Typism Community Member Terence Tang at Creative South 2017

TYPISM
VENDOR GUIDE

2018 Conference
AUGUST 4, 2018
ARTS CENTRE GOLD COAST
The first Typism Conference was held in 2013, and from there the Typism brand has grown in leaps and bounds.

There is now a thriving online community, with hundreds of thousands of people using the hashtag #typism to collectively share their work. Thousands of the world’s best lettering artists have submitted their work to be included in the Typism books, and hundreds of Aussies have been inspired by the conferences and masterclasses.

We have an amazing group of Typism alumni — united by their shared love of letterforms.

Attendees will enjoy workshops and talks from professional speakers worldwide focused on process and experience in the design industry.

**TYPISM 2018 VENDOR GUIDE**

This vendor guide has been prepared to help give you the opportunity to get your brand in front of 300 type- and lettering-mad Aussies
Hi there, my name is Dominique Falla, and I am the founder of Typism. I used to be a creatively frustrated designer, tired of being undervalued by digital technology and outsourcing until I began developing my own unique lettering style. After a while, I learned how to share my work online, build a global audience for my work, and be valued for my creativity.

I founded the Typism Community to help others do the same.

"Take your lettering passion from a hobby to a thriving business."

Partnering with Typism is an amazing way to get your brand exposed to 300 type- and lettering-mad Aussies.

By partnering with Typism, you’re aligning your brand with creativity, design, craft, business, and entrepreneurship!

Your involvement helps to showcase the creative talent in SE Queensland and the Gold Coast, a thriving Australian city that embraces a unique lifestyle, design, and culture.

Typism maintains an active social media presence all year round. We take our brand partnerships very seriously and ensure we continue to provide win-win value throughout the year.

Your partnership helps support this annual creative event and draws creative people to Australia and to the Gold Coast.

Typism is the only event of its kind in Australia. Become a part of this unique family today!

"I can’t recommend Typism enough. With original insights and inspiration from the field, and opportunities to network with like-minded designers, it was an amazing experience for speakers and attendees alike. Typism was an incredibly well-organised event, and also happens to be next to one of Australia’s favourite beaches!"

—Gemma O’Brien, Typism 2013 Speaker
The Typism Conference will be held in the Paradise Room of the Arts Centre Gold Coast. Adjacent to the conference hall is a vendor hall. The attendees will have to pass through the vendor hall to gain access to the conference.

There will only be ten tables available, as we want this to be a curated experience for our attendees and give you the best opportunity possible to showcase your brand.

The venue is charging us $60 per table setup (see below) and so we are only passing on the cost, as this is our first year with vendors. The only additional requirement is that you buy a ticket to the conference, because it is a fully catered event and we will be charged for every attendee.

You will be able to attend the full conference as the vendor hall only activates during the four breaks.

The vendor hall only activates during the four breaks.
MEET YOUR AUDIENCE

OVERVIEW
The audience is a group of graphic design students, graduates and professional designers looking for three things: inspiration, education and connection.

FOCUS
Our speakers and workshop hosts have a local, national and international profile, with many very active on social media.

We have hosted guests from New York, London, San Diego, New Zealand, Melbourne, Sydney, Newcastle, Brisbane, Cold Coast and Byron Bay.

Attendees, speakers, student partners and friends are motivated, energised, brand aware, social media influencers, business owners and are actively seeking new experiences, networks and business opportunities.

