



## **Frequently asked questions**

**Find out useful information about visiting the Direct2Store Expo 2026. Start to plan your schedule and make the most of your visit.**

### **Future-Focused. Industry-Driven.**

As a dedicated event for the independent retail sector, the Direct2Store Expo brings together retailers, store owners, department managers, and suppliers from across Australia for a high - impact showcase of products, innovation, and industry connection. This is your opportunity to meet directly with suppliers, logistics providers, tech experts, explore new ranges, access show-only deals, and build the relationships that support stronger buying and better business outcomes throughout the year.

For 2026, the Direct2Store Expo will be hosted at the ICC Sydney, bringing the entire direct community together under one roof for 2 action packed days. Whether you operate a single store or manage a multi-site group, the Expo delivers the insights, products, and supplier partnerships that help independent retailers stay competitive in a fast-changing market.

Join us Wednesday to Friday, 6th–8th May 2026, and be part of the largest direct-to-retailer supplier showcase in Australia.



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### How do I register to attend Direct2Store Expo 2026?

Direct2Store Expo 2026 is **FREE** to attend. You can register online to attend.

[REGISTER YOUR FREE TICKET](#)

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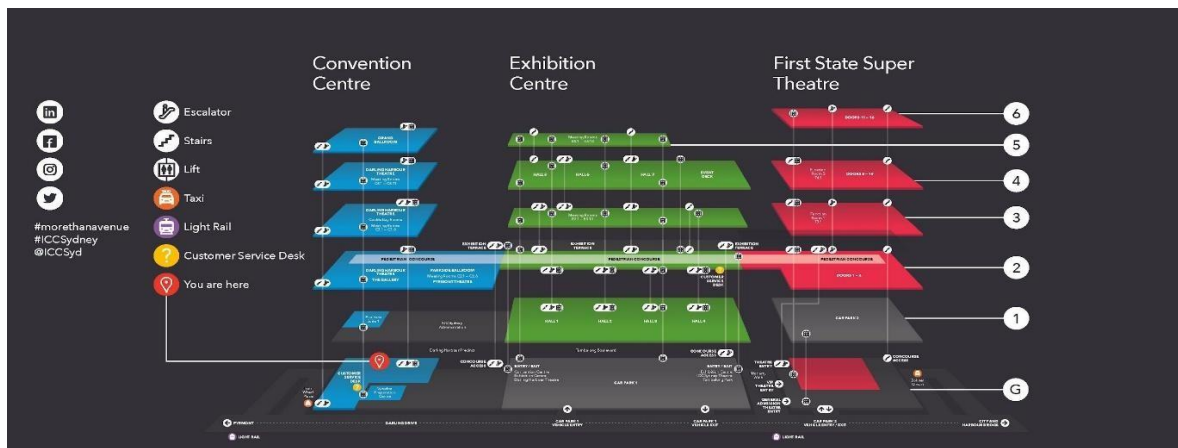
### I can't find my ticket, can you please resend it?

Of course, you can resend your ticket to your email by confirming the email and mobile number used for your registration [here](#).

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### When and where is Direct2Store Expo 2026 happening?

- Wednesday, 6th May 3:00 pm - 6:00 pm - Bump in (evening networking drinks 6.0pm - 8.00pm)
- Thursday, 7th May 9:00 am - 5:00 pm - Show Day 1
- Friday, 8th May 9.00am - 1.00 pm - Show Day 2
- ICC Sydney, Exhibition Centre (Hall 5, Level 4), 14 Darling Dr, Sydney NSW 2000





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### **Do I need to show my registration when I arrive?**

You will need to scan the QR code in your confirmation email when you arrive at the venue to print your badge. Lanyards will be available for you to collect at registration.

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### **Can I register more tickets for my colleagues?**

Absolutely! The more the merrier. Our registration system will allow you to register multiple tickets. Be sure to promote the free tickets to all of your colleagues, clients and anyone else you know working in the industry. This event is tailored to the whole industry.

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### **How can I book a stand?**

To find out more about exhibiting, contact our Sales Team today! [Here](#)

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### **Do I need two tickets if I attend both days?**

No, you only need to register one ticket to attend both days of the event.

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### **What are the ticket types?**

1. **General Ticket** - Free tickets to attend **the Direct2Store Expo 2026** - [REGISTER YOUR FREE TICKET](#)
2. **Members Ticket** (Coop Supermarket Australia Members) - Free tickets to attend **the Direct2Store Expo 2026**. - [REGISTER YOUR FREE TICKET](#)
3. **Exhibitor Ticket** - Free tickets to attend **the Direct2Store Expo 2026**. - [REGISTER YOUR FREE TICKET](#)



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**Is there parking available?**

ICC Sydney operates two 24-hour car parking stations with a total of 826 parking spaces including 11 disabled parking bays, 25 motorcycle parking spaces, 50 bicycle racks and 30 electric car charge spaces.

Click [here](#) for more information.

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**Is there a cloakroom?**

ICC Sydney offers complimentary cloaking to all guests at the Convention Centre, Exhibition Centre and Aware Super Theatre.

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**Will the venue be disability accessible?**

Yes, please refer to ICC Sydney's website for more information.

Should you require any special requirements such as mobility access etc, please contact us so this can be arranged prior to the event.



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**Are tickets transferrable or refundable?**

General tickets are not transferable throughout the conference duration unless this has been discussed with us and approval has been given for this prior to the event.

VIP tickets are non-refundable and cannot be resold above the purchase price.

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**Can students attend the Direct2Store Expo 2026.**

Yes, but we have a few important guidelines in place:

- Student access is permitted only on Friday 8th May, between 9am - 1pm
  - A 1:5 teacher-to-student ratio is required for supervision throughout the visit
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