



# NATIONAL CONFERENCE 2023 PARTNERSHIP GUIDE

29 October - 1 November 2023  
Adelaide Oval, Adelaide, South Australia



# CONFERENCE AT A GLANCE



29 October - 1 November 2023



Adelaide Oval  
War Memorial Drive,  
North Adelaide SA 5006



400+ Attendees



30+ Presentations



2.5 days



Networking events



Digital technology



Ticketed functions



Award presentations



Catered



[bic.com.au/conference](http://bic.com.au/conference)



[events@movingpeople.com.au](mailto:events@movingpeople.com.au)  
02 6273 5990

# WELCOME

We are proud to be hosting the BIC National Conference 2023 in Adelaide, South Australia from 29 October until 1 November. I invite all potential partners to take advantage of the packages outlined in this guide.



The support of our conference partners is key in the successful delivery of the event, it allows us to deliver a strong and relevant program and outstanding networking and social events. I invite you to consider taking up the opportunity to show your support of BIC and the wider industry by becoming a conference partner.

The program includes ample networking opportunities, spaces to connect throughout the 2.5 days.

Contact our event team to discuss available packages or how we might be able to tailor a package to best suit your needs.

We look forward to supporting our partners as they support us!

Regards,

A blue ink handwritten signature, appearing to read 'Roz Chivers', with a long horizontal flourish extending to the right.

Roz Chivers  
BIC Executive Director

## WHY PARTNER WITH US?

Our conference brings together industry experts, future and current leaders and decision makers within the Australian Bus and Coach Industry.

Conference partners get direct access to 400+ delegates to improve their awareness and understanding of the services and products that our partners provide.

The BIC team is committed to delivering an exceptional user experience, maximising value and providing high exposure to the Bus and Coach Industry. Our commitment begins once a partner confirms their package. Our dedicated sponsorship manager will provide clear and timely responses and information relating to your package with the aim to maximise the exposure of your partnership pre, during and post conference.

Being a 2023 conference partner provides the opportunity to:

- 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
- Demonstrate your organisation's alignment with BIC's vision, brand and expertise.

If you would like to share a premium partner package with another organisation and share the benefits, contact us to discuss how.

Exclusive (1) Opportunity

# MONDAY FUNCTION PARTNER

\$88,000  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the function
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the function with BIC, with the opportunity to provide branded glassware and/or napkins\*
- 5-minute address at the function
- Five (5) function (Monday evening function) tickets for your special guests
- Company logo placement on PowerPoint holding slide during the conference
- Company logo placement on menu at the function
- Two (2) pull-up banners displayed at the function and the conference\*
- One (1) digital advert displayed in the delegate app
- Two (2) digital adverts displayed in the EventStream
- Two (2) social media (LinkedIn) re-posts relating to the conference
- Opportunity to provide one (1) marketing flyer on tables at the function\*
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- Provision of selected professional photographs of the function
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

**CO-PARTNERING  
IS AN OPTION!**

Exclusive (1) Opportunity

# BIG ARVO OUT PARTNER

\$44,000  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the function
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the function with BIC, with the opportunity to provide branded glassware and/or napkins\*
- 5-minute address at the function
- Five (5) Big Arvo Out function tickets for your special guests
- Company logo placement on menu at the function
- Two (2) pull-up banners displayed at the function and the conference\*
- One (1) digital advert displayed in the delegate app\*
- Two (2) digital adverts displayed in the EventStream\*
- Two (2) social media (LinkedIn) re-posts relating to the conference
- Opportunity to provide one (1) marketing flyer on tables at the function\*
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- Provision of selected professional photographs of the function
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

**CO-PARTNERING  
IS AN OPTION!**



# WELCOME RECEPTION PARTNER

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the function
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the function with BIC, with the opportunity to provide branded glassware and/or napkins\*
- 5-minute address at the function
- Five (5) function (welcome reception) tickets for your special guests
- Company logo placement on PowerPoint holding slide during the conference
- Company logo placement on menu at the function
- Two (2) pull-up banners displayed at the function and the conference\*
- One (1) digital advert displayed in the delegate app
- Two (2) recurring (120mins) digital adverts displayed in the EventStream
- Two (2) social media (LinkedIn) re-posts relating to the conference
- Opportunity to provide one (1) marketing flyer on tables at the function
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- Provision of selected professional photographs of the function
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# NETWORKING BREAKFAST PARTNER

