

NATIONAL BUS & COACH

SHOW 2024

17-18 September 2024

Brisbane Convention and Exhibition Centre



PARTNER GUIDE

bic.asn.au/show



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SHOW 2024



17-18 September 2024



Brisbane Convention & Exhibition Centre (BCEC)
Glenelg Street, South Brisbane.



events@bic.asn.au
02 6273 5990



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2 days



800+ attendees



Networking



80+ Exhibitors

WHY PARTNER?

- Get exposure to over 1500 LinkedIn followers and access to over 150 BIC member organisations including 3000+ individual industry professionals.
- Direct brand exposure to 800 - 1,500 attendees
- Build positive brand association and credibility to help you maintain a high profile
- Showcase your products, services and promote your organisation's interests, expertise and relevance
- Network with industry professionals, decision makers and businesses to establish new and foster existing relationships
- Get access to a targeted audience which will allow you to generate new leads and potential sales
- BIC event partnerships put your brand visuals in front of large audience who may not have heard of your business.
- Customers form positive opinions when your business is tied to high-profile events. Customers will assume your business is reliable and reputable if you can sponsor other organisations.
- If you plan promotional giveaways, a huge number of people could be toting your branded swag.
- Targeted marketing: BIC events attract highly interested customers. Use the opportunity to engage one on one with people looking for relevant product solutions.

Partnering brands realise a return on investment between 300% - 500% with event marketing

Event sponsorship marketing drives brand engagement with 98% of consumers

Consumers feel more inclined to purchase after attending an event activation

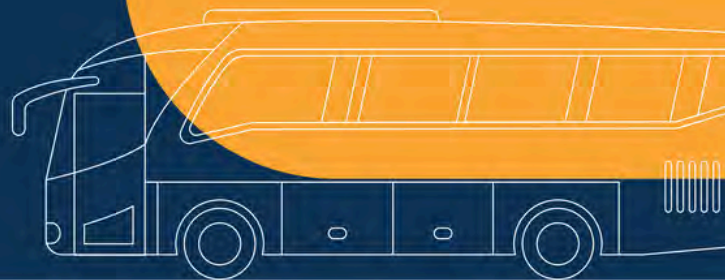


\$66,000 incl GST

One opportunity

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PREMIUM SHOW PARTNER WELCOME FUNCTION

Benefits and inclusions:

- One (1) large bus display space OR double booth in a premium location
- Three (3) complimentary exhibitor registrations
- Acknowledged as a show partner on the show info site
- Acknowledged as show partner in the show attendee app
- Acknowledged as a show partner at the sponsored function and naming rights
- Acknowledged as a show partner in the online show program
- Acknowledged as show partner in registration confirmation emails
- Acknowledged in BIC eNewsletter(s) and/or ABC Magazine article(s)
- Co-branding of the welcome function
 - Company logo on menu and slide(s)
 - Two (2) pull-up banners displayed at the function*
 - Opportunity to provide branded glassware or napkins*
 - Opportunity to provide an approved exclusively branded attendee gift item at the function*
 - One (1) promotional flyer placement/scatter at the function*
- Two (2) Digital Adverts*
- One (1) flyer inclusion in the attendee bag*
- One (1) merchandise item inclusion in the attendee bag*
- A five (5)-minute address at the sponsored function
- 10 additional tickets to the welcome function
- Opportunity to submit a tech or toolbox talk EoI Submission*
- Dynamic report: show attendee list
- Provision of professional photographs of evening function

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\$33,000 incl GST

One opportunity

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MAJOR SHOW PARTNER

Benefits and inclusions:

- One (1) medium bus display space OR single booth
- Two (2) complimentary exhibitor registrations
- Acknowledged as show partner on the show info site
- Acknowledged as show partner in the show attendee app
- Acknowledged as show partner in registration confirmation emails
- Acknowledged in BIC eNewsletter(s)
- Two (2) Digital adverts*
- One (1) flyer inclusion in the attendee bag*
- One (1) merchandise item inclusion in the attendee bag*
- Opportunity to submit a tech or toolbox talk EoI Submission*
- Dynamic report: show attendee list

