



Tasmania's pinnacle sustainability event showcases positive examples of creativity & innovation in our community.

The 2011 Sustainable Living Expo (SLE 2011) is a celebration of how local business, schools, government, individuals and community groups are rising to the challenge and providing solutions to the social and environmental issues facing us.

It is an opportunity for your business/organisation to showcase to Tasmanians your creativity and innovation in working towards a sustainable future.

Expo Overview

Tasmania's Sustainable Living Expo is an established event with proven results. We have set the standard for environmental events in Tasmania.

The Expo is a FREE COMMUNITY EVENT organised by Sustainable Living Tasmania, a not-for-profit organisation based in Hobart.

From humble beginnings and the first event of its kind in Tasmania, the inaugural Expo was held in the Home Ideas Centre car park in 1997. The Sustainable Living Expo's aim then was to provide a forum for 'environmentally friendly' business to start a conversation with consumers about sustainable products and ideas. The aims are broadening and the event is growing with over 10,000 people visiting the event over 2 days in 2010.

With an outdoor concert series, design showcase, interactive workshops, kids activities and informative displays, Tasmania's Sustainable Living expo draws big crowds to this inspiring weekend festival. Now in its 13th year, SLE 2011 will be held in Princes Wharf No.1 on Hobart's Waterfront on 5 & 6 November 2011. The event continues to provide Tasmanians with innovative ideas and the opportunity to adopt a lighter way of living. It is a community celebration of sustainability!



Visitor Profile

10,000 visitors attended SLE 2010. This included the general public and representatives from local government, business and industry.

The Expo attracts people committed to the environmental movement as well as a growing mainstream audience who are new to issues of sustainability. SLE 2011 will target three broad audiences. Our "Sustainability Series" brings decision makers from government, business and the community to key issues of sustainability in

Tasmania. Our popular "Sustainability Sessions" concert series brings a young and energetic audience, while the "Exhibition" itself focuses on design and practical solutions, which attract mainstream homemakers across all sectors of the community.

Why Sponsor?

Becoming a sponsor of this high profile event will give your organisation the opportunity to nurture relationships with existing clients and engage new ones at a reasonable cost.

With the positive coverage generated in the media and throughout the event, being a sponsor will enable you to present and demonstrate your message to a target audience while meeting your marketing objectives. It is an opportunity to

connect with the community and demonstrate that you are an active supporter for tackling Australia's environmental issues.

Demonstrate your innovative approach and commitment to sustainability in Australia



Why Exhibit? – If you choose to Exhibit as part of your sponsorship package you will be able to:

- Connect with your target audience and show them what your organisation is doing for the environment and community.
- Showcase, demonstrate or sell your products and services to thousands of buyers in two days.
- Create a database of potential clients and create leads to follow up after the Expo.
- Launch new products or services.
- Increase awareness of your product and services.
- Conduct your own market research and benefit from event exit surveys.
- Network with like minded businesses and organisations.

A great opportunity to connect with your customers and conduct market research.

Contact us – For further information, or to apply for sponsorship, please call (03) 6234 5566 or email us at lissa@sustainablelivingtasmania.org.au

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sustainable living EXPO

5-6/11/2011

Create.

Innovate.

Connect.

Engage.

Inspire.

Explore.

Sponsorship Guide