

PARTNERSHIP PROSPECTUS 2017/2018





**GREAT
PARTNERSHIPS
THRIVE
HERE**

“OUR PARTNERS
TALK TO US
ABOUT THEIR
EXPERIENCE
WITH MCB”



INTRODUCING MCB

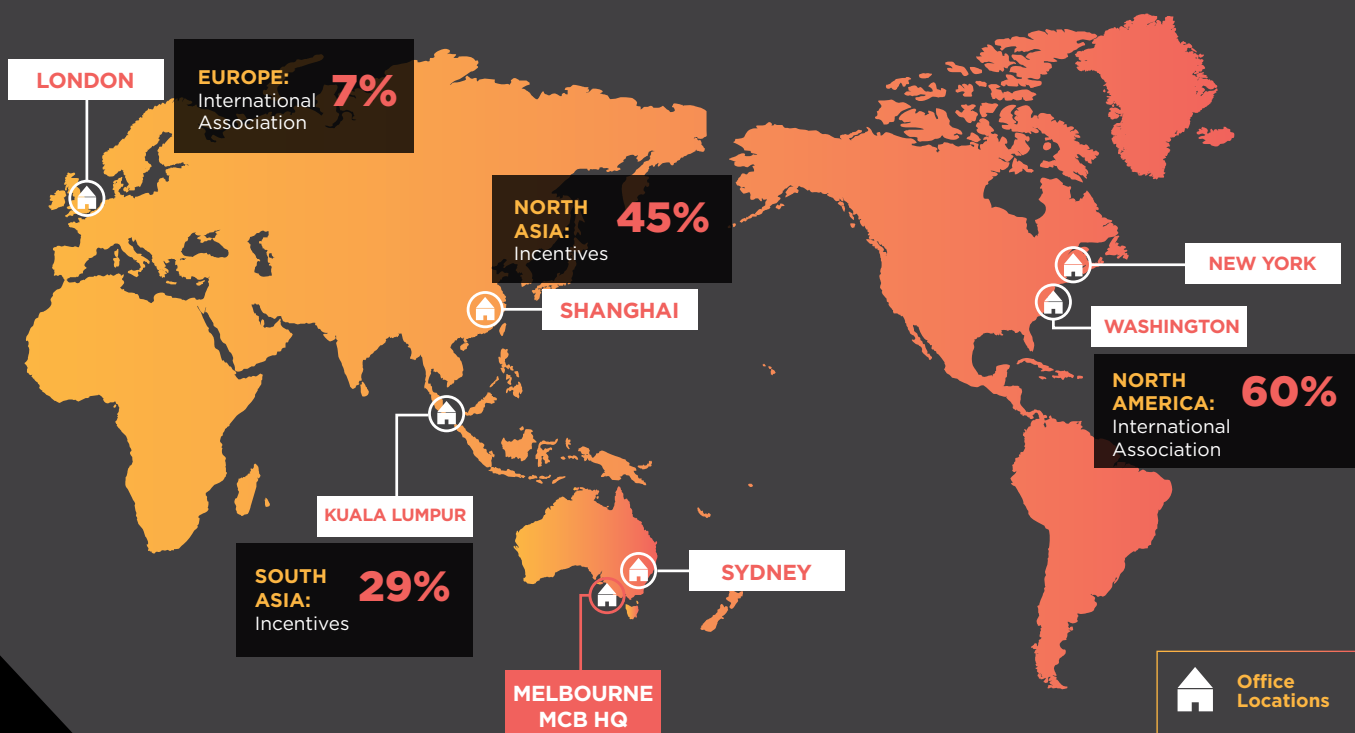
Melbourne Convention Bureau (MCB) is a not for profit organisation with over 40 years' experience in securing international and national conferences, incentive travel reward programs and corporate meetings for the state of Victoria.

MCB's core business objective is to attract new business events to Victoria. To successfully achieve this, we strategically align with our industry partners including accommodation, event support services, restaurants and tour providers, to lead and facilitate unique and memorable meeting experiences in Melbourne and across regional Victoria.