MINOR SHOW PARTNER

One opportunity

\$22,000 incl GST

Benefits and inclusions:

- One (1) small bus display space OR single booth
- One (1) complimentary exhibitor registration
- Acknowledged as a show partner on the show info site
- Acknowledged as show partner in the show attendee app
- Acknowledged as show partner in registration confirmation emails
- One (1) Digital advert*
- One (1) flyer inclusion in the attendee tote*
- Opportunity to submit a tech or toolbox talk EoI Submission*
- Dynamic report: show attendee list





\$15,150 incl GST



Two opportunities

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HAPPY HOUR PARTNER

Benefits and inclusions:

- Co-branding of the selected Happy Hour and function naming rights
- Acknowledged as a show partner on the show info site
- Acknowledged as show partner in the show attendee app
- Acknowledged as show partner in the online program
- Acknowledged as show partner in registration confirmation emails
- One (1) Digital advert*
- Opportunity to submit a tech or toolbox talk EoI Submission*
- Opportunity to provide exclusively branded glassware and/or napkins*
- Dynamic report: show attendee list

LOUNGE PARTNER

One opportunity

\$11,000 incl GST

Benefits and inclusions:

- Acknowledged as a show partner on the show website
- Acknowledged as show partner in the show attendee app
- Co-branding of the selected item (recharge station) produced by BIC
- One (1) EventStream advert*
- Opportunity to submit a tech talk or presentation application*
- Dynamic report: show attendee list

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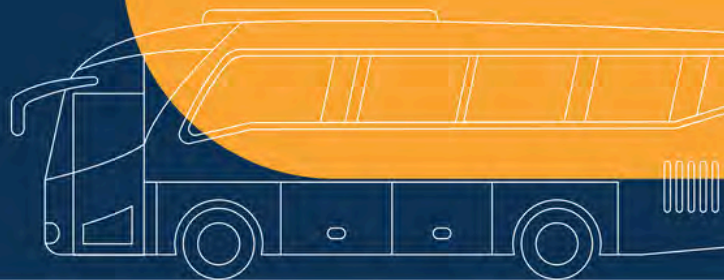


\$11,000 incl GST

One opportunity

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RECHARGE PARTNER

Benefits and inclusions:

- Acknowledged as a show partner on the show website
- Acknowledged as show partner in the show attendee app
- Co-branding of the show (recharge station) produced by BIC
- One (1) EventStream advert*
- Opportunity to submit a tech talk or presentation application*
- Dynamic report: show attendee list

SOLD

\$11,000.00 incl GST

WIFI PARTNER

Benefits and inclusions:

- Acknowledged as a show partner on the show website
- Acknowledged as show partner in the show attendee app
- Wi-Fi Password selection (e.g YourNameShow2024!)
- One (1) EventStream advert*
- Opportunity to submit a tech talk or presentation application*
- Dynamic report: show attendee list

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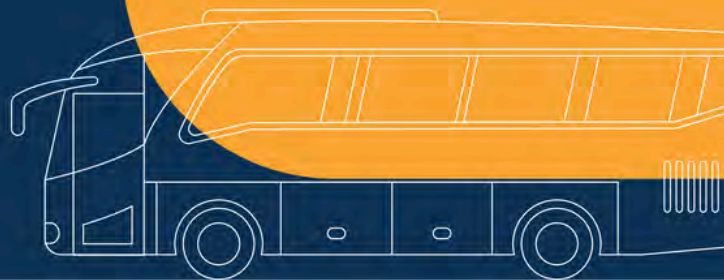


\$11,000 incl GST

One opportunity

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ATTENDEE APP PARTNER

Benefits and inclusions:

