

# JOIN TEAM MELBOURNE

## PARTNERSHIP PROSPECTUS 2018/2019





**GREAT  
PARTNERSHIPS  
START  
HERE**



©Shannyn Higgins Photography

## TEAM MELBOURNE STARTS HERE

As a subsidiary of Visit Victoria, Melbourne Convention Bureau (MCB) leads the acquisition and delivery of international and global business events for Melbourne and regional Victoria. This is achieved through partnering with the Victorian Government, City of Melbourne, Melbourne Convention and Exhibition Centre, and over 250 private enterprise partners.

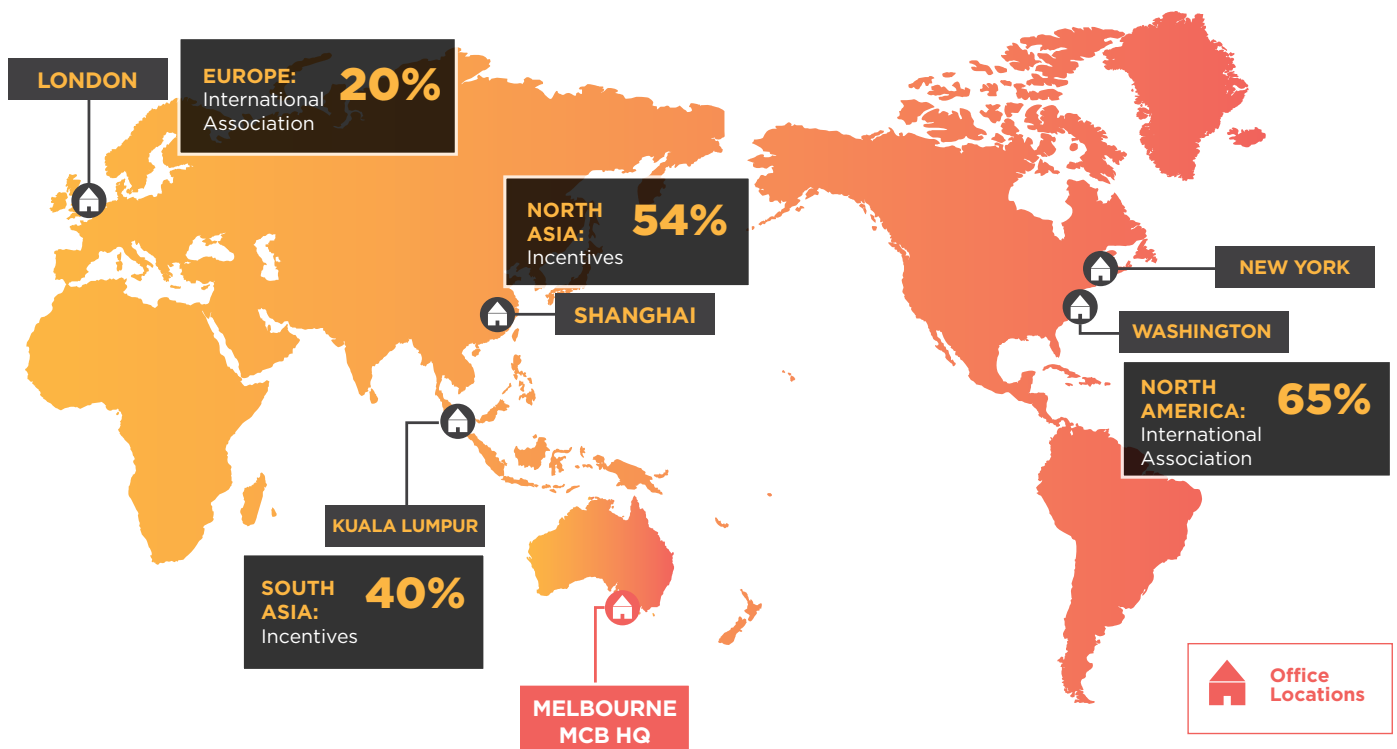
Melbourne's success as a global business destination is driven by its collaborative 'Team Melbourne' approach. MCB strategically aligns with industry partners including accommodation, venues, event support services, restaurants and tour providers

to bid, win and host international conferences, corporate meetings, corporate incentive reward programs and other business events.

In return, MCB is able to deliver tangible benefits associated with this pipeline of lucrative business event to our partners. Benefits include access to international associations and incentive travel decision makers, brand exposure through a range of channels, industry insights and knowledge programs, business development and networking opportunities.