Our global representation allows us to keep abreast of trends and challenges facing the industry, meet with international clients and seek new opportunities to maximise business outcomes for Victoria and our partners.

In partnering with MCB you will penetrate the business event market and gain valuable brand exposure before influential key decision makers. Visitors to the state will increase, and so will your opportunities for growth.

Key Revenue Markets (Decision Makers)



**COLLABORATION
LIVES HERE**



DELIVERING STRONG RESULTS

MCB has a highly successful track-record for securing high calibre international and national conferences, corporate meetings and incentive travel reward programs for Victoria.

Business events provide measurable economic benefit to the state, sector and most importantly our MCB partners.

As a measure of this success, Melbourne was recently recognised as the number one destination for delegate attendance according to the International Congress and Convention Association (ICCA).

A partnership with MCB opens the door to reach key decision makers in the business events sector providing direct commercial returns to your business.

MCB Key Results for 2016/2017 FY



“Our vision is for Victoria to be the premier business events destination”

Karen Bolinger, CEO, Melbourne Convention Bureau



**OPPORTUNITY
LIVES HERE**



BUSINESS EVENT DELEGATES ARE THE HIGHEST YIELDING VISITORS TO VICTORIA

By partnering with MCB, you are ensuring your business has access to this lucrative sector. MCB provides multiple platforms to reach key decision makers across the broad events sector, providing invaluable brand exposure and access to decision makers.

6.5

NIGHTS INTERNATIONAL DELEGATES STAY ON AVERAGE IN MELBOURNE

95%

INTERNATIONAL DELEGATES WILL RECOMMEND MELBOURNE FOR WORK OR A HOLIDAY

2.6

ACCOMPANYING PERSONS ON AVERAGE TRAVEL WITH CONFERENCE DELEGATES PER TRIP

76%

DELEGATES PARTICIPATE IN ACTIVITIES WHILE IN MELBOURNE

\$1,019

INTERNATIONAL DELEGATES SPEND ON AVERAGE IN MELBOURNE PER DAY DURING THEIR STAY

\$4.9M

AVERAGE ECONOMIC CONTRIBUTION PER INTERNATIONAL ASSOCIATION HELD IN VICTORIA BASED ON CONFERENCE ORGANISER EXPENDITURE



MCB HAS A STRONG PIPELINE OF EVENTS

MCB has secured 327 events attracting 165,000 delegates between now and 2022. With this confirmed business continuing to grow, your MCB partnership continues to provide direct business opportunity.

327 SECURED EVENTS



\$776M
ECONOMIC
CONTRIBUTION



165K
ATTENDING
DELEGATES



444K
ROOM
NIGHTS



**PARTNERING
FOR SUCCESS
STARTS
HERE**

CPA



EXTEND YOUR BUSINESS OPPORTUNITIES

Partnering with MCB gives your business direct marketing access to key decision makers of international and national conferences, corporate meetings and incentive travel reward programs.



Create new connections



Access business intelligence



Access our global network



Secure new business

THE BENEFITS OF PARTNERING WITH MCB



Generate business leads



Enhance your brand profile



Extend your sales team



Gain competitive know how

PARTNER PROGRAM INCLUSIONS

Choose from four tailored partnership categories to best suit your business objectives. We offer options to upgrade and extend your level of engagement and business opportunities to gain additional exposure to specific markets. **For our Strategic (POA) partnership offering, please enquire with an MCB representative.*

