



Business Events Adelaide

MEMBERSHIP PROSPECTUS

2023/24

businesseventsadelaide.com.au



Acknowledgement of Country

Business Events Adelaide acknowledges and pays respect to the Kurna people as the traditional custodians of the Adelaide region. We also acknowledge the deep feelings of attachment and the relationship of the Kurna people to their country. We pay our respects to the Kurna peoples' ancestors and the living Kurna people today.

An aerial photograph of Adelaide, South Australia, showing the city skyline, the River Torrens, and the Adelaide Oval stadium. The image is framed by orange and blue geometric shapes.

WHO WE ARE

Business Events Adelaide is a not-for-profit, independent, member-based business organisation. Our purpose is to deliver resilient economic growth for South Australia through bidding for – and winning – business events and corporate incentives for the State.

Now entering our 50th year, *Business Events Adelaide* has a proven track record of being able to ensure more financially secure and profitable operations for our members. Business events produce the highest daily yield of any sector of the tourism industry – a business event delegate spends, on average, \$632 per day – and this figure does not take into account the flow on effects of attracting business leaders and decision makers to South Australia. This economic tail of knowledge transfer, research collaborations and partnerships offer almost limitless potential for our future prosperity, and the value of attracting business events is recognised by the State Government and the City of Adelaide, with whom we work closely in representing the interests of our members.

Being a member

As a member-based organisation, the value of our member relationships is paramount in everything we do. Our members offer a wide range of products and services that enable us to provide an end-to-end solution for business event organisers. Members collaborate with *Business Events Adelaide* in bids and other activities including trade shows and site inspections, as well as having the opportunity to meet other likeminded industry professionals during networking events, allowing members to work together on other projects. Through regular communication, sales leads and service, our team will work with you to ensure you maximise your investment by leveraging the year-round opportunities that business events offer.

Join Us

In 2022/23 *Business Events Adelaide* secured more than \$200 million worth of business for our members to benefit from. With our team now working on securing new business events stretching out to 2027, there has never been a better time to join.



BENEFITS OF MEMBERSHIP

Becoming a member of *Business Events Adelaide* gives you exclusive access to a range of benefits and opportunities specifically designed to help your organisation take advantage of South Australia's growing business event sector. Some great features of membership include:



1. Destination Bid Proposals

Our members are included in *Business Events Adelaide* bid proposals right from the very beginning. Our Business Development team will work with event planners to align their needs with our member's products and services, and will keep you up to date as each bid progresses so that you can plan ahead. After the event is won, our Servicing team will help you make the most of these opportunities by coordinating all the event requirements.



2. Business Leads

Members maximise their investment by gaining exclusive access to details of business events coming to South Australia. Our real time SA Business opportunities report provides you and your sales team with upcoming dates and contacts details for business event organisers. We can also assist with introductions and referrals too, helping you to secure new business well into the future.



3. Trade Shows

Business Events Adelaide are very active in promoting our great state locally, interstate and overseas. Members are given the opportunity to co-exhibit at trade shows and events including IMEX, AIME and our very own annual event, Destination SA. Our team makes it easy for you to engage with your target audience, with logistical support and subsidised rates.



4. Familiarisations and Site Inspections

Each year, the *Business Events Adelaide* team show qualified decision makers the very best that Adelaide has to offer. 'Famils' (also known as site inspections) are an ideal opportunity for members to showcase their venues and services to influential business event planners and corporate incentive buyers.



5. Member Networking Events

Our ever-popular networking evenings are a great way for members to connect with other members of Team Adelaide. Held regularly throughout the year at member venues, these events provide an opportunity to share ideas, talk to the *Business Events Adelaide* team and build relationships with local industry professionals, providing another way for you to secure more business in a relaxed, collaborative environment.



6. Promotion on *Business Events Adelaide's* website

Share details of your business with event planners and buyers. *Business Events Adelaide* members have the opportunity to profile their services on our website to people ready to buy. Use images, logos, text and a link back to your own web page to make the most of this marketing opportunity.

