

2018/2019 PARTNERSHIP BENEFITS OVERVIEW



MARKETING



KEY



Included



Not included



Elevate your benefits
See upgrade document

BENEFITS	PARTNER	PLATINUM	STRATEGIC
MCB WEBSITE Partner profile listing	✓	✓	✓
MCB WEBSITE Feature listing on home page	—	\$	✓
MCB WEBSITE Feature content within relevant category page	—	✓	✓
MCB WEBSITE Feature header image with link on relevant category page	\$	\$	✓
MCB WEBSITE Supplier search featured listing with relevant category	—	\$	✓
MCB WEBSITE Logo displayed on home page	—	—	✓
MCB WEBSITE Article within Latest News blog	✓	✓	✓
MELBOURNE MICROSITE Feature header image with link on relevant category page	—	\$	✓
MELBOURNE MICROSITE Feature content within relevant category page	\$	✓	✓

BENEFITS	PARTNER	PLATINUM	STRATEGIC
PAID ADVERTISING MELBOURNE MICROSITE Advertising on home page or relevant category	\$	\$	\$
MELBOURNE INCENTIVE PLANNERS' GUIDE Listing in Simplified Chinese (standard digital and print listing)	✓	✓ Half page	✓ Full page
UPGRADE ADVERTISEMENT MELBOURNE INCENTIVE PLANNERS' GUIDE 2019 In Simplified Chinese and English	\$	\$	\$
BID DOCUMENTS, PRESENTATION AND MICROSITE Inclusion is subject to individual bid criteria	✓	✓	✓ Premium inclusion
SOCIAL MEDIA Guaranteed inclusion in business events news circulated via MCB channels when appropriate	—	✓	✓
DIGITAL COLLATERAL Brand logo and website link inclusion on selected collateral	—	—	✓
E-NEWSLETTER Receive quarterly e-newsletter with industry insights	✓	✓ One article with link in relevant e-newsletter	✓ Two articles with link in relevant e-newsletter
E-NEWSLETTER Publish article in client and incentive e-newsletters	—	✓ One article with link in relevant e-newsletter	✓ Two articles with link in relevant e-newsletter
SHARED DIGITAL ASSETS WITH VISIT VICTORIA Opportunity to provide photography, video and content for use by Visit Victoria	✓	✓	✓
YOUTUBE Opportunity to provide relevant business event videos for upload on MCB Youtube channel	\$	✓	✓
DEDICATED SEGMENT ON MCB DIGITAL TV SERIES Amplification via MCB and Visit Victoria channels (min 6 partners to participate)	\$	\$	\$

QUALIFIED BUSINESS OPPORTUNITIES



BENEFITS	PARTNER	PLATINUM	STRATEGIC
PARTNER PORTAL Access to portal for domestic and international leads and industry insights	✓	✓	✓
ACCESS TO CALENDAR OF EVENTS List of confirmed events for proactive business development	✓	✓	✓
PARTNER REFERRALS Recommended to clients and referred contact details for direct communication	✓	✓	✓
MELBOURNE STAND AT AIME 2019 Invitation to participate on the Melbourne Stand including stand promotions	✓	✓	✓
UNCOVER MELBOURNE PROGRAM AT AIME 2019 Invitation to participate in MCB's Uncover Melbourne program at AIME 2019	✓	✓	✓
MELBOURNE MICROSITE: SPECIAL DELEGATE OFFER Opportunity to participate (special offer must be valid for minimum 6 months)	✓	✓	✓
INTERNATIONAL ROADSHOWS INVITATION TO SITE INSPECTIONS WITH INTERNATIONAL AND DOMESTIC CLIENTS Invitation to participate in international roadshows	✓	✓	✓ Priority invitation
CLIENT SITE VISITS AND FAMILIARISATIONS Invitation to participate in site inspections with international and domestic clients	✓	✓	✓ Priority invitation
INTERNATIONAL ASSOCIATION BID WIN ALERTS Receive in real time International Association bid win alerts	—	✓	✓

INDUSTRY KNOWLEDGE & ENGAGEMENT



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BENEFITS	PARTNER	PLATINUM	STRATEGIC
MELBOURNE EDGE EVENT SERIES Invitation to attend events	✓	✓	✓ 1 x comp ticket
PARTNER EDGE EVENT SERIES Invitation to attend partner events including international market update	\$ Priority tickets	✓	✓
MELBOURNE EDGE STRATEGIC PARTNERS LUNCH Invitation to attend lunch with special guest speaker(s)	—	—	✓
INDUSTRY CHRISTMAS PARTY Invitation to attend event	✓	✓	✓
MCB TEAM STRATEGY WORKSHOP Participation in a strategy workshop across our core markets	—	✓	✓
PROPOSAL REVIEW Review upon request	—	—	✓

Contact us to explore detailed benefit inclusions and how to maximise your partnership program for 2018/19 today.

THE PARTNERSHIPS TEAM

+61 3 9002 2315

partnerships@melbournecb.com.au