

CROWN PERTH | 29 TO 31 OCTOBER

BNC

25



BIC National Conference 2025

The **premier event** for **bus** and **coach**

2025 CONFERENCE SPONSORSHIP GUIDE

Join the conversation in Perth this October

The Bus Industry Confederation's National Conference (BNC25) is heading out west in 2025 and you're invited.

Featuring thought-provoking content via technical and industry experts, the event comes with a full complement of networking and social activities, plus the annual industry awards. Carefully constructed, the program broadly covers reform, safety, ZEBs and infrastructure, IR, workforce, finance, plus other emergent trends and issues. Presentation EOIs will open shortly.

Front and centre: BNC25 offers the opportunity for grandstanding exposure of your brand before top bus and coach executives, government and influential industry stakeholders.

Get in touch with our team to discuss
how you can **partner with us today:**

events@bicasn.au >>



WELCOME

We are proud to be hosting the BIC National Conference 2025 in Perth, from 29 - 31 October 2025. BIC invites all potential sponsors to take advantage of the packages outlined in this guide and show their support for the Australian Bus and Coach Industry.

The support of our conference sponsors are key in the successful delivery of the event, it allows us to deliver a strong and relevant program and outstanding networking and social events. I invite you to consider taking up the opportunity to show your support of BIC and the wider industry by becoming a conference sponsor.

The conference program includes numerous networking opportunities, spaces to connect throughout the 2 main conference days.

Contact our events team to discuss available packages or how we can tailor a package to best suit your needs.

We look forward to supporting our sponsors as they support us!

ABOUT US

As the leading industry association for the bus and coach industry sector, the Bus Industry Confederation is committed to maintaining the highest standards of governance to ensure transparency, accountability, and ethical conduct across all our operations. Our governance framework is designed to promote integrity and trust, encompassing clear policies and procedures that guide decision-making and oversight.



WHY SPONSOR?

The BIC National Conference is the Australian Bus and Coach Industries premium event.

In 2024 **98%** of conference delegates indicated they recommend the BIC National Conference citing the top three reasons as:

- It is the Bus & Coach industry's leading event
- to get industry updates, learn new insights and to voice concerns
- It is a place to directly access industry decision makers and offers great networking
- Get exposure to our 2500 LinkedIn followers, and in front of 150+ Facebook followers and more through strategic targeted marketing
- Our industry database and membership has over 3000+ individual industry professionals subscribed
- Direct face-to-face exposure to 400+ delegates at the conference and award presentation ceremony to industry decision makers
- Build positive brand association and credibility to help you maintain a high profile
- Network with industry professionals and businesses to establish new and foster existing relationships
- Access a targeted audience which will allow you to generate new leads and potential sales
- Demonstrate your organisation's alignment with BIC's vision, brand and expertise.