Melbourne Convention Bureau invites your business to become a valued partner of Team Melbourne.

## Key Revenue Markets (Decision Makers)





**COLLABORATION  
LIVES HERE**

# DELIVERING RECORD RESULTS FOR VICTORIA

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

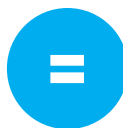
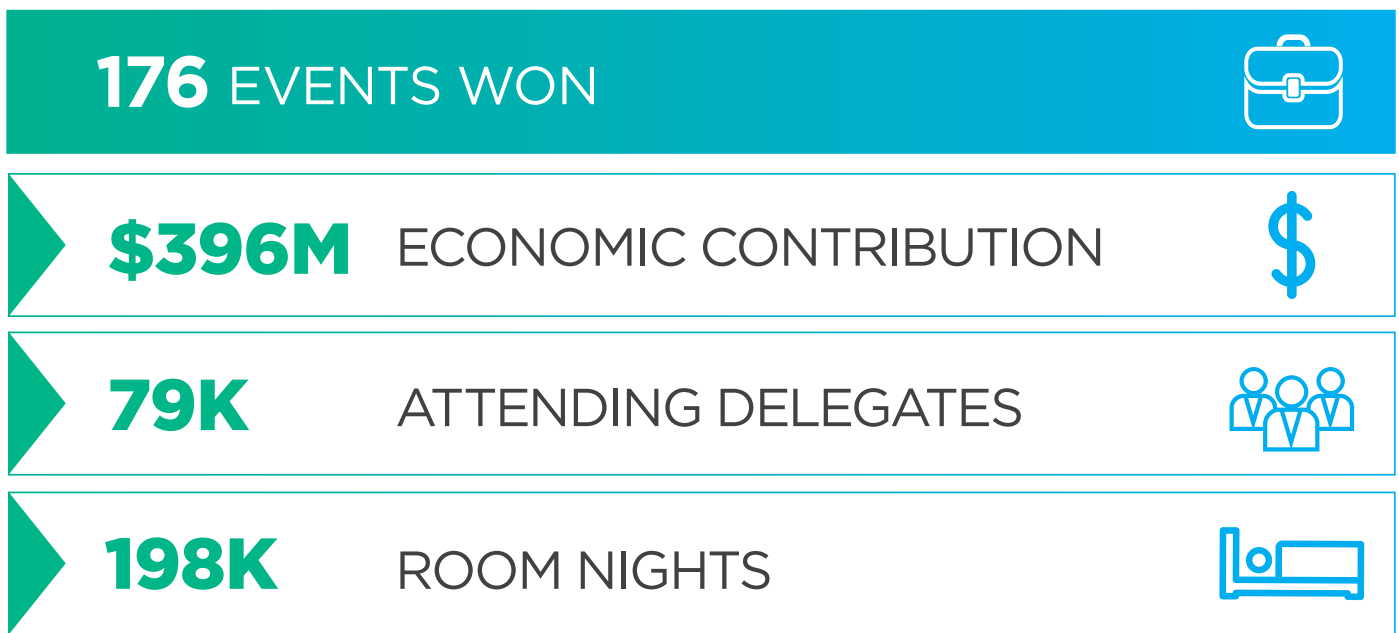
Business events provide measurable economic benefit to the state, sector and most importantly our MCB partners.

2017/2018 has been our most successful year on record securing 176 events, which will attract over 79,000 delegates and deliver almost \$400 million in economic impact to the state over the next six years.

This success has been underpinned by the support of our MCB partners and our effective 'Team Melbourne' approach to winning business.

As an MCB partner, we are committed to ensuring your investment is rewarded through access to decision makers of business events and new business development opportunities.

## MCB Key Results for FY 2017/2018





**OPPORTUNITY  
LIVES HERE**

# DELIVERING FUTURE BUSINESS OPPORTUNITIES

MCB has secured 318 events that will attract 249,493 delegates to Melbourne and regional Victoria between now and 2026. Along with this confirmed business, MCB is working hard to secure more short-term and long-term business to provide ongoing direct business opportunities to MCB partners.