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the breakfast
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of a breakfast with BIC, with the opportunity to provide branded glassware and/or napkins\*
- 5-minute address at the breakfast
- Company logo placement on PowerPoint slide during the breakfast
- Company logo placement on menu at the breakfast
- Two (2) pull-up banners displayed at the breakfast and the conference\*
- One (1) digital advert displayed in the delegate app
- Two (2) recurring (120mins) digital adverts displayed in the EventStream
- Two (2) social media (LinkedIn) re-posts relating to the conference
- Opportunity to provide one (1) marketing flyer on the tables at the breakfast
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- Provision of selected professional photographs of the breakfast
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Exclusive (1) Opportunity

# CANAPE HOUR PARTNER

\$33,000  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the function (Monday)
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the function with BIC, with the opportunity to provide branded glassware and/or napkins\*
- Company logo placement on PowerPoint holding slide during the conference
- One (1) pull-up banners displayed at the function and the conference\*
- One (1) digital advert displayed in the delegate app
- One (1) digital adverts displayed in the EventStream
- Opportunity to provide one (1) marketing flyer scattered at the function\*
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- Provision of selected professional photographs of the function
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Two (2) opportunities remain

# MAJOR PARTNER

\$15,500  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Company logo placement on digital lectern at the conference on selected day
- Opportunity to provide one (1) marketing flyer in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- One (1) pull-up banner displayed at the conference\*
- One (1) digital advert displayed in the delegate app\*
- Two (2) recurring (180mins) digital adverts displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

## Upgrade this package to include:

+\$6,600  
Incl GST

- 5-minute address at one of the plenary sessions
- Company logo placement on the PowerPoint Presentation slide on the selected day
- Promotion post on BIC LinkedIn page (over 1,300 followers)
- Opportunity to provide one (1) marketing flyer on the tables at one of the plenary sessions\*

One (1) opportunity remains

# COFFEE STATION PARTNER

\$9,900  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Exclusive branding of the sponsored coffee cart (Mon - Weds) with the opportunity to provide branded coffee cart signage, barista apron, stirrers and/or serviettes\*
- Co-branding of reusable coffee keep-cups (500) produced by BIC
- One (1) pull-up banner displayed at the conference\*
- One (1) digital advert displayed in the delegate app
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- One (1) promotional flyer placement on the tables at the sponsored coffee cart\*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

One (Weds) opportunity remains

# DAY CATERING PARTNER

\$5,500  
Incl GST

## Benefits and inclusions:

- Acknowledged as a partner in the conference online program
- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- One (1) pull-up banner displayed at the conference\*
- One (1) digital advert displayed in the delegate app
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- Opportunity to provide exclusively branded cutlery and/or napkins\*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

+\$2,200  
Incl GST

## Upgrade this package to include:

- BIC Council Meeting & AGM catering partnership
- Acknowledged as a partner in the conference online program
- One (1) pull-up banner displayed at the conference\* on Sunday
- Company logo placement on the digital lectern on Sunday

# HYDRATION STATION PARTNER

## Benefits and inclusions:

- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Exclusive branding of the hydration station (Mon - Wed) with the opportunity to provide branded water station signage
- Co-branding of reusable water bottles (500) produced by BIC
- One (1) promotional flyer placed in the delegate bag\* (subject to space availability)
- One (1) pull-up banner displayed at the conference
- One (1) digital advert displayed in the EventStream
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- Dynamic reporting listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# DELEGATE BAG PARTNER

## Benefits and inclusions:

- Acknowledged as a partner on the conference website, social media and eNews
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the delegate bag (500) produced by BIC
- One (1) marketing flyer included in the delegate bag\*
- Opportunity to provide one (1) merchandise item included in the delegate bag\*
- One (1) pull-up banner displayed at the conference
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.



# REGO DESK PARTNER

## Benefits and inclusions:

- Acknowledged as a partner in the conference brochure program
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the registration self check-in process
- One (1) pull-up banner displayed at the conference
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- Opportunity to provide a dedicated registration assistant to wear a branded lanyard
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.