50+ Presentations



2 & 1/2 days



Networking



Digital technology



Brand exposure



Social functions



Awards



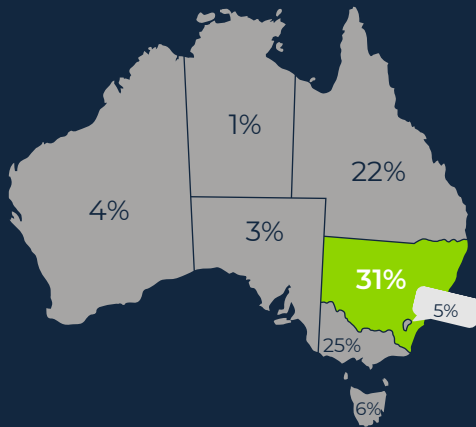
Catered



400+ Delegates

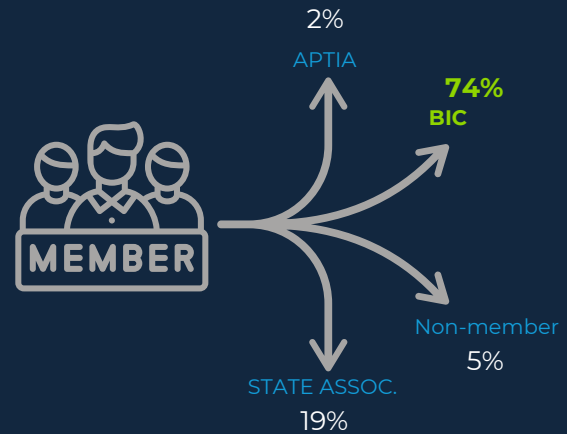
DELEGATE PROFILE

Location



2% of delegates are internationally based

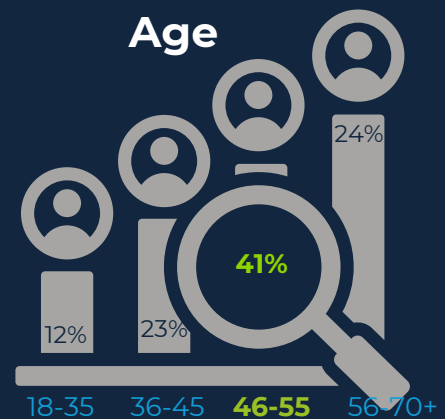
Membership



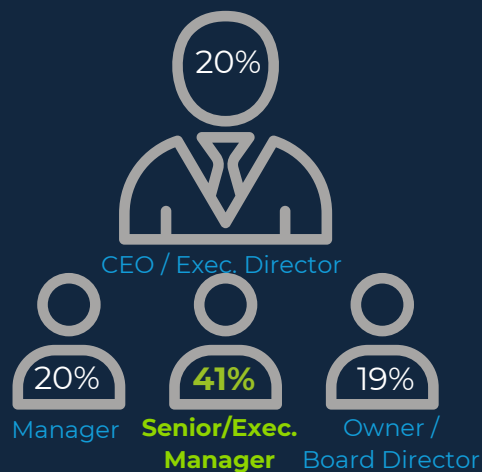
Gender



Age



Position level



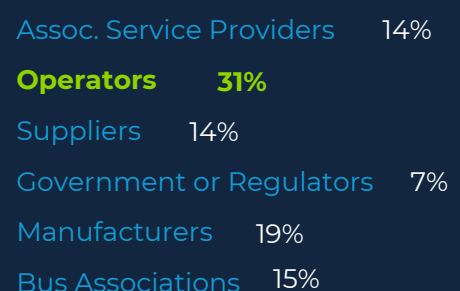
Communication



Travel with family



Industry category



The above profile is based on 2023 & 2024 delegate data.

BNC25 PACKAGES

Sponsorship Package	Pre, post & During recognition	Present	R e g O	Function tickets	Official photos	Digital Marketing	Digital advert(s)	Branding	Delegate Listing
Social Function (\$POA)	Y	Y	Y	Y	Y	Y	Y	Y	Y
Theatrette (\$22,000)	Y	Y	Y	N	Y	Y	Y	Y	Y
Plenary (\$15,500)	Y	Y	Y	N	Y	Y	Y	Y	Y
Award & Conference (\$11,000)	Y	N	Y	Y	Y	Y	Y	Y	Y
Survey, Video or Catering (\$11,000)	Y	N	Y	N	N	Y	Y	Y	Y
Bag or Compendium (\$9,900)	Y	N	N	N	N	Y	Y	Y	Y
Registration Desk (\$8,800)	Y	N	N	N	N	Y	N	Y	Y
Wi-Fi, Lounge or Flash Your Badge (\$5,500)	Y	N	N	N	N	Y	N	Y	Y
Photo Booth (\$4,000)	Y	N	N	N	N	Y	N	Y	Y
Delegate Gift (\$3,300)	Y	N	N	N	N	Y	N	Y	Y
Supporting Sponsor (\$2,200)	Y	N	N	N	N	N	N	N	Y

TERMS & CONDITIONS

The Bus Industry Confederation (BIC) reserves the right to decline any sponsorship based on the sponsor's alignment with our vision, mission and values.

BIC reserves the right to amend and change the sponsorship benefits listed on the agreement at any time, dependent on specific deliverable dates and the timing of the agreement execution date.

By signing below or booking a sponsorship package in the portal you are executing an agreement, You are declaring you are authorised to enter into the agreement and agree to be bound by the full terms and conditions as outlined below:

DEFINITIONS

- The BIC refers to the Bus Industry Confederation,
- sponsor and you refers to the purchaser of a sponsorship package,
- sponsorship agreement and contract refers to the agreement between the BIC and the sponsor.

