC Sydney Health and Safety. Please also share your stand plans, including dimensions, via email with your Account Manager.

All Exhibitors

Certain stand activities require additional approval from both the Organisers and ICC Sydney. The permits for Food/Beverage Sampling, Display Vehicles can be found [here](#), along with an 'Other Activities' form. Please check with your account manager before completing this, to confirm it's the correct form.

Data Collection

The official registration provider for The Business Show, **LUP**, offers a lead retrieval service that enables exhibitors to scan attendee and fellow exhibitor badges to collect contact information provided at event registration. Using a data collection service is a great way to maximize your time and efficiently capture leads during the show. Visit the Supplier List on the Exhibitor Portal for more information or [click here](#) to open the order form.

Deliveries

The loading docks are NO PARKING zones. Exhibitors can access the loading dock for a **maximum of 15 minutes** to drop off their goods, however, the driver must stay with the vehicle so please ensure there are a minimum of two people in the vehicle. Once deliveries are unloaded, the vehicle has to leave the loading dock and park at the ICC Sydney car parks. Please note that parking fees apply.

All deliveries (including couriers) need to be booked in advance via Expo Freight. For more information on this and how to book, please scroll further down to the 'Loading Dock' heading.

Electric

Exclusively provided by: **ExpoNet**.

Use your Exponet account to place an order [here](#). Login details will be sent to you within 7 days of signing up for the event. If you don't have login details yet, please contact your account manager. *There is no electric included in your contract as standard. If you believe this is incorrect, please contact your Account Manager in the first instance.*

Test and Tag: Please ensure that all electrical equipment you are bringing to the show has been tested and tagged in accordance with the NSW Work Health and Safety Regulations and Australian Standards. This may be checked and audited at the event.

Exhibitor Drinks

You are invited to attend our Exhibitor Networking Drinks, taking place on **Wednesday 25 November** between **17:15 - 19:15 at Darling Pavillion**. This exclusive event will take place within walking distance from the event and is a great opportunity to connect with fellow exhibitors - just remember to bring your Exhibitor Badge for entry! There will be a selection of complimentary soft and alcoholic drinks available, so ensure you arrive early.

Please note, no Exhibitor Guests or Visitors will be permitted entry as this is an exclusive, limited capacity event for Exhibitors only.

Exhibitor Passes

Please make sure you register for your exhibitor passes before you arrive, everyone who will be working on your stand will need to have their own printed badge. There's no limit on how many people you would like to bring from your company, however please take into consideration the size of your stand.

The link to order your exhibitor passes is [here](#).

Exponet – Official Show Contractor

Exponet is the official show contractor for The Business Show Australia 2026. They offer a wide range of stand services and products, including printing and installation of graphics, furniture hire, AV, lighting, and more. They are also the exclusive provider of electric for stands.

- **Login Details:** Login details will be emailed to you within 7 working days of signing up for the event.
- Once you receive your login details, you can [CLICK HERE](#) to access the Exponet site, view their catalogue and place orders.
- **Important:** To secure early bird pricing, all orders must be fully submitted by **Friday 17th October**.

Shell Scheme Stand Nameboards:

- Every shell scheme exhibitor will receive a nameboard on each open side of their shell scheme stand.
- Space only stands and any shell scheme stands who have requested their fascia to be removed will not receive nameboards and must clearly provide their company name and stand number within their stand graphics.
- Nameboards will display your company name and stand number in standard white font on a navy blue background.
- All shell scheme exhibitors must submit their nameboard name to Exponet via their online site (linked above) before **Monday 12th October**.

Questions?

If you have any questions, or need help logging into the Exponet site, please reach out to Exponet directly at 02 9645 7070 or esd@exponet.com.au.

Floorplan

You are able to download the event floor plan [here](#).

Furniture

Exponet is the official show contractor for The Business Show Australia 2026, and offers furniture hire which will be delivered directly to your stand. There is no furniture included in your contract as standard. If you believe this is incorrect, please contact your Account Manager in the first instance.

Use your Exponet account to place an order [here](#). Login details will be emailed to you within 7 working days of signing up for the event. If you don't have login details yet, please contact your account manager.

Insurance (COI)

All exhibitors are required to provide a copy of their Public and Products Liability insurance no later than **16th October 2026**. This can be uploaded via the online compulsory stand form, or emailed directly to your Account Manager. Insurance cover is mandatory and must note the following:

- Valid between the period 23 November 2026 - 26 November 2026, inclusive.
- Minimum indemnity limit of \$10,000,000.

Internet

Exclusively provided by: ICC Sydney

Wireless connectivity is readily available throughout the ICC Sydney venue. Visitors and exhibitors have access to complimentary public Wi-Fi for basic browsing, accessing emails and social media.

