



The ^{ultimate} Boutique Business Expo

Dates - 22nd to 24th March, 2024
Venue - Hotel Bellinzona, Hepburn Springs

Organised by The Retreat Specialists

Before we start

Hello!

Before we dive into the details, let me give you a brief overview of what sets this event apart from others. Here's what you can expect:

- Networking opportunities with fellow traders and building a community in an unconventional space
- Sales for the community
- Increased brand exposure to a wider audience, including potential wholesalers and stockers
- Unique selling points and innovations to differentiate your brand from competitors

If these aspects pique your interest, then keep reading for more information.

Lieset Albrecht



Welcome

Welcome to The Ultimate Expo – A New Concept – Where Small Businesses Thrive!

In the heart of our vibrant community, we're bringing together the spirit of entrepreneurship and the power of collaboration at **The Boutique Business Expo**, the ultimate platform for small businesses to shine.

We are designing a space where innovative ideas, passionate entrepreneurs, and our ideal customers converge under one roof. Our small business expo isn't just an event; it's a celebration of creativity, determination, and the endless possibilities that small businesses bring to our local economy.

Join us for three days filled with networking, inspiration, and business growth. Discover innovative products, connect with fellow entrepreneurs, and gain insights from industry experts.

Are you ready to take your business to new heights and be part of a supportive, thriving network?

The Ultimate Expo is where your journey continues, where ideas flourish, and where small businesses find their path to success. Join us and be a part of something extraordinary – because your business deserves to be in the spotlight.

See you at Hotel Bellinzona

Liesel Albrecht



Event Brief

- **Dates** - 22nd - 24th March, 2024
- **Venue** - Hotel Bellinzona, Hepburn Springs
- **A 3-day expo** that showcases small businesses at their finest - captivating everything from - business coaches, authors, retreat brands, jewellers, produces, artists, boutique clothing designers, travel products, local distilleries, and food products - we will be inviting a wide range of local and out of region business owners to join us. This is just a glimpse of who will be there.
- We will also have a space for Healers, Holistic Health Practitioners, Psychic and Intuitive Readers, Spiritual and Wellness Coaches, Metaphysical and New Age Retailers, Alternative Healing Practitioners, and Wellness Product Vendors.
- We will also have a select range of food and drink trucks with local businesses as the preferred option.

Community, connection, and business expansion are three key elements of this event.

[REGISTRATION LINK](#)



I can't believe how much I sold at the Ultimate Girls Week Away evening expo.

Tracey Minster Art
Yallourn Nth, Victoria

Types of exhibitors

- Artisans and Crafters – Handmade crafts, jewelry, artwork, and unique artisanal products
- Business coaches
- Farmers and Producers – Local farmers showcasing fresh produce, dairy, meats, and other agricultural goods.
- Food stalls offering a variety of snacks, meals, and beverages
- Clothing, accessories, and fashion items from local designers and retailers
- Health and Wellness businesses and coaches
- Exhibitors offering health products, natural remedies, and wellness services.
- Homeware, decor items, and furniture for home improvement.
- Vintage collectors and antique dealers selling unique and nostalgic items.
- Handmade Soap and Skincare:
 - Artisanal soap makers and skincare product sellers.
 - Products and accessories for pets, from toys to grooming supplies.
- Local authors, bookstores, or publishers showcasing books and literary works.
- Writing coaches.
- Rereat organisers
- Exhibitors featuring tech gadgets, accessories, or innovative tech solutions.
- Nurseries and plant sellers offering a variety of plants and gardening supplies.
- Local businesses promoting services such as photography, consulting, or home services.
- Crafters specializing in handmade toys, games, and children's items.
- Local community organizations and nonprofits sharing information and raising awareness.
- Artists and art galleries showcasing paintings, sculptures, and other artworks.
- Jewelers showcasing a variety of jewelry designs and accessories.
- Various local businesses promoting their products or services.
- Tarot and oracle card readers
- Meditation practitioners
- Psychics and mediums
- Energy healing like Reiki, Qigong, or Pranic Healing that work with the body's energy systems to promote healing.
- Holistic Healing with approaches that consider the whole person, addressing physical, mental, emotional, and spiritual aspects.
- Sound Healing
- Shamanic Practices
- Astrology
- Numerology
- Crystal Healing and sellers
- Aromatherapy
- Chakra Balancing
- Healers that connect with nature
- Breathwork practitioners
- Holistic counsellors
- Massage, reiki, cranial sacred therapists. kinesiologists

If you are not on the list that's ok we just wanted to give you an idea of the types of businesses that we would like there.

[REGISTRATION LINK](#)

Who Is Liesel Albrecht?