YOUR INVESTMENT 2023/24

FINANCIAL YEAR 2023/2024	PREMIER Conference Professionals		PREMIER Accommodation			E.S.T.E	CONNECT
INVESTMENT LEVEL (exclusive of GST)	TIER A	TIER B	TIER A 200+ Rooms	TIER B 100-200 Rooms	TIER C < 100 Rooms	\$1,560	\$780
	\$6,210	\$3,110	\$10,920	\$5,460	\$3,055		
BIDDING							
Inclusion in <i>Business Events Adelaide</i> destination bid proposal	Client driven	Client driven	Client driven	Client driven	Client driven	Client driven	Client driven
Member exclusive bid partner opportunities with the <i>Business Events Adelaide</i>	✓	✓	✓	✓	✓	-	-
Bid progress notifications (Driven by member bid involvement)	✓	✓	✓	✓	✓	✓	✓
BUSINESS LEADS							
Communication of business leads and referrals	✓	✓	✓	✓	✓	✓	✓
Access to the SA Business Opportunities report (confirmed and client contact details) via Member Extranet	18 months in advance	12 months in advance	24 months in advance	18 months in advance	12 months in advance	6 months in advance	-
CLIENT SITE INSPECTIONS AND FAMILIARISATIONS							
Opportunity to showcase product/service in client site inspections and familiarisations	Client driven	Client driven	Client driven	Client driven	Client driven	-	-
Opportunity if providing host accommodation to join the <i>Business Events Adelaide</i> team with client on another part of the itinerary (e.g. lunch/ dinner) schedule permitting	-	-	Client driven	Client driven	Client driven	-	-
SALES & MARKETING OPPORTUNITIES							
Destination marketing kit for bidding purposes	✓	✓	✓	✓	✓	-	-
PR & cooperative marketing opportunities on key initiatives & achievements	✓	✓	✓	✓	✓	-	-
Opportunity to co-exhibit at tradeshows (AIME, IMEX & Asia Missions)	✓	✓	✓	✓	✓	-	-
Opportunity to exhibit at Destination South Australia	✓	✓	✓	✓	✓	✓	✓
Opportunity to sponsor Destination South Australia	✓	✓	✓	✓	✓	✓	✓
Opportunity to host <i>Business Events Adelaide</i> Member Networking Exchange	✓	✓	✓	✓	✓	✓	✓
Opportunity to provide articles for the <i>Business Events Adelaide</i> eNewsletter	✓	✓	✓	✓	✓	✓	✓
New member profile in <i>Business Events Adelaide</i> newsletter	✓	✓	✓	✓	✓	✓	✓
Use of <i>Business Events Adelaide</i> Logo (Website & promotional purposes)	✓	✓	✓	✓	✓	✓	✓
Networking opportunities for <i>Business Events Adelaide</i> Member Networking Exchange	6 tickets	4 tickets	6 tickets	4 tickets	3 tickets	3 tickets	2 tickets
Company details on <i>Business Events Adelaide</i> website	Profile web page 180 word description Contact details Logo Hyperlink 2 images	Profile web page 140 word description Contact details Logo Hyperlink	Profile web page 180 word description Contact details Logo Hyperlink 2 images	Profile web page 140 word description Contact details Logo Hyperlink	Profile web page 140 word description Contact details Logo Hyperlink	Profile web page 60 word description Contact details	Profile web page 30 word description Contact details



Conditions of membership

- The company will not enter in any business or activities which may bring *Business Events Adelaide* or the business events industry into disrepute.
- Our organisation observes all Local, State and Federal Statutory obligations including licenses and permits.
- We acknowledge the Board of Directors of Business Events Adelaide reserves the right to decline any application for membership at its discretion and reserve the right to nominate the level of membership it deems appropriate for the type of business conducted by the applicant.
- All benefits offered by Business Events Adelaide are non-transferable and the organisation will not utilise the benefits of this membership for third party marketing.
- A Member who resigns during the membership period of 1 July 2023 to 30 June 2024 is not entitled to any refund of any fees paid to the Business Events Adelaide.
- If required, our organisation is able to provide a copy of the business registration certificate and current public liability insurance.