Premium service and event specific network services for clients and exhibitors can be ordered on the ICC Sydney's website. Custom solutions can be tailored to suit the event needs by working with ICC Sydney's ICT services team. Only the use of ICC Sydney configured switches is allowed within the venue to guarantee the integrity of the existing network and ensures that all network security measures are in place. This protects the security of all network users and the overall event.

You can order internet [here](#). Internet Order Deadline: **9 November 2026**

Lighting

The exhibition hall will be lit using the existing venue lighting. During load-in and load-out, lighting will be set at 50% and will increase to 100% on show days. Effective lighting can greatly enhance your stand, drawing attention to key areas and highlighting displayed products. In contrast, stands without additional lighting may appear dim compared to neighboring well-lit exhibits. ExpoNet offers lighting options, please note you will also be required to order electric for these.

Loading Dock

Car Park

Small items can be hand-carried from the ICC car park; please park in P1 (accessed via Darling Drive) and proceed to Hall 6. Note, large trolleys and freight are not permitted in guest lifts. For self-delivery of large or bulky freight, please refer to the self-delivery option below.

Self-delivery

You can drive a vehicle to the loading dock to unload your materials outside Hall 6. All exhibitors must book in their vehicle(s) for unloading and loading ahead of the event via [this mandatory form](#). The ICC Sydney has three separate loading dock areas servicing ten docks in total, see [this guide](#) for further details. The Business Show is taking place in Hall 6-7 (Level 4/Upper) and when selecting a time slot with **Expo Freight**, be aware that access into the hall for custom stands on Tuesday is between **10:00 - 20:00** only, and access for Shell scheme exhibitors is **16:00 - 20:00** only. If you are unsure of your stand type, please reach out to your Account Manager.

The loading docks are NO PARKING zones. Exhibitors can access the loading dock for a maximum of 15 minutes to drop off their goods, however, the driver must stay with the vehicle. Once deliveries are unloaded, the vehicle has to leave the loading dock and park at the ICC Sydney car parks, where parking fees apply.

Couriers

If you intend to have a delivery sent directly to the event venue, please use the [ICC Sydney Shipping Label](#). Note, deliveries will only be accepted 23 - 26 November, outside of these dates the parcel will be rejected by the ICC. It is an ICC Sydney requirement that all deliveries or collections have a vehicle time slot booking in advance of arrival; [you can book your courier slot here](#) with **Expo Freight**. Vehicles will not be accepted into the docks if no booking is made. It is strongly recommended that you arrange for any deliveries to arrive when you will be at your stand. If the delivery arrives outside of your access times, it may be signed by one of the Organisers however [we hold no responsibility](#) for the items after signing. They will be left unattended within your stand space. If you are unsure of your move in and move out times, view the Schedule on the Exhibitor Portal and note your stand type.

Please note, there will be no on-site storage available without pre-booking via ExpoFreight. All delivery materials will need to be kept within your stand space, or removed from the hall and either returned to the vehicle, or disposed of correctly. Any excessive waste will be charged back to the exhibitor.

Move In & Move Out Rules

During move in and move out, all spaces including halls, loading docks, truck staging areas and service corridors are considered hazardous work areas. The following are strictly prohibited:

- Alcoholic beverages;
- Possession or use of controlled substances of any kind;
- Speeding or reckless use of vehicles or equipment;
- Irresponsible behavior;
- Music or noise that may limit the audibility of back-up signals, fire alarms or emergency messages;
- Children under eighteen (18) years of age.

Suitable PPE must be worn at all times by contractors and exhibitors during the build and breakdown of the event. This includes, but is not limited to:

- High-visibility vest
- Appropriate protective footwear (no open toed shoes or high heels)

Failure to comply with PPE requirements will result in your delayed access to the hall. This is regulated by the ICC and is very strict. Please ensure you bring a hi-vis vest/top with you. **Without a hi-vis vest, you will not be allowed inside the hall.**

Nameboard Signs

Each exhibitor will receive a nameboard on each open side of their shell scheme stand. Space only and shell scheme no fascia stands will not receive nameboards and must clearly provide their company name and stand number within their stand graphics.

Nameboards will display your company name and stand number in standard white font on a navy blue background. This is a maximum of 30 UPPERCASE characters, including spaces.

All shell scheme exhibitors must **submit their nameboard name to Exponet via their online site**, [click here](#) to login. Login details will be emailed to exhibitors within 7 working days of signing up for the event. If you have any questions, please reach out to Exponet directly at 02 9645 7070 or esd@exponet.com.au.

