

# BUSINESS EVENTS GIPPSLAND: GUIDE TO PARTNERSHIP BENEFITS 2018



Business Events Gippsland produces an annual marketing program to showcase the region as a unique corporate and meeting destination.

The program allows Gippsland's conference venues to promote their businesses via a dedicated website [www.businesseventsgippsland.com.au](http://www.businesseventsgippsland.com.au), at trade shows, inclusion in the Business Events Gippsland brochure and more. We aim to raise awareness and secure business for our region from the Melbourne audience of meeting planners and buyers, and we aim to provide a cost effective way for our partners to reach an audience they may not have the resources to target independently.

## **Base Partnership: \$385 inc GST**

- Representation by Destination Gippsland at AIME 2018
- Representation by Destination Gippsland at the Business Events Victoria Roadshow Melbourne event
- A line listing in the Business Events Gippsland Planners Guide
- An annual full page listing on the Business Events Gippsland website, including:
  - An image of your business
  - Conference/meeting room information for your business
  - Contact details
  - Link to your own website to make a booking, via an "Enquire Now" button
- Lead referral to your venue from meeting planner requests received either directly to Business Events Gippsland or via our partnership with Business Events Victoria
- A line listing on the Business Events Victoria website
- Brochure distributed and displayed at trade meetings and events

We invite Gippsland event and meeting venues and products to partner with Destination Gippsland for the 2018 Business Events program.

Partnership with Destination Gippsland provides the following major benefits for venues seeking to attract a Melbourne audience:

- Representation of your venue by Destination Gippsland at AIME 2018
- Representation of your venue by Destination Gippsland at the Business Events Victoria annual Roadshow
- Inclusion in the annual Business Events Gippsland Meeting Planners Guide.

## **AIME 2018**

The Asia Pacific Incentives and Meetings Expo (AIME) is the leading industry exhibition for the meetings, incentives and events industry. It is the largest international event of its kind in Australia, uniting a community of over 4000 suppliers and meetings and events planners under one roof over two days.

The Business Events Victoria's Regional Showcase is a dedicated event held in conjunction with the Executive Assistant Network offering over 170 event buyers from across Australia the chance to meet with regional venue representatives from around Victoria.



## Standard Partnership: **\$605 including GST**

The marketing benefits of the Base Package, plus:

- Upgrade to a half page panel advertisement in the Business Events Gippsland Planners Guide
- Inclusion in trade famil visits and site inspections where possible
- Opportunities to insert packages in your web listing throughout the year
- An opportunity to showcase a case study event from your business on the Business Events Gippsland website
- Media and PR opportunities
- Inclusion in direct email updates (quarterly) to the Business Events Gippsland database of meeting planners (currently 500+ meeting planners).

## Premium Partnership: **\$1100 including GST**

- The marketing benefits of the Standard Package, plus:
- Upgrade to a full page panel advertisement in the Business Events Gippsland Planners Guide
- The opportunity for one delegate from your organisation to attend AIME 2018 for half a day in February 2018.

*If you would like to engage with Destination Gippsland in 2018 in the Business Events sector as part of any of the packages above, please complete your expression of interest and return to Destination Gippsland before December 8 2018.*

**INSPIRED BY GIPPSLAND**  
DESTINATION GIPPSLAND LTD

PO BOX 203 Mirboo North, Victoria, 3871 ABN : 57 131 138 184

For further information contact:

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# 2018 BUSINESS EVENTS GIPPSLAND

## Expression of Interest & Payment Form

Recipient Created Tax Invoice - Please forward to DGL after taking a copy for your records

Yes I would like to be part of the Destination Gippsland Business Events Partnership program in 2018. I approve and authorise charges to be made against my credit card or will forward payment via bank transfer as outlined below.

### YOUR BUSINESS DETAILS

Registered business name: [REDACTED]

Contact person: [REDACTED] Title: [REDACTED]

Postal Address: [REDACTED] Post code: [REDACTED]

Phone: [REDACTED] Email: [REDACTED]

- Base Package** \$385 (inc GST)
- Standard Package** \$605 (inc GST)
- Premium package** \$1100 (inc GST)

Payment options (payment required at time of booking, this forms becomes a Tax Invoice on payment)

1. Credit Card: Please charge my credit card the amount of \$ [REDACTED] .00 including GST

Card Type:  Visa or  MasterCard

Card No: [REDACTED] - [REDACTED] - [REDACTED] - [REDACTED] Expiry Date: [REDACTED] / [REDACTED]

Authorisation Number (last 3 digits on reverse side of card)

Name on Card: [REDACTED] Signed: .....

2. EFT/Direct Deposit: Destination Gippsland Ltd, NAB, BSB 083-519 A/C 82-201-4989

Please include your business name as the reference Date Paid: [REDACTED] / [REDACTED] / [REDACTED]

### What next?

Please ensure that this form is passed on to Destination Gippsland after keeping a copy for your records.

By post: PO Box 203, Mirboo North, VIC 3871

By email: [aconroy@destinationgippsland.com.au](mailto:aconroy@destinationgippsland.com.au)

or phone 03 5156 1303.

For payment information please contact Helen Rose [helen@destinationgippsland.com.au](mailto:helen@destinationgippsland.com.au)

DGL Team member name: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_