

DESTINATION NSW BUSINESS EVENT SHOWCASE PROSPECTUS

A showcase event that feels anything but

Wednesday 15th May 2024

1800-2000

Venue: Collider – 477 Pitt St, Sydney NSW 2000

EOIs close: Monday 8th April 2024

WHY BE A SHOWCASE PARTNER ?

As a showcase partner* you will have an exclusive opportunity to generate business event leads and raise buyer consideration for your product, service and region;



Access to qualified business event buyers who are actively engaged with DNSW and interested in boutique and established destinations, products and experiences in regional NSW



Increase awareness and consideration for your destination, product and experiences for the domestic business events market



Face to face time with key event decision makers, including but not limited to EA's & PA's, Event Managers, Event producers, senior management and CEOs



Network with event professionals and industry suppliers from across regional NSW



Access to the full attendance list with contact details** post event for your own sales and marketing follow up efforts

*Please note that due to capacity, showcase partner opportunities are capped

**Clients will have the opportunity to opt out at the time of registration

Executive Assistants and Personal Assistants from the corporate sector
Corporate sector event managers
Association events planners
Government events planners
Professional Conference Organisers (PCOs) - event managers / producers
PCO - Managing Directors and CEOs
Corporate marketing, sales & HR professionals with an event focus



SHOWCASE
CLIENT DEMOGRAPHICS

📍 Wagga Wagga

REGION CONNECT

What is a region connect partner?

Showcase the breadth & depth of your region using presentation story telling supported by key visuals and videos. Stakeholders will have the opportunity to take over the main stage and LED screen to engage with buyers in intimate connected sessions using silent session headphone technology. Sessions will be approximately 7 minutes in length in a rotating format throughout the event, which each partner presenting their content.

Partner Inclusions

- One (1) ticket for the exhibitor (you) including full access to the showcase and all buyers
- Brand representation to accompany your activation
- Contact details for all buyers who attend the event (subject to their opt in permissions at registration)
- Access to selected professional photography from the event for own channels (relevant crediting provided)
- Marketing opportunities in the lead up and post event via DNSW through LinkedIn, event communications and bensw.com.au
- Logo inclusion on DNSW event presentation (in room)
- Opportunity to supply a lucky door prize to be given away at the event

Costs

- As a successful showcase partner, the cost to attend and exhibit at the showcase is \$250 ex GST.
- Additional individual costs associated with the opportunity are your time, travel and accommodation
- Any specific products you supply to deliver the buyer experience is at your own cost



REGION CONNECT

SELECTION CRITERIA

1. Partner must be located within one of the [seven destination networks](#) and service regional NSW business events
2. Ability to clearly articulate what you will present at the event and how you will incorporate storytelling, unique experiences and sustainability messaging for your destination and products
3. Explain how your presentation supports our new Business Events NSW key messaging "corporate events that feel anything but"
4. Demonstrate that your destination product/services are business event ready, for groups minimum 30pax. Include information on current products, packages and offers available.
5. Confirm that product/services across your destination have active listings on [bensw.com.au](https://www.bensw.com.au)
6. Demonstrate your current and planned investment in business events in the coming 12 months. For example, any marketing, resources, infrastructure, stakeholder engagement events or webinars etc.
7. Demonstrate how you work in collaboration with stakeholders in your region to provide authentic and unique visitor experiences for business events. For example, how do you partner with other venues, accommodation providers and operators to showcase the destination for business event clients

Please note;

1. Destination NSW will seek to preference showcase exhibitors that allow us to represent a diverse range of authentic regional products and services from different regions and key sector pillars, including culinary & agritourism, indigenous, nature, wellness, sustainability etc.
2. Destination NSW will seek to select one partner from each destination network before any duplicate representatives from the same region are selected
3. Depending on the level of interest and limited spaces, Destination NSW may reach out to interested parties and offer them a combined presentation spot .i.e. Tweed, Byron and Ballina presenting as Northern Rivers



Submit your EOI here to be a Region Connect showcase event partner

[LINK HERE](#)

EOIs close Monday 8th April 2024 (at close of business)

EXPRESSIONS OF INTEREST NOW OPEN

Closing date: Monday 8th April 2024 (as of close of business)

As there are limited partnership opportunities available, we offer all interested parties to submit their expressions of interest via our online form.

Submissions are required by close of business Monday 8th April 2024.

No late submissions will be considered.

Each expression of interest will be reviewed against our selection criteria, see previous slide. Selection process as follows;

1. DNSW review panel will make contact with all successful EOI submissions, providing up to 48hrs for the successful stakeholder to formally confirm their partnership. Stakeholders who successfully meet the selection criteria will be allocated on a first come first serve basis until allocation has been exhausted.

2. Once all showcase partner opportunities have been exhausted all unsuccessful submissions will also be notified in writing by a member of the DNSW review panel with the opportunity to receive feedback.



FAQs

1. How much does it cost to be a showcase partner?

As a successful showcase partner, the cost to attend and exhibit at the showcase is \$250 ex GST. Additional individual costs associated with the opportunity are your time, travel and accommodation. Any specific products you supply to deliver the buyer experience is at your own cost.

2. How can I maximise my chances of being selected to exhibit?

Showcase partners should add spark, excitement and authenticity to the event. Our aim is to provide Sydney based event buyers with an engaging and memorable experience that demonstrates how NSW can deliver "corporate events that feel anything but". View the full list of selection criteria on p. 5.

3. How is this opportunity different to attending AIME with Destination NSW?

Our showcase event will attract all tiers of event professionals and decision makers to a more intimate, destination family style event located within minutes from their office. Hosted buyers attending AIME are on a strict 15 minute, 32 appointment meeting schedule across 2 full days and meet with destinations and suppliers across the entire Asia Pacific region.

4. How do I get the most out of my investment?

Trade/networking opportunities are a key sales and marketing tool to help you build quality relationships with business event buyers. These relationships are essential to help keep your destination, products and experiences 'front of mind' for business event planners and will lead to increased leads, conversions and repeat business opportunities over time.

Refer to our [Quick Tips Guide](#) and [NSW Business Events Toolkit](#) to create a sales pitch that meets buyer needs and helps build interest and trust with your products and services for this market.

5. Will I be compensated for any product supplied for clients to experience?

Anything you wish to offer to clients at the showcase event as part of your activation must be discussed and approved by DNSW ahead of the event date. These products must be supplied at your own expense, will need to meet all food safety regulations (if applicable) and be an authentic representation of your region.

FAQs

6. What attracts buyers to this event?

Our showcase event will help provide new, relevant and easily accessible information for busy and time poor buyers that often do not get the chance to experience regional NSW first-hand. Unlike other traditional tradeshow events, we will provide an immersive sensory experience for buyers. By showcasing a range of authentic NSW products and experiences, we will create a memorable experience within the clients' minds.

Research suggests that corporate event planners are seeking regional destinations more now than ever. Connection with nature, culture and local communities are a key component of many face to face business events and help facilitate key conference outcomes – including increased ticket sales and attendance but also team bonding and employee mental health.

7. How do I create a FREE listing on bensw.com.au and why is it important?

The Business Events NSW website drives more than 7000 leads to industry each year and is the main digital platform for business event sales and marketing activity targeting event planners and buyers.

Listing on the Business Events NSW website is free for NSW conference venues and suppliers. Follow the link below to find out how....

[Create a free listing | Destination NSW](#)