- Meet Liesel Albrecht – The Retreat Specialist, she is the visionary behind the Ultimate Girls Week Away – a space she crafted for women to unite, find inspiration, rest, share laughter, foster personal growth, revel in the extraordinary, and simply be themselves.
- As the CEO and creator of UGWA, Liesel brings a wealth of expertise as an event coordinator with 28 years of dedicated service.
- With over 30 years of experience in the event and retreat realm, Liesel has garnered a reputation that speakers should say yes to her when invited to speak. Renowned figures like Elizabeth Gilbert, Gabrielle Bernstein, Dr Tererai Trent, SARK, Lisa Messenger, Alana Fairchild, Amy Loughren, and others have enthusiastically accepted the invitation to speak at her events.
- Beyond her event prowess, Liesel's roots in social work and education reflect a commitment to supporting the most marginalized youth in our communities. This dedication extends to her chosen charities, Youth Insearch and SoBrave, providing a clear indication of where her heart and passion lie.
- Liesel Albrecht is not just an event creator; she is a catalyst for empowerment, connection, and positive change, and her journey continues to inspire women to embrace the extraordinary within themselves.
- While for the past 10 years she has been focused on retreats and expos relevant to those this is not a new scope for her as she draws on many years of experience.

LOCATION: Hotel Bellinzona

75

Businesses

A space for all
spiritual and
relaxation
modalities.

Visitors
from
around the
state

500+

potential
visitors



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Marketing Strategy

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Marketing Social Media

Through a social media strategy, we anticipate a reach of approximately 250,000 potential visitors. Crafted ads and posts on platforms like Facebook and Instagram for consumers and LinkedIn for wholesalers

Marketing PR

A dedicated PR connector will have this expo showcased in local media in the 6-8 weeks prior to the event.

Further reaching PR so people can plan a day or a weekend away to attend.

Supporting a Local Service Club and the projects they support.

Expo hashtags.

Sharing your involvement even one time can extend the reach by 1000 plus.

LOCATION: Daylesford and Region Facts

[REGISTRATION LINK](#)

1000's

March and April
average weekend
visitors

90

to 120 minutes
is the distance
from CBD

500+

small & boutique
businesses in the
region

\$500

is the average
spend per
visitor to the area

Multiple
accommodations
in the area and
close by.
Pricing starts at
\$260 for two
nights.

We can connect
you to various
accommodation
options



LOCATION: Daylesford and Region Facts

Friday

Bump in and
open for
business

8.00 - 12pm Table bump in
and marque set up/ arrival of
extra toilets etc

12.00-3.30pm Exhibitor's
arrival - staggered depending
on the complexity of set up

3.30pm - Exhibitors briefing

4.00 - 9.00pm Open for
business - twilight market

Saturday

All day
event
exhibitor dinner

10.00 - 6.00pm Open for
business

6.30 - 9.00pm Exhibitor
dinner at local restaurant -
own cost.

Sunday

All day event
& bump out

10.00 - 4.00pm Open for
business

4.00 - 7.00pm pack up and
bump out

[REGISTRATION LINK](#)

The Ultimate Boutique Business Expo – Daylesford

1. Exhibitor Stands:

- Local businesses showcase their products and services.
- Each exhibitor has the opportunity to engage with attendees, share information, and potentially generate leads.

2. Networking Opportunities:

- Informal networking sessions facilitate connections between businesses, allowing them to forge partnerships and collaborations.
- Join us for breakfast bbq on Saturday and Sunday along with a dinner on Saturday after hours.
- Attendees can exchange details, discuss potential collaborations, and build valuable relationships.

3. Sponsorship Opportunities:

- Local businesses and organizations can sponsor the expo, gaining visibility and recognition among attendees.
- Sponsors may have branded areas, speaking opportunities, and other promotional benefits.

4. Interactive Displays and Demonstrations:

- Exhibitors have the scope to create engaging displays or demonstrations to showcase their products or services.
- Hands-on experiences allow attendees to interact with the offerings and better understand their value.

5. Community Engagement:

- The inclusion of local community groups, non-profits, or charitable organizations adds a community-focused aspect to the expo with donated entry fee to be shared.
- Community engagement activities foster a sense of connection and social responsibility.



6. Social Media and Marketing:

- A strong marketing strategy, including social media promotion and email campaigns, helps attract attendees and exhibitors.
- Official event hashtags encourage online engagement and conversation.

7. Business Resources and Support:

- Booths or areas dedicated to business resources, such as local business associations, chambers of commerce, and support services.
- Information on funding opportunities, mentorship programs, and business development resources.

8. Entertainment and Food:

- Live entertainment or performances will be scheduled accordingly.
- Food vendors to area ensure attendees have access to refreshments and meals. This will be an allocated area with tables and chairs.

9. Feedback and Evaluation:

- Feedback forms or surveys allow attendees and exhibitors to provide input on their experience.
- Evaluation data helps organizers improve future expos and tailor content to the needs of the community.



Exhibitor Pricing Structure

Exhibitors Fees

Friday/Saturday/Sunday \$250.00

Saturday/Sunday only \$200.00

Registrations through this link -

[**REGISTRATION LINK**](#)

Got Questions?

CONTACT ME

We would be honoured to have you join us – if you have any questions

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