Parking

ICC Sydney operates two 24 hour car parking stations with a total of 826 parking spaces including 11 accessible parking bays, 25 motorcycle parking spaces, 50 bicycle racks and 25 electric car charge spaces. The two car park facilities are located within the Exhibition Centre (Car Park 1) and ICC Sydney Theatre (Car Park 2). ICC Sydney operates as cashless parking only, and there is no pre-booking available. For further information on parking, please visit the ICC Sydney '[Getting Here](#)' page.

Parking for exhibitors on move in and move out days (23rd, 24th and 26th November) is a \$25.00 flat rate. Standard parking fees apply on operational days of the event. To validate your parking pass on those days, either visit Exhibitor Service Desk Level 2 beside Hall 4, or the Carpark Office on Ground Floor.

Permits

Certain stand activities require additional approval from both the Organisers and ICC Sydney. These include but are not limited to:

- Custom Stands / Space Only Build Stands
- Food and Beverage Sampling
- Hazardous Substances and LPG
- Naked Flames
- Display Vehicles

For further information on these activities, [view the 'Permits' page here](#).

All exhibitor orders and permit forms must be submitted to exhibitionservices@iccsydney.com no later than **2nd November 2026**, with your Account Manager copied in.

Public Transport

Located in the heart of Darling Harbour, ICC Sydney is easily accessible by train, bus, light rail, coach and foot with only a 10-minute walk from Central and Town Hall train stations. Secure parking is available and conveniently located within Darling Harbour precinct. ICC Sydney has multiple public access point with step-free access to every entertainment, exhibition and conference venue.

- **Air:** The Sydney Airport is 8kms from ICC Sydney, with an average drive time of 25 minutes.
- **Train:** Town Hall and Central Stations are a 10-minute walk from ICC Sydney
- **Light rail:** The Light Rail travels right through a number of Darling Harbour stations including ICC Sydney's stops, Convention Centre and Exhibition Centre. The Light Rail starts at Central Station in the CBD and travels to Dulwich Hill in the inner west
- **Bus:** Bus routes 389 & 501 stop at Harris Street near Allen Street – 10 minutes from ICC Sydney
- **Ferry:** Cruise into Darling Harbour on a ferry with direct services from Circular Quay, King Street Wharf or Pyrmont Bay Wharf
- **Taxi/Drop off:** The best taxi drop off and pick up locations include the new Iron Wharf Place and Zollner Circuit, both accessed via Darling Drive
- **Parking:** ICC Sydney has two car parks located within the venue. There are a number of secure car parks located in and around Darling Harbour – the closest is located at Harbourside Car Park, 100 Murray Street, Pyrmont.

For a full list of transport options, please visit the [Darling Harbour website](#).

Rigging

Rigging is permitted only with pre-approval by Show Management. If you wish to have rigging above your stand space, please contact your Account Manager as soon as possible to discuss available options.

Sampling (Food and/or Beverage)

Sampling of food and/or beverages is only permitted for the producer, manufacturer or seller to promote the bigger product and where they form an essential part of the event. Permission to sample must be obtained from the ICC Sydney prior to the event, and you must have your documents ready onsite at the event for inspection and audit.

Third-party sales for on-site consumption or take-away are strictly prohibited. While orders may be placed for future fulfillment, consumption on-site is not permitted.

All sampling guidelines and food safety compliance must be adhered to, in line with the industry approved standards. These can be found in the below application form, under 'Mandatory Requirements'.

Sampling Application Process:

1. Download and complete this [application form](#).
2. Email the completed form to exhibitionservices@iccsydney.com no later than **2nd November 2026**, with your Account Manager copied in. This must be accompanied by an approved City of Sydney Issued temporary food stall permit number for review as noted on the form.
3. The ICC Sydney will reach out once they have reviewed your application with further details. Note: submitting this form is not a guarantee of automatic approval.

Scam Warning

We do not sell any of your data, nor do we sell any attendee data. Scammers are getting extremely clever, they will offer you attendee or exhibitor information at a cost, however be assured that this data is made up. Our team has a domain of

@bsmexpo.com, @thebusinessshow.co.uk, and all our official and recommended suppliers will be on our 'Suppliers List'. Official suppliers may contact you to let you know about services they offer.

! Please check with your Account Manager if you are unsure of a company's legitimacy before proceeding with their services or making any payment.

Shell Scheme Stands – Additional Information

Exponet will build your shell scheme stand ahead of your arrival on Tuesday 24th November. You are able to customise your stand as you wish, but please note that any damage to the stand will be charged post-event. Please carefully read the below guidance and if you have any further queries about what will or will not be permitted, contact Exponet directly on esd@exponet.com.au or call 02 9645 7070. Graphic ordering details for Exponet can be found on the Supplier List on the Exhibitor Portal.