CONFERENCE SCHEDULE
FOUR VENDOR SESSIONS

SATURDAY 4 AUGUST FROM 7:30AM – 4PM

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
<th>Duration</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Setup</td>
<td>7.30 – 8:15 am</td>
<td>45 mins</td>
<td>Vendor Hall</td>
</tr>
<tr>
<td>Registration</td>
<td>8.15 – 9:00 am</td>
<td>45 mins</td>
<td>Vendor Hall</td>
</tr>
<tr>
<td>Introduction + Welcome</td>
<td>9:00 – 9:10 am</td>
<td>10 mins</td>
<td>Main Stage</td>
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<tr>
<td>Speaker #1, Wanissa Somsuphangsri</td>
<td>9:10 – 9:50 am</td>
<td>40 mins</td>
<td>Main Stage</td>
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<tr>
<td>Speaker #2, Barbara Enright</td>
<td>9:50 – 10:30 am</td>
<td>40 mins</td>
<td>Main Stage</td>
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<tr>
<td>Questions</td>
<td>10:30 – 10:40 am</td>
<td>10 mins</td>
<td>Main Stage</td>
</tr>
<tr>
<td>Morning Tea</td>
<td>10:40 – 11:00 am</td>
<td>20 mins</td>
<td>Terrace/Vendor Hall</td>
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<tr>
<td>Speaker #3, Crystian Cruz</td>
<td>11:00 – 11:40 am</td>
<td>40 mins</td>
<td>Main Stage</td>
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<tr>
<td>Speaker #4, Kelly Spencer</td>
<td>11:40 – 12:20 pm</td>
<td>40 mins</td>
<td>Main Stage</td>
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<tr>
<td>Questions</td>
<td>12:20 – 12:30 pm</td>
<td>10 mins</td>
<td>Main Stage</td>
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<tr>
<td>Lunch</td>
<td>12:30 – 1:30 pm</td>
<td>60 mins</td>
<td>Terrace/Vendor Hall</td>
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<tr>
<td>Speaker #5, Karin Newport</td>
<td>1:30 – 2:10 pm</td>
<td>40 mins</td>
<td>Main Stage</td>
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<tr>
<td>Speaker #6, Lachlan Philp</td>
<td>2:10 – 3:10 pm</td>
<td>60 mins</td>
<td>Main Stage</td>
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<tr>
<td>Questions</td>
<td>3:10 – 3:20 pm</td>
<td>10 mins</td>
<td>Main Stage</td>
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<tr>
<td>Afternoon Tea</td>
<td>3:20 – 4:00 pm</td>
<td>20 mins</td>
<td>Terrace/Vendor Hall</td>
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<tr>
<td>Speaker #7, Cyla Costa</td>
<td>3:40 – 4:40 pm</td>
<td>60 mins</td>
<td>Main Stage</td>
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<tr>
<td>Speaker #8, Ryan Hamrick</td>
<td>4:40 – 5:40 pm</td>
<td>60 mins</td>
<td>Main Stage</td>
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<tr>
<td>Questions + Closing remarks</td>
<td>5:40 – 6:00 pm</td>
<td>20 mins</td>
<td>Main Stage</td>
</tr>
<tr>
<td>After Party</td>
<td>6:00 – 9:00 pm</td>
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<td>Bar ONE50</td>
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VENDOR PACKAGES

VENDOR $60
Vendor Package includes:
- Standard trestle table
- Black lycra cover
- Black pinboard
- Two banquet chairs.
(NB: you must also have a ticket to the conference. $60 covers the cost of hiring the table only)

Send $60 via www.paypal.me/typism before July 1
Email: dominique@typism.com.au with your logo for the website

BAG FILLER $100
Promotional items from you to be placed in 300 goodie bags.

SPONSOR $500
Goodie Bags Sponsor
- Logo on the Typism Conference Website
- Ticket to the conference
- Social media shoutouts
- Email blast to our list
- Logo in highlight video
- Promotional items from you to be placed in 300 goodie bags.

TYPISM VENDOR FAQS

WHAT IF I AM INTERSTATE?
If you can’t bring your stock with you, ship it to us the week before the conference and we will store it at the venue so that it is ready and waiting for you. We can arrange to have it shipped back to you after the conference as well. You just need to provide pre-paid shipping labels.

CAN I WATCH THE TALKS?
Absolutely! The vendor hall is only activated during the four conference breaks. When the talks are on, there will be someone on guard in the vendor hall so that you can leave all your table and stock set up during the plenary sessions. Question time is your cue to sneak back out.

CAN I BRING A HELPER?
Yes of course. Because the event is fully catered, everyone at the venue has to buy a conference ticket to cover food and drinks for the day.

WHAT IF I DON’T SELL ANYTHING?
Selling at market stalls takes practice. You need a variety of stock. Your prices should be clearly marked. The stock really needs to sell itself, so the way you display it on the table is important. Also, think about carrying some change and a “float”. If you’re charging $9.95 for something, bring plenty of 5c pieces. Round numbers are usually easiest ($5, $10, $55)

The best use of your stall, however, is to make the first contact with your audience and make a good impression. Make sure you have plenty of business cards. Bring at least 300. If you have stickers, freebies and giveaways, people are more likely to remember your brand and visit your website later. You might also want to run a competition to collect email addresses. (Pro Tip: a jar of free candy on your table brings all the boys to the yard).
Contact

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August 2-4, 2018

www.typismconference.com

@typism (instagram)
@typismcommunity (twitter)