



TinaX Speaker Agreement

- TinaX is an event targeted towards women in business who want to learn from industry experts, who will deliver stage presentations, providing insight and action steps to help them succeed. This includes and is not limited to business advice, the latest tools, techniques associated with business, social media, finance, human resources, legal issues, sales, online strategies, mental health, productivity, workplace wellness, marketing, publicity, branding and business structure and growth.
- The Organisers and the Speakers will come together in a strategic alliance to deliver the TinaX events and to share their knowledge and experience, to connect with women in business and those attending the business expos, as well as a televised audience (FB Live and recorded).
- TinaX is held from 2pm- 3pm at the location of the Business Expos, and speakers are expected to arrive on time and abide by the Expo terms and conditions.
- TinaX will be a 'panel of experts' TV style interview, where each speaker answers prepared questions to share insight, tips and tools. The organisers will provide hosts and MC's for the event. Speakers are expected to dress professionally and be prepared for questions from the audience.
- Speakers may share the TinaX stage with local political figures and media personalities, depending on the Organisers decisions for the guests at each event.
- Audience numbers are estimated to be between 50 - 150 however the organiser is not responsible for guaranteeing these numbers. The expectation is that Speakers and Organisers will work together to promote and fill the event audience.
- Speakers of the event will be widely promoted to the Expo and TinaX databases and in social media, and may also appear in local media, publications, outdoor advertising and letterbox drops, providing Speakers with exposure and credibility in the local area and beyond. Their images, names and business name will also appear on the event flyer, along with a short bio and website url.
- The Speaker must complete a speaker application form in full, supplying headshot, short bio to introduce you on stage and any other information to assist the Organisers in marketing and promotion of the event.
- Speaker selection is at the discretion of the organisers and Speakers are required to only accept the speaking invitation if they can confirm they will be able to attend and abide by this agreement.
- Organisers and Speakers are expected to promote the TinaX event to their databases, on social media, via video and in FB Lives during the weeks leading up to the event. They are also able to promote post-event recording of the TinaX TV event.
- As soon as promotional materials are completed, Speakers are required to send out no less than 2 solo email campaigns, 6-10 social media posts, 1 FB live promotion and state they are attending on the Facebook Event page.
- Speakers are also encouraged to share their promotional TinaX speaker graphic in Facebook Groups as they see fit, abiding by the group rules at all times.
- Speakers are required to take a trade table at the cost of AU\$300 payable to the Expo Organisers in advance, which will be positioned near the TinaX Event, so you can promote

your business and services for attendees to “come and see me at my stand” at the close of their presentation. This is a non-refundable charge.

- Speakers are required to provide a gift/prize to be given to selected audience members on the day of the event. This may be in the form of a gift including and not limited to a product, discount/voucher for services, books, cheatsheet, guidebook etc. You may include marketing material in this gift including your business card or flyer.
- Speakers agree that during the delivery of the event, they will not at any time engage in direct marketing or overt promotion of themselves and/or of their business; use the event solely to market their business. For the avoidance of doubt: speakers will showcase their skills and knowledge and have 1-2 minutes opportunity to promote their business by encouraging attendees to visit their stand after the presentation.
- Should a Speaker be unable to attend the event, they must provide a minimum of 48 hours notice to the Organisers. There is no cancellation fee, however, they are not eligible for a refund for their trade table.
- All costs to participate including expo stand materials, collateral, travel, accommodation etc are the Speakers responsibility.
- The Speaker consents to the use of his/her name, photographs and bio information to be used in connection with the promotion of the event, including permission for the Speaker to be photographed or filmed, and for such photographs or footage to be used after the event to promote future events.
- The Speaker is encouraged to collect testimonials and photos from the event to use in their speaker kit, website or future promotion of their business, however, these must be completed without any interruption to the event at the time.
- A photographer and videographer will be present at the event, however there is no requirement to provide speakers with copies of the images or video captured on the day. We will do our best to share these with you, but the organisers are under no obligation to do so.

Speakers Full Name

Signature

Date:

_____ / _____ / _____