BENEFITS	PARTNER FROM \$2,100*	PREMIUM + \$5,000*	PLATINUM + \$12,000*
KEY BENEFITS	<ul style="list-style-type: none"> Gain industry exposure Leverage MCB's global network 	<ul style="list-style-type: none"> Leverage opportunities within MCB's bid proposals Increased industry exposure through MCB's marketing channels 	<ul style="list-style-type: none"> Connect with key industry decision makers Gain global brand exposure through inclusion in site inspections and familiarisation programs Premium representation in over 250 bid submissions Targeted promotional opportunities via MCB's marketing channels
MCB WEBSITE	<ul style="list-style-type: none"> Standard listing 	<ul style="list-style-type: none"> Upgraded listing with image carousel of up to 4 images 	<ul style="list-style-type: none"> Inclusion in rotational promotional tile on home page for 3 months throughout year Upgraded listing with 1 video and image carousel of up to 4 images
2018 DIGITAL MELBOURNE PLANNERS' GUIDE	<ul style="list-style-type: none"> Standard listing 	<ul style="list-style-type: none"> Quarter page listing 	<ul style="list-style-type: none"> Half page listing
INCENTIVE TRAVEL REWARD GUIDE TO MELBOURNE (SIMPLIFIED CHINESE)	<ul style="list-style-type: none"> Standard listing 	<ul style="list-style-type: none"> Standard listing 	<ul style="list-style-type: none"> Standard listing
AUSTRALIAN TOURISM DATA WAREHOUSE (ATDW) Australia's national tourism data and distribution platform used by over 150 tourism websites			<ul style="list-style-type: none"> Complimentary ATDW listing
DIGITAL NEWSLETTER Targeting international associations, incentive planners, and national corporations and event planners	<ul style="list-style-type: none"> Receive bi-monthly Partner Newsletter 	<ul style="list-style-type: none"> Receive bi-monthly Partner Newsletter Partner content to be included in one Incentive or Client Newsletter per annum 	<ul style="list-style-type: none"> Receive bi-monthly Partner Newsletter Partner content to be included in one Incentive and one Client Newsletter per annum
SOCIAL MEDIA		<ul style="list-style-type: none"> Minimum 1 post on MCB social media platforms (Facebook and Instagram) per annum 	<ul style="list-style-type: none"> Minimum 2 posts on MCB social media platforms (Facebook and Instagram) per annum
BID DOCUMENTS	<ul style="list-style-type: none"> Inclusion in bid documents (subject to bid criteria) 	<ul style="list-style-type: none"> Inclusion in bid documents (subject to bid criteria) 	<ul style="list-style-type: none"> Premium inclusion in bid documents (subject to bid criteria)
BID MICROSITE			<ul style="list-style-type: none"> Inclusion in bid microsites (subject to bid criteria)
BID PRESENTATIONS			<ul style="list-style-type: none"> Inclusion in bid presentations (subject to bid criteria)

PARTNER PROGRAM INCLUSIONS (CONT.)

BENEFITS	PARTNER FROM \$2,100*	PREMIUM + \$5,000*	PLATINUM + \$12,000*
PARTNER PORTAL	<ul style="list-style-type: none"> Access to partner portal for domestic and international sales leads Access to calendar of events Industry insights and updates 	<ul style="list-style-type: none"> Access to partner portal for domestic and international sales leads Access to calendar of events Industry insights and updates 	<ul style="list-style-type: none"> Access to partner portal for domestic and international sales leads Access to calendar of events Industry insights and updates
FAMILIARISATIONS AND SITE INSPECTIONS			<ul style="list-style-type: none"> Participation in International and domestic familiarisations and site inspections
INTERNATIONAL ROADSHOWS			<ul style="list-style-type: none"> Invitation to participate in international roadshows
PARTNER TO CLIENT EVENTS	<ul style="list-style-type: none"> Access to discount ticket offer 	<ul style="list-style-type: none"> Access to discount ticket offer 	<ul style="list-style-type: none"> 2 x complimentary tickets per event
MELBOURNE EDGE	<ul style="list-style-type: none"> Access to discount ticket offer 	<ul style="list-style-type: none"> Access to discount ticket offer 	<ul style="list-style-type: none"> 2 x complimentary tickets per event
PARTNER UPDATES EVENTS	<ul style="list-style-type: none"> 1 x complimentary ticket per event 	<ul style="list-style-type: none"> 1 x complimentary ticket per event 	<ul style="list-style-type: none"> 2 x complimentary tickets per event
MELBOURNE / VICTORIA DESTINATION STAND AT AIME	<ul style="list-style-type: none"> Invitation to participate in the Melbourne/ Victoria Destination Stand (limited spaces) 	<ul style="list-style-type: none"> Invitation to participate in the Melbourne/ Victoria Destination Stand (limited spaces) 	<ul style="list-style-type: none"> Invitation to participate in the Melbourne/ Victoria Destination Stand (limited spaces)
UNCOVER MELBOURNE HOSTED BUYER PROGRAM	<ul style="list-style-type: none"> Invitation to participate in Uncover Melbourne program 	<ul style="list-style-type: none"> Invitation to participate in Uncover Melbourne program 	<ul style="list-style-type: none"> Invitation to participate in Uncover Melbourne program

