

Behind the Stands: EXHIBITOR SERVICES AT GCCEC

Australian Pharmacy Professional Conference and
Trade Exhibition (APP)

19 - 22 March 2025





Innovation on a Grand Scale

The Australian Pharmacy Professional Conference and Trade Exhibition (APP) is the largest event of its kind in the Southern Hemisphere.

APP marked its 20th year convening at the Gold Coast Convention and Exhibition Centre (GCCEC) in March 2025, attracting a record-breaking 7,500 delegates to the Gold Coast. As Australia's premier pharmacy trade exhibition, the event brought together 250 industry-leading companies across 450 exhibition stands, offering a dynamic showcase of the latest trends and a platform for partnerships, innovation, and learning.

Kos Sclavos, pharmacist and former National President of the Pharmacy Guild of Australia, is now the Convener of APP.

"APP has been held on the Gold Coast since day one," says Kos. "We've grown to fill every hall, every corner of GCCEC."



7,500
DELEGATES



450
EXHIBITION
STANDS



20
YEARS AT
GCCEC



RIVERSIDE
MARQUEE



BESPOKE
ACTIVATIONS



VIP
SPEAKERS





Seamless Delivery

As Senior Event Manager at GCCEC, Wade Russell brings 12 years' experience to overseeing the exhibition.

His deep understanding of APP comes from the team's close collaboration with the client, ensuring a seamless, evolving event.

GCCEC has scaled alongside APP's growth, adopting an innovative, solutions-driven approach. Early planning is key—Wade maintains regular dialogue with the team to refine the floor plan, introduce new exhibition features, and discuss ways to enhance the event.

"By planning well in advance, we stay aligned with the APP team to deliver a successful exhibition," he says.

"Our in-depth knowledge allows us to adapt, embrace change, and remain flexible."

Kos highlights this unmatched support from the venue: "Holding an event of this scale takes expert planning and coordination – and we get that in abundance from the team here."



Smart Solutions

Candace Russell, Event Sales and Services Planner at GCCEC, played a crucial role in enhancing the exhibitor experience, having worked onsite for two decades.

Drawing on her extensive background in operations, food and beverage, and event planning, Candace provided exhibitors with valuable insights and support throughout the planning process.

"Over recent years, I've seen so many creative options exhibitors can introduce to their stand, and we're always excited to explore ways to bring new concepts to fruition," says Candace.

"My role is to go beyond standard packages and collaborate with exhibitors to create something special that aligns with their objectives, while overcoming any challenges along the way."

Annette Williams, Head of Brand and Communications at Blooms The Chemist, has been exhibiting at APP for five years and says GCCEC makes all the difference.

"Planning a major event from another state can be stressful, but the consistency and collaboration we get from the GCCEC team gives us peace of mind," Annette says.

She says the long-standing relationships make exhibition planning seamless.

"I share my vision, and they bring it to life. Honestly, there's nothing more I could ask for—they're consistent, creative, and genuinely collaborative."



Creative and Customised

GCCEC's commitment to innovation extends beyond exhibition spaces. The venue's food and beverage team continually seeks to introduce new and exciting culinary experiences.

"Our entire team, from our executive chef to our catering staff, is dedicated to offering memorable food and beverage experiences – we're passionate and curious about emerging trends and offering fresh ideas," Candace explained.

From locally sourced ingredients to delicious desserts incorporating brand elements as well as coffee or juice bars, exhibitors' flavoursome and engaging activations were a highlight at APP.

Annette explains that in a tight-knit industry like pharmacy, it's important to keep things fresh.

"We try to do something new each year to stand out. This time, we created cocktails with Native Australian ingredients, working closely with local vendors sourced through the GCCEC team. It's great to support the local community while also aligning with our sustainability values."

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Candace Russell, Event Sales and Services Planner, GCCEC
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Optimal Exhibition Space

GCCEC's purposeful and intuitive design provided the ideal setting for APP exhibitors to feature cutting-edge products, services, and technologies.

With modern and flexible spaces spanning two expansive floors and foyers, the floor plan was designed with ample space for interactive displays, networking lounges, and customised exhibitor activations.

Achieving EarthCheck Master certification in 2023, GCCEC also has a strong commitment to sustainability and has made smart investments to support long-term environmental goals for business events.

"Many of the APP exhibition stands are reused year after year, reducing waste and aligning with sustainable business practices," says Kos.



Hitting the Mark

Frank Francia, Customer Engagement Manager at DBG Health, Australia's largest diversified pharmaceutical, health, and beauty company, says GCCEC is their go-to for exhibitions.

"This is our premier event – the biggest on our calendar – and the Gold Coast is the perfect place for it. The vibe here is unbeatable. Everyone loves coming; it's relaxed, welcoming, and easy to network," says Frank.

DBG Health's exhibition footprint featured seven custom displays, designed to highlight eye-catching content through digital tiles and lightboxes. Alongside a popular café and gelato parlour, the interactive display also incorporated a second-storey level.

Frank credits the GCCEC team for their top-tier service: "From working with the GCCEC team for opening night drinks to breakfasts and lunches – they're flawless."



APP Returns to GCCEC in 2026

Beyond the venue itself, the appeal of the Gold Coast seals the deal for APP according to Kos.

"There are plenty of places to hold a conference, but this destination has it all. Delegates and exhibitors love walking the beach in the morning and heading out to Broadbeach restaurants in the evening, it really is a complete package here on the Gold Coast."

Through innovation, adaptability, and teamwork, GCCEC worked hard to elevate the APP exhibition experience in 2025, meeting every challenge with a solution, in partnership with exhibitors and the APP team.

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Kos Sclavos, Convener of APP
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