- Acknowledged as a show partner on the show website
- Acknowledged as show partner in the show attendee app
- Co-branding of the selected item (recharge station) produced by BIC
- One (1) EventStream advert*
- Opportunity to submit a tech talk or presentation application*
- Dynamic report: show attendee list

MEDIA PARTNER

One opportunity

Benefits and inclusions:

- Acknowledged as show partner on the show website
- Acknowledged as show partner in the show attendee app
- One (1) EventStream advert*
- Dynamic report: show attendee list



PARTNERSHIP TERMS & CONDITIONS

The Bus Industry Confederation (BIC) reserves the right to decline any partnership based on the partner's alignment with our vision, mission and values. We reserve the right to amend and change the partnership benefits listed at any time, dependent on specific deliverable dates and the timing of the agreement execution date.

By booking your partnership package in the Partnership Portal you are executing a partnership agreement, you are declaring you are authorised to enter into the agreement and agree to be bound by the full partnership terms and conditions as outlined below:

DEFINITIONS

- The BIC refers to the Bus Industry Confederation,
- Partner and you refers to the purchaser of a partnership package,
- Partnership agreement and contract refers to the agreement between the BIC and the Partner.

APPLICATION & PAYMENT

Following the execution of your partnership agreement, the BIC will issue you with a tax invoice for the full amount of the specified in the partnership agreement. Full payment will be required in line with the BIC's payment terms outlined on the tax invoice. Online and hone credit card payments incur a fee (MastaerCard and VISA 1.5% and AMEX 3.5%)

VARIATIONS

All variation requests must be received by the BIC writing to events@bic.asn.au

CANCELLATIONS

Partnership cancellations will be considered on a case-by-case basis and the following conditions met:

- Minimum of 60 days notice provided in writing to events@bic.asn.au outlining the reason(s) for cancellation,
- The BIC is able to re-sell the partnership,
- If the Bus & Coach Show is cancelled for any reason, the BIC aims to renegotiate your partnership funds to a future Bus & Coach Show OR a refund of the full or partial refund of the partnership fee, taking into consideration the amount paid, ongoing support by the partner and/or any work undertaken relating to the partnership benefits.

The BIC reserves the right to change the venue, duration of the Bus & Coach Show and/or partnership inclusions at our discretion. In the unlikely event that this occurs, the BIC will provide 30 days written notice.

PROMOTIONAL MATERIALS

*Any costs associated with production, design or development of the Bus & Coach Show partner branded banners, flyers, inserts, material or merchandise, and all costs associated with delivery of these items to the venue are the responsibility of the partner.

PARTNERSHIP

TERMS & CONDITIONS CONT...

By entering into a partnership agreement with us for the National Bus & Coach Show, partners are agreeing to the Bus & Coach Show terms and conditions.

DUE DATES

To maximise the BIC's promotion of your partnership, company name, website URLs and logos are required at the time of agreement and uploaded to the partnership portal or to events@bic.asn.au. Logos are required to be provided to the BIC in a high-resolution png (with transparent background) and Vector formats. If logos are supplied in a format different to this, the BIC will not be responsible for the quality of logos in any promotional material.

Delivery of all partner-branded materials must be received and picked-up from the Bus & Coach Show venue using the official delivery docket within the terms outlined by the venue. Delivery and/or collection of goods outside these dates may result in your goods being declined upon delivery or storage fees charged to you by the venue.

Any digital advertising content for the attendee app (Jpg 1140 x 350px) or the eventstream (Jpg 940x788px) is to be provided two (2) weeks prior to the event date.

RESPONSIBILITY

The BIC will not accept responsibility for:

- Any incidents, acts or omissions caused by service providers,
- Loss or damage of Partners' property,
- The accuracy or content of any written or oral statements made by speakers or presenters.

It is recommended that the partner ensures they have adequate insurances to cover any loss or damages.

All Partners are required to:

- Ensure that the partnership agreement is read, understood and agreed upon by an authorised representative,
- Meet all due dates and responsibilities outlined in this document.