**Please refer to Partner Annual Fee in Application Form section for base price subject to business size.*





**BRAND
EXPOSURE
STARTS
HERE**



MELBOURNE EDGE EVENT SERIES

Melbourne Edge is an education event series that unites industry with great minds and inspires innovation in business events through bold presentations, lively debates and tactile workshops.

Melbourne Edge Promo Package **\$3,000+**

**Includes 4 complimentary tickets to attend
(Melbourne Edge Masterclass and Labs valued at \$600)*

- Company logo placement on Melbourne Edge microsite
- Company logo placement on Melbourne Edge digital event signage
- Company logo placement on Melbourne Edge EDM sponsor banner
- Company's promotional collateral on seats
- Social media post (1 x Facebook 1 x Instagram)

Key Benefits



Increased brand exposure



Extended reach through promotional activities



New business connections



MELBOURNE PLANNING GUIDES



REACH KEY EVENT DECISION MAKERS

Digital Melbourne Planners' Guide 2018

The Digital Melbourne Planners' Guide is the number one tool for planning business events in Victoria. Lauded by key decision makers and planners across the international and domestic business event sector as the go-to tool, your presence in the Guide provides unrivalled access and brand exposure for your business at the most important time of the planning process.

Regularly updated with the latest information on new openings and incentive activities around Victoria, the Digital Guide will be electronically distributed to our client database three times a year.

Key Benefits



Gain exposure to qualified international and domestic associations



Be part of the business events industry flagship directory



Reach professional conference organisers and incentive buyers



Promote your product and services in sector specific sections



Expand your brand exposure by upgrading the size of your listing

NEW - INCENTIVE TRAVEL REWARD GUIDE TO MELBOURNE (SIMPLIFIED CHINESE)

A new offering in 2017/2018, the Incentive Travel Reward Guide (ITRG) is a magazine format that showcases Melbourne and regional Victoria as a first-choice travel reward destination. Fully translated into simplified Chinese, all partners will receive a complimentary listing. Take advantage to upgrade in the Digital Melbourne Planners' Guide and receive bonus opportunities to increase your advertisement size in the ITRG for a nominal cost. Double your brand exposure!



Upgrade opportunities

✓ Received as part of partner package

GUIDE KEY

DPMG (Digital Melbourne Planners' Guide)
ITRG (Incentive Travel Reward Guide)

PARTNER CATEGORY	LISTING		QUARTER PAGE		HALF PAGE		FULL PAGE	
	DMPG	ITRG	DMPG	DMPG + ITRG	DMPG	DMPG + ITRG	DMPG	DMPG + ITRG
PARTNER	✓	✓	\$1,300	\$1,700	\$2,600	\$3,200	\$4,950	\$5,750
PREMIUM	—	✓	✓	✓	\$1,300	\$1,900	\$3,650	\$4,450
PLATINUM	—	✓	—	—	✓	✓	\$2,350	\$3,150

Additional advertising

TYPE	DMPG	MPG + ITRG
QUARTER PAGE	\$1,600	\$2,000
HALF PAGE	\$2,900	\$3,500
FULL PAGE	\$5,200	\$6,000

ADDITIONAL EXPOSURE OPPORTUNITIES IN DIGITAL PLANNERS' GUIDE	PRICE
ADD A VIDEO SHOW REEL (ENGLISH VERSION)	\$500
ADD AN IMAGE CAROUSEL (4 IMAGES)	\$350
DIGITAL FEATURE ADVERTORIAL ON HOMEPAGE FOR 3 MONTHS	\$2,000
DIGITAL 'SPECIAL OFFER' TILE ON HOMEPAGE FOR 3 MONTHS	\$500