## 318 SECURED EVENTS



### \$1.17B

ECONOMIC  
CONTRIBUTION



### 249K

ATTENDING  
DELEGATES



### 620K

ROOM  
NIGHTS

## TAP INTO HIGH YIELD BUSINESS EVENT DELEGATES

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 RECOMMEND  
MELBOURNE FOR A FUTURE VISIT**

### 2.6

**ACCOMPANYING PERSONS  
ON AVERAGE TRAVEL WITH CONFERENCE  
DELEGATES PER TRIP**

### 76%

**DELEGATES PARTICIPATE IN ACTIVITIES  
WHILE IN MELBOURNE**

### \$1,019

**SPEND BY INTERNATIONAL DELEGATES  
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**



**PARTNERING  
FOR SUCCESS  
STARTS  
HERE**

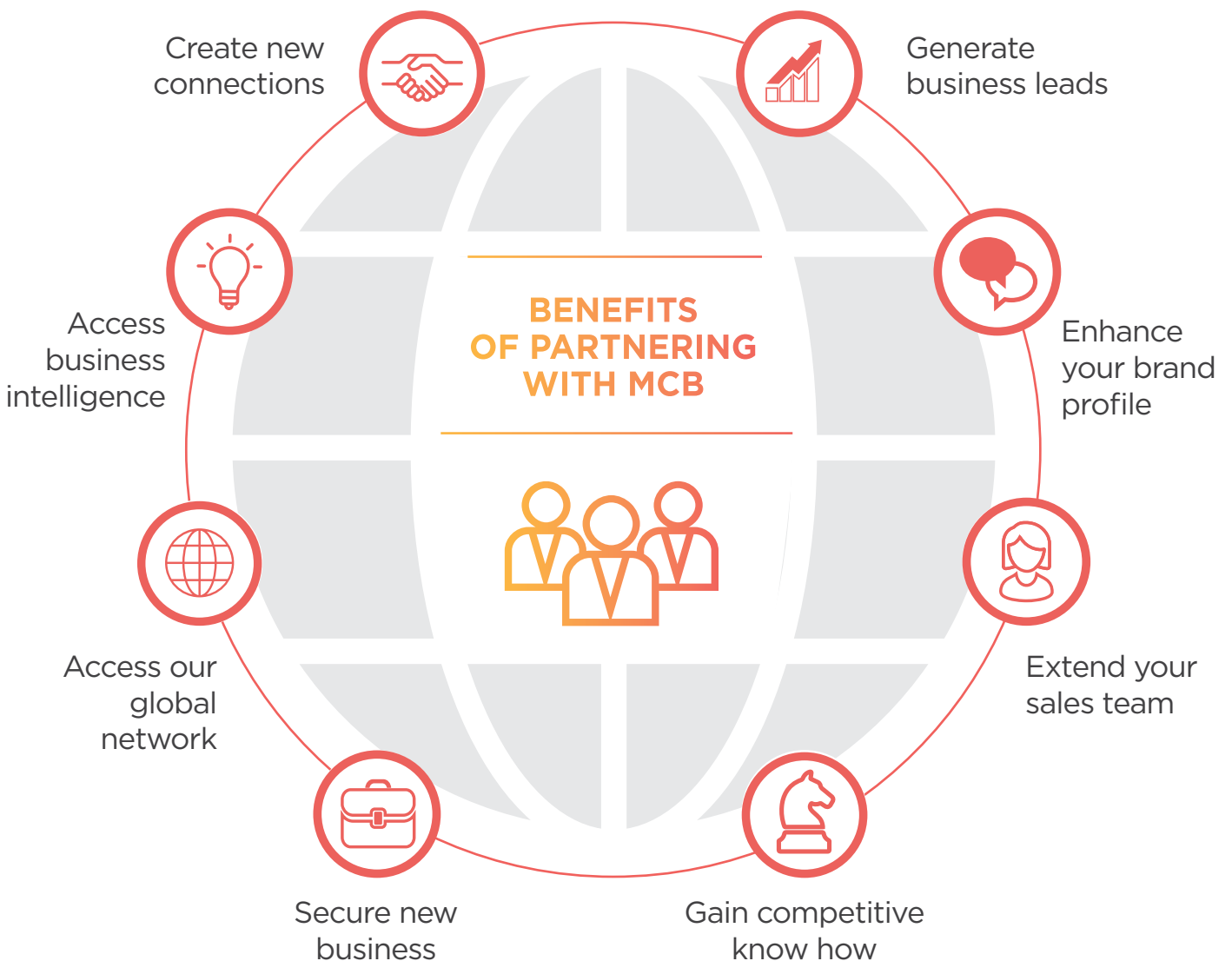




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## EXTEND YOUR BUSINESS OPPORTUNITIES