VARIATIONS

All variation requests must be received by the BIC writing to events@bic.asn.au

CANCELLATION

- Minimum of 30 days notice provided in writing to events@bic.asn.au outlining the reason(s) for cancellation,
- The BIC is able to re-sell the sponsorship package,
- If the conference or awards are cancelled for any reason, the BIC aims to renegotiate your sponsorship funds to a future conference OR a refund of the full or partial refund of the package fee, taking into consideration the amount paid, ongoing support by the sponsor and/or any work undertaken relating to the exclusivity benefits,
- the BIC reserves the right to change the venue, duration of the conference and/or sponsorship package inclusions at our discretion. In the unlikely event that this occurs, the BIC will provide 30 days written notice.

RESPONSIBILITY

The BIC will not accept responsibility for:

- Any incidents, acts or omissions caused by service providers,
- Loss or damage of sponsors' property,
- The accuracy or content of any written or oral statements made by speakers or presenters.

All sponsors are required to:

- Ensure that the sponsorship agreement is read, understood and agreed upon by an authorised representative,
- Meet all due dates and responsibilities outlined in this document.

MEMBER DISCOUNT

To qualify for the Member discounted rates, your organisation must be a current Bus and/or Coach Operator Member of the BIC and/or APTIA OR a current Manufacturer or Supplier Member of the BIC.

INVOICE and PAYMENT

Following the execution of your sponsorship agreement, the BIC will issue you with a tax invoice for the full amount of the specified in the sponsorship agreement. Full payment will be required in line with the BIC's payment terms outlined on the tax invoice and/or before the event start date.

All prices outlined in this document are in AUD\$ and are inclusive of GST (10%). Online Credit card payments will incur an additional fee.

PROMOTIONAL MATERIALS

*Any costs associated with production, design or development of the event sponsor branded banners, flyers, inserts, material or branded merchandise, and all costs associated with delivery of these items to the venue are the responsibility of the sponsor.

*sponsor produced signage, marketing materials or merchandise must be received at the venue using the nominated delivery docket by the nominated date. Any brochures/flyers are to be a maximum of A4 double sided.

DUE DATES

To maximise the BIC's promotion of your sponsorship, company name, website URLs and logos are required at the time of agreement negotiations to events@bic.asn.au. Logos are required to be provided to the BIC in a high-resolution jpg (with transparent background). If logos are supplied in a format different to this, the BIC will not be responsible for the quality of logos in any promotional material.

Delivery of all sponsor-branded banners and other conference material must be received and picked-up from the conference venue within the terms outlined by the conference venue. Delivery and/or collection of goods outside these dates may result in your goods being declined upon delivery or storage fees charged to you by the venue.

COMPLIANCE LAWS and BUSINESS ETHICS

The Bus Industry Confederation warrants, represents and undertakes that it, as well as, as applicable, its affiliates, officers, directors, employees and others acting for or on its behalf, will not use the sponsorship fee to engage in any unlawful or unethical acts. The event sponsor has complied and shall comply with all applicable laws and regulations.

The Bus Industry Confederation will notify the event sponsor as soon as it becomes aware, or as soon as is practicable after becoming aware, of any allegation or indication of a breach of any Australian Laws.

In addition to any other remedies it may have under this Agreement or at law, the event sponsor may terminate or suspend this sponsorship agreement immediately by written notice to that effect, without liability, and is entitled to immediately claim back the sponsorship fee if the Bus Industry Confederation has, or the event sponsor reasonably suspects that it has, breached this Clause. In the event of a breach, the Bus Industry Confederation will indemnify and hold event sponsor harmless against any claims, losses, or damages arising from it. For the avoidance of doubt, a termination pursuant to this provision shall not affect those of event sponsor's rights in this Agreement which are stated to survive its termination.

EXECUTED AS AN AGREEMENT

Signature: _____	Signature: _____
Name: _____	Name: _____
Company: _____	Company: Bus Industry Confederation
Position: _____	Position: _____
Date: ____/____/____	Date: ____/____/____