EXPRESSION OF INTEREST

Access New Zealand*

- Opportunity to attend Pacific Area Incentives and Conferences Expo (PAICE) on Melbourne stand in Auckland on 14 November 2017
- Inclusion in sales toolkit for event
- Opportunity to be included in additional sales activities in market (sales calls, dinners etc).
- PR and media into New Zealand market
- Invitation to attend MCB's International Market Updates

Access Asia*

- Opportunity to attend Asia market roadshow
- Inclusion in sales toolkit for event
- PR and media into Asian market
- Invitation to attend MCB's International Market Updates

*Full details available on request





**ASIA PACIFIC
INCENTIVE AND
MEETINGS
EXPO (AIME)**

WELCOME TO

25

A I M E
YEARS OF INSPIRATIO

rganised by



AIME 2018 MELBOURNE AND VICTORIA STAND OPPORTUNITIES

Showcase your business through MCB promotional activities targeting Hosted Buyers and trade visitors.

Melbourne Convention and Exhibition Centre: Tuesday 20 & Wednesday 21 February 2018

Key Benefits



Be part of the incentives and meetings market largest two-day tradeshow in the Asia Pacific region



Leverage world-wide exposure with buyers from over 22 countries



Gain exposure to over 4,500 top level industry buyers



Showcase your business through MCB promotional activities targeting Hosted Buyers and trade visitors



Secure face-to-face client appointments

AIME BOOTH OPTIONS

Single Booth

<p>OPTION 1 (including Pre-Scheduled Appointment - PSA) - 2.5M x 2.5M Booth</p> <p>Includes:</p> <ul style="list-style-type: none">■ Wall graphic■ Booth signage■ 1 x 32" LCD screen■ Pre-scheduled appointment (PSA) including up to 26 appointments with Hosted Buyers■ Furniture package■ 1 x ticket to AIME Welcome Event	<p>PACKAGE PRICE</p> <hr/> <p>\$13,875 + GST</p>
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<p>OPTION 2 (Excluding Pre-Scheduled Appointment - PSA) - 2.5M x 2.5M Booth</p> <p>Includes:</p> <ul style="list-style-type: none">■ Wall graphic■ Booth signage■ 1 x 32" LCD screen■ Furniture package■ 1 x ticket to AIME Welcome Event	<p>PACKAGE PRICE</p> <hr/> <p>\$10,100 + GST</p>
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Double Booth

<p>OPTION 1 (including Pre-Scheduled Appointment - PSA) - 5M x 2.5M Booth</p> <p>Includes:</p> <ul style="list-style-type: none">■ Wall graphic■ Booth signage■ 1 x 32" LCD screen■ Pre-scheduled appointment (PSA) including up to 26 appointments with Hosted Buyers■ 2 x Furniture package■ 2 x ticket to AIME Welcome Event	<p>PACKAGE PRICE</p> <hr/> <p>\$22,950 + GST</p>
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<p>OPTION 2 (Excluding Pre-Scheduled Appointment - PSA) - 5M x 2.5M Booth</p> <p>Includes:</p> <ul style="list-style-type: none">■ Wall graphic■ Booth signage■ 1 x 32" LCD screen■ 2 x Furniture package■ 2 x ticket to AIME Welcome Event	<p>PACKAGE PRICE</p> <hr/> <p>\$19,690 + GST</p>
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PARTNER PROGRAM APPLICATION FORM

Company Details

Organisation

Business address

Suburb

State

Postcode

Lead Contacts

The lead contact person on this list will receive all general correspondence.