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































# PARTNERSHIP BENEFITS



## MARKETING AND BRAND EXPOSURE

**KEY**  **Included**  **Not included**  **Elevate your benefits**  
See pages 17-18

| BENEFITS   | PARTNER   | PLATINUM  | STRATEGIC   |
|--|---|---|---|
| <b>MCB WEBSITE</b><br>Partner profile listing  |  |  |  |
| <b>MCB WEBSITE</b><br>Feature listing on home page                                     |  |  |  |
| <b>MCB WEBSITE</b><br>Feature content within relevant category page                    |  |  |  |
| <b>MCB WEBSITE</b><br>Feature header image with link on relevant category page         |  |  |  |
| <b>MCB WEBSITE</b><br>Supplier search featured listing with relevant category          |  |  |  |
| <b>MCB WEBSITE</b><br>Logo displayed on home page                                      |  |  |  |
| <b>MCB WEBSITE</b><br>Article within Latest News blog                                  |  |  |  |
| <b>MELBOURNE MICROSITE</b><br>Feature header image with link on relevant category page |  |  |  |

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



## QUALIFIED BUSINESS OPPORTUNITIES

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



## INDUSTRY AND KNOWLEDGE ENGAGEMENT

| BENEFITS  | PARTNER                | PLATINUM | STRATEGIC            |
|---|------------------------|----------|----------------------|
| <b>MELBOURNE EDGE EVENT SERIES</b><br>Invitation to attend events   | ✓                      | ✓        | ✓<br>1 x comp ticket |
| <b>PARTNER EDGE EVENT SERIES</b><br>Invitation to attend partner events including international market update | \$<br>Priority tickets | ✓        | ✓                    |
| <b>MELBOURNE EDGE STRATEGIC PARTNERS LUNCH</b><br>Invitation to attend lunch with special guest speaker(s)    | —                      | —        | ✓                    |
| <b>INDUSTRY CHRISTMAS PARTY</b><br>Invitation to attend event   | ✓                      | ✓        | ✓                    |
| <b>MCB TEAM STRATEGY WORKSHOP</b><br>Participation in a strategy workshop across our core markets             | —                      | ✓        | ✓                    |
| <b>PROPOSAL REVIEW</b><br>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](mailto:partnerships@melbournecb.com.au)



# TEAM MELBOURNE STARTS HERE

# PARTNERSHIP ANNUAL FEES

## VENUES

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

### SMALL VENUE

Less than 500 pax banquet style

**\$2,100** +GST

### MEDIUM VENUE

500 pax to 899 pax

**\$3,675** +GST

### LARGE VENUE

Over 900 pax banquet style

**\$6,300** +GST

## BUSINESS EVENTS PRODUCTS AND SERVICES

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

### BUSINESS EVENTS PRODUCTS & SERVICES

e.g. Attraction, entertainment, PCO, Tours etc

**\$2,100** +GST

### SMALL CORPORATE/GOVERNMENT

less than 10 staff

**\$2,100** +GST

### MEDIUM CORPORATE/GOVERNMENT

between 10-25 staff

**\$3,675** +GST

### LARGE CORPORATE/GOVERNMENT

greater than 25 staff

**\$6,300** +GST

## ACCOMMODATION

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

### SMALL HOTEL

150 rooms or less

**\$3,000** +GST

### MEDIUM HOTEL

151 to 250 rooms

**\$5,000** +GST

### LARGE HOTEL

251 rooms or above

**20% average room rate x number of accommodation rooms + \$2.70 x m<sup>2</sup> of conference space**



# MAXIMISE YOUR PARTNERSHIP PROGRAM

## MARKETING

Please tick the boxes for benefits that will add value to your business.