Multiple (2) Opportunities

# RECHARGE STATION PARTNER

\$6,600  
Incl GST

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Exclusive branding of one (1) recharge station produced by BIC
- One (1) pull-up banner displayed at the conference\*
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Exclusive (1) Opportunity

# FLASH YOUR BADGE PARTNER

\$3,300  
Incl GST

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Logo placement on the flash your badge flyer and web page
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

+\$2,200  
Incl GST

## Upgrade this package to include:

- Logo placement on the flash your badge flyer included in the delegate tote
- Promotion in the 2023 National Events eNewsletter (Aug or Sept edition)
- Promotion post on BIC LinkedIn page.

# LANYARD PARTNER

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the delegate lanyard (50%) produced by DIC
- One (1) pull-up banner displayed at the conference\*
- Two (2) recurring (240mins) digital adverts displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# HAPPY HOUR PARTNER

## Benefits and inclusions:

- Acknowledged as a happy hour partner in the conference online program
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- One (1) pull-up banner displayed at the conference\*
- Opportunity to display one (1) flyer during the allocated happy hour\*
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# DELEGATE APP PARTNER

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Logo placement on delegate app splash page
- One (1) digital advert displayed in the delegate app
- One (1) pull-up banner displayed at the conference\*
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# NOTEPAD PARTNER

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure provided on the conference partner page and in the delegate app
- Co-branding of the delegate notepad produced by BIC
- One (1) pull-up banner displayed at the conference
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# PEN PARTNER

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure provided on the conference partner page and in the delegate app
- Co-branding of the delegate pen (500) produced by BIC
- One (1) pull-up banner displayed at the conference
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

# WIFI PARTNER

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure provided on the conference partner page and in the delegate app
- Company logo displayed on WiFi signage at the conference
- One (1) recurring (240min) digital advert displayed in the EventStream
- One (1) pull-up banner displayed at the conference
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Multiple Opportunities

# DELEGATE GIFT PARTNER

\$3,300  
Incl GST

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Opportunity to provide an approved exclusively branded delegate gift item (min qty 500)\*
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Multiple Opportunities

# MINOR PARTNER

\$2,200  
Incl GST

## Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- One (1) recurring (240min) digital advert displayed in the EventStream
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2024 Conference.

Multiple Opportunities

# DIGITAL ADVERT

\$550  
Incl GST

## Benefits and inclusions:

- One (1) recurring (240min) digital advert displayed in the EventStream

**BUNDLE MULTIPLE ADVERTS TO GET A DISCOUNT!**



# TERMS & CONDITIONS

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

By booking your package in the 2023 Conference 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.

## VARIATIONS

All variation requests must be received by the BIC writing to [events@bic.asn.au](mailto:events@bic.asn.au).

## CANCELLATION

- Minimum of 30 days notice provided in writing to [events@bic.asn.au](mailto:events@bic.asn.au) outlining the reason(s) for cancellation,
- The BIC is able to re-sell the partnership package,
- If the conference is cancelled for any reason, the BIC aims to renegotiate your partnership funds to a future conference OR a refund of the full or partial refund of the package fee, taking into consideration the amount paid, ongoing support by the partner and/or any work undertaken relating to the exclusivity benefits,
- the BIC reserves the right to change the venue, duration of the conference and/or partnership package inclusions at our discretion. In the unlikely event that this occurs, the BIC will provide 30 days written notice.

## 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.

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.

## INVOICE and 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.

All prices outlined in this document are in AUD\$ and are inclusive of GST (10%)

## PROMOTIONAL MATERIALS

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

\*Coffee and hydration station signage artwork must be a maximum size of 1560x890mm and are to be produced at the cost of the partner.

\*Partner produced marketing materials and merchandise must be received at the conference venue using the nominated delivery docket by the nominated date. Any flyers are to be a maximum of A4 double sided.

## DUE DATES

To maximise the BIC's promotion of your partnership, company name, website URLs and logos are required at the time of agreement negotiations to [events@bic.asn.au](mailto:events@bic.asn.au). Logos are required to be provided to the BIC in a high-resolution jpg (with transparent background). 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 banners and other conference material must be received and picked-up from the conference venue within the terms outlined by the conference 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.