CONTACT 1

Name

Position

Dir line

Mobile

Email

Please specify at least one of the below:

Sales

Marketing

Finance

Head of company (AGM voting rights)

CONTACT 2

Name

Position

Dir line

Mobile

Email

Please specify at least one of the below:

Sales

Marketing

Finance

Head of company (AGM voting rights)

Additional contacts can be added through the MCB Partner Portal.

PARTNER PROGRAM APPLICATION FORM

Partner Annual Fee

Please tick one category that is most relevant to your business.

ACCOMMODATION

1. Hotel with 255 or more rooms:
20% average room rate x no. of accommodation rooms + \$2.70 x m2 of conference space
2. Hotel CBD/Fringe 101 or more rooms:
\$2,675 + \$2.70 x m2 of conference space*
3. Hotel CBD/Fringe 100 or less rooms:
\$2,100 + \$2.70 x m2 of conference space*
4. Metro/Regional:
\$2,100

*As negotiated by AHA

\$

VENUE

- Small \$2,100 - less than 500 banquet style
- Medium \$3,675 - 900 or less banquet style
- Large \$6,300 - over 900 banquet style

CORPORATE GOVERNMENT

- Small \$2,100 - staff less than 10
- Medium \$3,675 - between 10-25 staff
- Large \$6,300 - staff greater than 25

LISTING (\$750)

This category includes website listing and Digital Melbourne Planners' Guide strip advertisement only.

BUSINESS EVENTS PRODUCTS & SERVICES (\$2,100)

Confirm your Primary Category

Please number in order of relevance, all categories that apply to your business

- | | |
|----------------------------------|--------------------------|
| Attractions | Magazine Publishing |
| Audio Visual | Marketing Services |
| Catering | PCO & Event Management |
| Conference Accessories & Support | Photography |
| Corporate Gifts | Print & Production |
| Design | Restaurant |
| Destination Management Companies | Retail |
| Entertainment | Speakers |
| Exhibition Services | Staging and Theming |
| Furniture Hire | Stylist |
| Incentive Products | Team Building |
| Insurance Services | Touring & Tour Operators |
| Legal & Financial Services | Translation Services |
| | Transport |

PARTNER PROGRAM APPLICATION FORM

Upgrade Options

I would like to upgrade and extend the benefits of my partnership with MCB to the following:

PREMIUM PARTNER
+ \$5,000

PLATINUM PARTNER
+ \$12,000

STRATEGIC (POA)
Bespoke program

Upgrade Melbourne Planning Guides (DMPG/ITRG)

PARTNER CATEGORY	QUARTER PAGE		HALF PAGE		FULL PAGE	
	DMPG	DMPG + ITRG	DMPG	DMPG + ITRG	DMPG	DMPG + ITRG
PARTNER	\$1,300	\$1,700	\$2,600	\$3,200	\$4,950	\$5,750
PREMIUM			\$1,300	\$1,900	\$3,650	\$4,450
PLATINUM					\$2,350	\$3,150

Additional Advertisement

I would like to purchase the following additional advertisement in the Planning Guides:

QUARTER PAGE		HALF PAGE		FULL PAGE	
DMPG	DMPG + ITRG	DMPG	DMPG + ITRG	DMPG	DMPG + ITRG
\$1,600	\$2,000	\$2,900	\$3,500	\$5,200	\$6,000

Expression of Interest

Please tick to indicate interest in receiving additional info:

**ACCESS
NEW ZEALAND**

**ACCESS
ASIA**

AIME Booth Options

Please tick to indicate your AIME booth preferences:

SINGLE BOOTH

DOUBLE BOOTH

OPT 1

OPT 2

OPT 1

OPT 2

Payment Summary

PARTNERSHIP
ANNUAL FEE

UPGRADE PARTNERSHIP FEE

DIGITAL MELBOURNE
PLANNERS' GUIDE

TOTAL AMOUNT (incl. GST)

SIGNATURE

Once this form is complete please email to to MCB. All prices quoted exclude GST.

NAME

*Please note: Benefits will commence once payment has been made.

DATE

CONTACT US

REBECCA EAGLESON

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FIND US ONLINE





**GREAT
PARTNERSHIPS
START
HERE**