|          |  |  |   |
|----------|--|--|---|
| PLATINUM | <p><b>MCB WEBSITE</b><br/>Feature listing on home page (minimum six months)</p> <p><a href="http://melbournecb.com.au">melbournecb.com.au</a></p>                                      | <p>Showcase your business to visitors on the "landing page" and option to engage via photo, title and a short paragraph of copy</p>                      | <p><b>6 months</b><br/><b>\$900</b><br/>p/year<br/><b>\$1,350</b></p>   |
| PLATINUM | <p><b>MCB WEBSITE</b><br/>Feature header image with link on relevant category page (limited amount per category)</p> <p><a href="http://melbournecb.com.au">melbournecb.com.au</a></p> | <p>Secure targeted placement on category-specific pages for premium visibility, including photo and title</p>  | <p><b>6 months</b><br/><b>\$1,200</b><br/>p/year<br/><b>\$1,800</b></p>   |
| PLATINUM | <p><b>MCB WEBSITE</b><br/>Supplier search feature listing with relevant category</p> <p><a href="http://melbournecb.com.au">melbournecb.com.au</a></p>                                 | <p>Stand out from the crowd and put your company listing at the top of your industry category including featured label</p>                               | <p><b>6 months</b><br/><b>\$510</b><br/>p/year<br/><b>\$765</b></p>   |
| PLATINUM | <p><b>MELBOURNE MICROSITE</b><br/>Feature header image with link on relevant category page (max. 1 per page)</p> <p><a href="http://melbourne.org">melbourne.org</a></p>               | <p>Reach delegates and secure targeted placement on category-specific pages for premium visibility, including photo and title</p>                        | <p>p/year<br/><b>\$600</b></p>  |
|          | <p><b>MELBOURNE MICROSITE</b><br/>Feature content within relevant category page</p> <p><a href="http://melbourne.org">melbourne.org</a></p>  | <p>Showcase your business to delegates and place a listing on relevant category pages</p>  | <p>p/year<br/><b>\$450</b></p>  |
|          | <p><b>PAID ADVERTISING MELBOURNE MICROSITE</b><br/>Advertising on home page</p> <p><a href="http://melbourne.org">melbourne.org</a></p>  | <p>Premium branding on landing or category page with bold image and title</p>  | <p><b>6 months</b><br/><b>\$900</b><br/>p/year<br/><b>\$1,350</b></p>   |
|          | <p><b>UPGRADE ADVERTISEMENT MELBOURNE INCENTIVE PLANNERS' GUIDE</b><br/>In Simplified Chinese and English</p>  | <p>Increase exposure to the Asian incentive market by upgrading your business in Melbourne's Incentive Planners' Guide available online and in print</p> | <p><b>Full page</b><br/><b>\$4,200</b><br/><b>Half page</b><br/><b>\$2,200</b><br/><b>Quarter page</b><br/><b>\$1,200</b></p> |

# MAXIMISE YOUR PARTNERSHIP PROGRAM

|   |  |                        |
|---|--|------------------------|
| <b>YOUTUBE</b><br>Opportunity to provide relevant business event videos for upload on MCB's YouTube channel<br><a href="http://www.youtube.com">www.youtube.com</a> | Extend your reach and add your company video to MCB's category specific channels   | p/year<br><b>\$350</b> |
| <b>DEDICATED SEGMENT ON MCB DIGITAL TV SERIES</b><br>Amplification via MCB and Visit Victoria channels (min 6 partners to participate)                              | Do not miss this opportunity to be part of MCB's produced web TV series, showcasing your venue or business in entertaining way to business events audience via social and digital channels | <b>\$5,000</b>         |

## UPGRADE YOUR PARTNERSHIP

Do not hesitate to contact our team at [partnerships@melbournecb.com.au](mailto:partnerships@melbournecb.com.au) to discuss tailored programs that will maximise your partnership with MCB.

|   |                 |
|---|-----------------|
| <b>PLATINUM</b><br>Add crucial value to your package  | <b>\$12,000</b> |
| <b>STRATEGIC</b><br>Benefit from a customised package | <b>POA</b>      |

### PAYMENT SUMMARY

COMPANY NAME

TOTAL AMOUNT (excl. GST)

PARTNERSHIP ANNUAL FEE

SIGNATURE

UPGRADE FEE

NAME

ADDED BENEFIT TOTAL

DATE

Once this form is complete please scan and send to [partnerships@melbournecb.com.au](mailto:partnerships@melbournecb.com.au)

All prices quoted exclude GST.

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

# MCB PARTNER PROGRAM SIGN UP 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

Landline

Mobile

Email

Please specify at least one of the below:

Sales

Marketing

Finance

Head of company (AGM voting rights)

### CONTACT 2

Name

Position

Landline

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.

**FULL NAME**

**DATE**

**SIGNATURE**

Once this form is complete please email to MCB at [partnerships@melbournecb.com.au](mailto:partnerships@melbournecb.com.au)

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

# CONTACT US

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## REBECCA EAGLESON

DIRECTOR OF PARTNERSHIPS & EVENTS  
MELBOURNE CONVENTION BUREAU

## SASHA ANDERSEN

PARTNERSHIPS AND SALES EXECUTIVE  
MELBOURNE CONVENTION BUREAU

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**T** +61 3 9002 2222

**W** [melbournecb.com.au](http://melbournecb.com.au)

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