

Mascot Briefing

The following benefits represent guidelines of behavior expected by any and all mascots with roaming rights at *ADX20 Sydney*.

The Sponsor is responsible for the conduct of their mascot and support person at all times. As a primary guide, mascot performers and mascots are an extension of the brand they represent. Mascots reflect on the brand and we would not wish any mascot to undermine their brand by poor behavioural choices.

Mascot performers may use the Mascots Change Room during ADX opening hours (located on level 5) for getting changed, rest breaks and optional storage of mascot costume during the course of the exhibition. The Mascots Change Room is not secure and ADIA / ADX20 Sydney are not liable for the security of your costume.

Roaming rights provides mascots with two off-stand engagement opportunities for interacting with visitors who express an interest in doing so:

- roaming the registration area for up to 30 minutes before *ADX20 Sydney* opens each day; and
- roaming the exhibition aisles during *ADX20 Sydney* open hours

Off-stand participation in *ADX20 Sydney* is provided under the following conditions:

Safety

- Mascots must have a support person if the mascot performer is not able to conveniently and safely move throughout the hall on their own
- Do not impede foot traffic
- Avoid crowded or narrow areas where the mascot may reduce the flow of attendees
- Do not loiter in entry/exit or other doorways or public foyer space
- When outside of the Sponsor's exhibition space, you must continue progressing through the exhibition space without loitering in any one area

Respect fellow exhibitors:

- Do not loiter outside other stands
- Engage with other mascots in a respectful manner

Respect our visitors:

- Only engage with visitors who express an interest in engaging with you – don't harass visitors or push collateral on them
- You may distribute branded collateral (not flyers) to visitors who express an interest in receiving it
- Do not distribute information or other flyers except within your own exhibition space

If you have any questions about you or your mascot's requirements, please contact Nikki Kelso nikki.kelso@adia.org.au or 1300 943 094. If you experience any issues during the event, please advise ADIA staff on 0409 601 101.