

CONNECT EXHIBITOR TOOLKIT AND BRANDING*

This year, we have developed an exclusive toolkit for suppliers exhibiting at the Connect 2024 Indigenous Business Tradeshow. The purpose of this toolkit is to help approved exhibitors showcase their involvement using approved assets.

This toolkit is to be used for **genuine event promotion** – to showcase the incredible Indigenous businesses, organisations and individuals who are making significant contributions to Connect.

This resource and the wider Connect branding are not to be used by organisations or individuals in a **misleading or untrue manner**, including false advertising / promotion / association with the event. For a detailed list of the incorrect usage of these assets, refer to **page 4**.


EXHIBITOR TOOLKIT ▼

- ✓ WHO: Connect exhibitors
- ✓ WHY: to showcase and celebrate your involvement with the event
- ✓ HOW: share across your social media, marketing and communications channels
- ✗ DON'T: use assets for misleading or false purposes / advertising / promotion

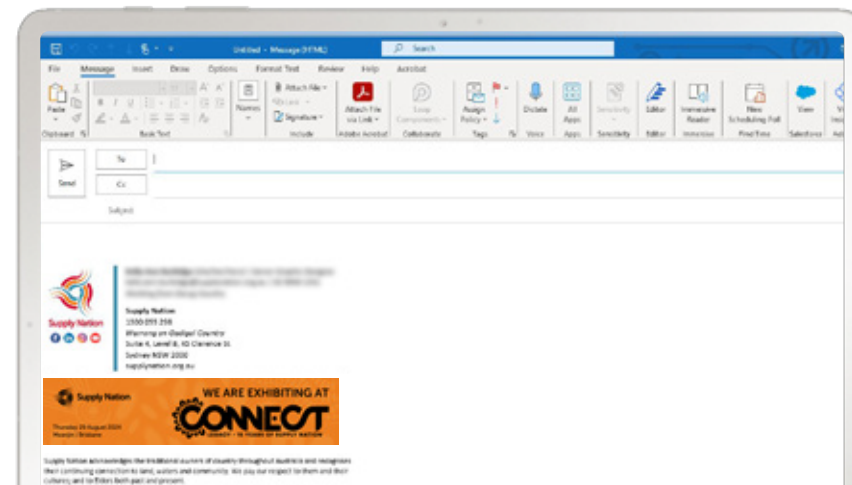
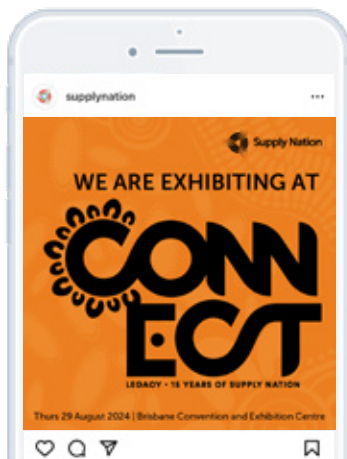
EXHIBITOR TOOLKIT*

The exhibitor toolkit is designed for the Aboriginal and Torres Strait Islander businesses who will be showcasing their diverse range of products and services at the Indigenous Business Tradeshow. If you are exhibiting, this bespoke toolkit can help you promote and celebrate your involvement with Connect to your wider network.

EXHIBITOR TOOLKIT INCLUSIONS ▾

 Social media graphics

 Digital assets



This toolkit is available for **download** via the Exhibitor Toolkit webpage, ready to share across your social media, marketing and communications channels.

When sharing these assets across your social media channels, we encourage you to use the **#SNConnect** hashtag to join in the conversation and share your posts with the wider Supply Nation community.

*All external stakeholders using Supply Nation's Connect brand assets and toolkits are responsible for understanding and applying the contents of this guide



INCORRECT USE

INCORRECT USE OF THE CONNECT BRANDING AND EXHIBITOR TOOLKIT*

In order to maintain brand recognition and integrity, individuals and businesses must only use the approved assets in the toolkit to promote their support and involvement with Connect.

Any promotional materials outside of the branding guide requires approval from Supply Nation directly.

Do not do the following:

- Use any Connect logos or branding not included in the exhibitor toolkit
- Alter, change or add to any assets included in the exhibitor toolkit
- Use assets within the exhibitor toolkit in an inappropriate or misleading way. This includes but is not limited to:
 - claims of affiliation / association / promotion with Connect that are misleading / untrue
 - using assets alongside inappropriate / offensive language or messaging
- Attempt to remake or copy the Connect logo, branding or exhibitor toolkit in any way. This includes but is not limited to:
 - recreating Connect logos / branding / exhibitor toolkit assets
 - screenshotting Connect logos / branding / exhibitor toolkit assets
 - saving Connect logos / branding that are not included in the exhibitor toolkit from any Supply Nation channels

If you have any questions or concerns that yourself or others are applying the Connect exhibitor toolkit incorrectly, please reach out to our team at: connect@supplynation.org.au

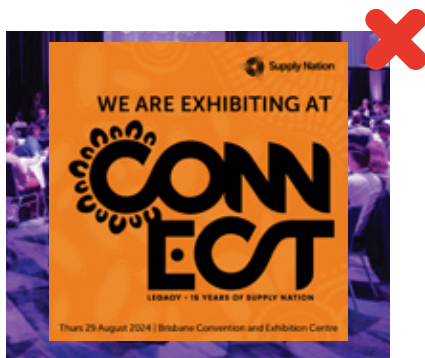
USAGE EXAMPLES

CORRECT USAGE:



- ✓ Toolkit assets have been used in their entirety
- ✓ No alterations have been made to graphics

INCORRECT USAGE:



Do not alter toolkit assets -
do not add imagery



Do not alter layout or
orientation of assets



Do not alter toolkit assets -
do not add logos