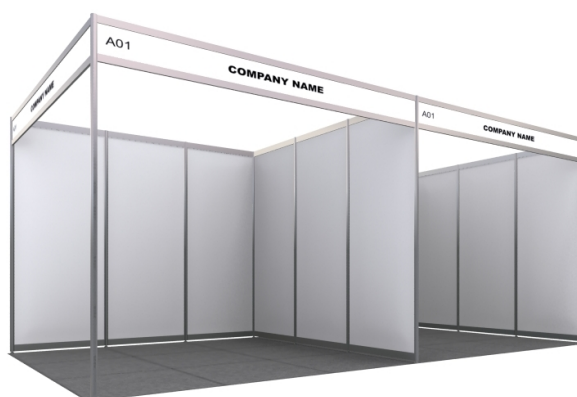
Items permitted:

When attaching anything to walls, exhibitors are asked to only use velcro tape, bluetac, double sided adhesive tape or wall-mounted shelving and slat walls with hooks.

Items NOT permitted:

Please do not use pins, staples, screws, nails, bolts, glue or paint as these cause permanent damage to the panels. Charges will apply to ALL damage to wall panels.

This diagram is for illustrative purposes only. For your specific stand size please refer to the show floorplan.



Shipping & Logistics

Expo Freight Australia is the preferred freight forwarder and exclusive onsite logistics provider for The Business Show 2026, specialising in event freight to ensure your goods arrive on time and are handled with care. First-time users should register [via the booking link](#) to receive login details.

Option 1 – End-to-End Freight Handling

Expo Freight will collect from your allocated address, store all items prior to the event and deliver directly to your stand, prior to your arrival. They will also store any items during the show.

- Book through the [Expo Freight Portal](#)
- Quote requests due **Wednesday 11th November 2026**.
- Freight collection deadlines: VIC – 17th November, NSW – 23rd November, SA – 17th November, QLD – 18th November, WA – 12th November (contact team for other areas)

Option 2 – Loading Dock Access & Material Handling

If you would like to make your own arrangements for delivery, loading dock access and onsite handling **MUST** be pre-booked. It can be booked via the [Expo Freight Portal](#) Once your booking has been received and processed the onsite handling tariff will be sent to you via the booking portal.

If you are not utilising Expo Freight for the transportation of your goods, then you must have a CLEAR Shipping Label with stand numbers stated for both delivery and pickup. Delivery and forklift access will be strictly between the allocated bump in times displayed on the portal and onsite charges must be signed off on before Expo Freight can handle your goods. If no booking has been pre-registered there may be further processing charges on the day. If you are using your own transport company or delivering yourself, Expo Freight cannot sign for delivery of goods on your behalf. Please ensure you make specific arrangements with your transport provider or ensure you have a representative onsite at the time of delivery.

The show bumps in on very tight parameters and deliveries will not be accepted at the venue earlier. Furthermore, all freight must be removed from the venue during official move out times, no exceptions. Expo Freight has been instructed to remove any freight still onsite at the end of tenancy, **9pm on Thursday 26th November 2026**. Freight will be removed from the venue to a depot, at the expense of the exhibitor/contractor.

Empty Storage

Any large packaging materials that are required for storage must be ready for collection from your stand at **6pm on Tuesday 24th November 2026**. Empty storage labels can be collected from the Expo Freight service desk. Items that are not ready for collection from stand by this date will be disposed of by the venue or additional charges will be applicable for the removal.

For further information, contact Expo Freight directly:

- Freight enquiries: bayram@expofreight.com.au / +61 428 685 603
- Loading dock & onsite handling: onsite@expofreight.com.au / +61 473 621 223

Smoking

There is **no smoking policy** within the building or within 25 feet of any entrance, and there is signage outside of every entrance with the no-smoking policy clearly displayed.

Electronic cigarettes, electronic vaping devices, personal vaporizers, etc., are not permitted within the facility.

Vehicle Displays

Vehicle displays are permitted on your stand following review and approval by Show Management and ICC Sydney. Please provide detailed information, including complete manufacturer specifications to the ICC using [this form](#) to exhibitionsservices@iccsydney.com no later than **2nd November 2026**, with your Account Manager copied in.

WiFi

Wireless connectivity is readily available throughout the ICC Sydney venue. Visitors and exhibitors have access to complimentary public Wi-Fi for basic browsing, accessing emails and social media.

Premium service and event specific network services for clients and exhibitors can be ordered on the [ICC Sydney's website](#). Custom solutions can be tailored to suit the event needs by working with ICC Sydney's ICT services team.

Note: only the use of ICC Sydney configured switches is allowed with the venue to guarantee the integrity of the existing network and ensures that all network security measures are in place. This protects the security of all network users and the overall event.