



NATIONAL CONFERENCE 2024

PARTNER GUIDE

20-22 November 2024
Grand Chancellor Hotel, Hobart Tasmania



CONFERENCE AT A GLANCE



20-22 November 2024



Hotel Grand Chancellor
Hobart, Tasmania



450+ Attendees



40+ Presentations from
leading international
and Australian experts



2 days



Social & networking events



Digital
technology



Ticketed functions



Award presentations



Catered

Contact us to discuss other sponsorship opportunities or ideas for your individual partnership package.



bic.asn.au/conference



events@bic.asn.au
02 6273 5990

WELCOME

We are proud to be hosting the BIC National Conference 2024 in Hobart, Tasmania from 20 - 22 November 2024. I invite all potential partners to take advantage of the packages outlined in this guide.



The support of our conference partners is 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 partner.

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

Contact our event team to discuss available packages or how we might be able to tailor a package to best suit your needs.

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

Regards,

A blue ink handwritten signature, appearing to read 'Roz Chivers', written in a cursive style.

Roz Chivers
BIC Executive Director

WHY PARTNER?

Our conference brings together industry experts, future and current leaders and decision makers within the Australian Bus and Coach Industry.

Conference partners get direct access to 400+ delegates to improve their awareness and understanding of the services and products that our partners provide.

The BIC team is committed to delivering an exceptional user experience, maximising value and providing high exposure to the Bus and Coach Industry. Our commitment begins once a partner confirms their package. Our dedicated sponsorship manager will provide clear and timely responses and information relating to your package with the aim to maximise the exposure of your partnership pre, during and post conference.

Being a 2024 conference partner provides the opportunity to:

- Get exposure to over 1450 LinkedIn followers and access to over 150 organisational members including 3000+ individual industry professionals.
- Direct brand exposure to 400+ delegates
- Build positive brand association and credibility to help you maintain a high profile
- Showcase your products, services and promote your organisation's interests, expertise and relevance
- Network with industry professionals, decision makers and businesses to establish new and foster existing relationships
- Get access to 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.

EVENING FUNCTION

Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the allocated social function
- Naming rights of the allocated social function
- Company profiled on the conference partner page of the website and in the conference delegate app partner page
- Company logo placement on the menu or lectern at the allocated social function and session/holding slide or media wall
- Six (6) complimentary full delegate registrations (including social function ticket)
- Six (6) complimentary social function ticket(s)
- One (1) 5-minute address at the allocated social function
- Two (2) pull-up banners displayed at the conference and/or and the allocated social function*
- One (1) digital advert (footnote banner) displayed in the delegate app*
- One (1) recurring digital advert displayed in the EventStream
- One (1) pre-approved marketing flyer included in the delegate bag (min qty 400)*
- One (1) pre-approved merchandise item included in the delegate bag (min qty 400)*
- Opportunity to provide branded centrepieces, glassware and/or napkins*
- Opportunity to provide one (1) marketing flyer on tables at the allocated social function*
- Opportunity to provide a merchandise item to delegates at the allocated social function*
- Opportunity to book the use of a meeting room at the conference
- Opportunity to provide an approved exclusively branded delegate gift item (min qty 400)*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Professional photographs of the allocated social function or session
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

WELCOME RECEPTION

Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the allocated social function
- Naming rights of the allocated social function
- Company profiled on the conference partner page of the website and in the conference delegate app partner page
- Company logo placement on the menu or lectern at the allocated social function and session/holding slide or media wall
- Four (4) complimentary full delegate registrations (including social function ticket)
- Four (4) complimentary social function ticket(s)
- One (1) 5-minute address at the allocated social function
- Two (2) pull-up banners displayed at the conference and/or and the allocated social function*
- One (1) digital advert (footnote banner) displayed in the delegate app*
- One (1) recurring digital advert displayed in the EventStream
- One (1) pre-approved marketing flyer included in the delegate bag (min qty 400)*
- Opportunity to provide branded centrepieces, glassware and/or napkins and one (1) marketing flyer scattered at the social function*
- Opportunity to book the use of a meeting room at the conference
- Opportunity to provide an approved exclusively branded delegate gift item (min qty 400)*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Professional photographs of the allocated social function or session
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

BREAKFAST PARTNER

Benefits and inclusions:

- Acknowledged as a partner in the conference online program and at the allocated social function
- Naming rights of the allocated social function
- Company profiled on the conference partner page of the website and in the conference delegate app partner page
- Company logo placement on the menu or lectern at the allocated social function
- Company logo placement on the conference session/holding slide (media only)
- Four (4) complimentary full delegate registrations (including social function ticket)
- Four (4) complimentary social function ticket(s)
- One (1) 5-minute address at the allocated social function
- Two (2) pull-up banners displayed at the conference and allocated social function*
- One (1) digital advert (poster banner) displayed in the delegate app
- One (1) recurring digital advert displayed in the Events section of the delegate app
- Opportunity to provide branded centrepieces, glassware and/or napkins and one (1) marketing flyer scattered at the function*
- Opportunity to book the use of a meeting room at the conference
- Opportunity to provide an approved exclusively branded delegate gift item (min qty 400)*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Professional photographs of the allocated social function or session
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

STATE PARTNER

Benefits and inclusions:

- Company profiled on the conference partner page of the website and in the conference delegate app partner page
- Five (5) complimentary full delegate registrations (excluding social function ticket) for departmental staff
- Two (2) complimentary social function ticket(s)
- Allocation of a space at the conference where delegates can speak to a departmental representative and distribute departmental merchandising and/or flyer/brochure
- Invitation for a designated official to open the conference
- Opportunity to contribute to the conference program with a 5-minute address at the allocated session
- Opportunity to contribute to the conference program with a 5-minute address at the allocated session (please note that the BIC reserves the right to determine the final themes and speakers)
- Opportunity to book the use of a meeting room at the conference
- One (1) pull-up banner displayed at the conference*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Professional photographs of the allocated social function or session
- Dynamic report listing delegates name, position, and organisation

Two (2) Opportunities

MAJOR PARTNER

Member rate: \$15,500 Incl GST

Non-Member rate: \$17,500 Incl GST

Benefits and inclusions:

- Acknowledged as a partner in the conference online program
- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- Company logo placement on the conference session/holding slide or media wall
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- One (1) pre-approved marketing flyer included in the delegate bag (min qty 400)*
- One (1) pre-approved merchandise item included in the delegate bag (min qty 400)*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

Upgrade this package to include:

- 5-minute address at the allocated plenary session
- Opportunity to provide one (1) marketing flyer on the tables at the allocated plenary session*
- One (1) digital advert (footer banner) displayed in the delegate app*
- One (1) complimentary full delegate registrations (including social function ticket)
- Opportunity to book the use of a meeting room at the conference



~~Eight (8) Opportunities~~

NATIONAL AWARD

Member rate: \$5,500 Incl GST

Non-Member rate: \$6,600 Incl GST

Benefits and inclusions:

- Acknowledged as an Industry Award partner on the BIC website award page
- Acknowledged as an Industry Award partner on the award nomination form(s)
- Promotion in the award digital marketing (including eBulletin, ABC Magazine and social media)
- Company logo placement on the award presentation slide or media wall at the award presentation
- Company logo placement on the Award certificate
- Representative to present the Award to the recipient at the award presentation
- Five (5) complimentary social function tickets to the award presentation (1/2 table)
- Five (5)-min address at the award presentation
- One (1) pull-up banner displayed at the award presentation*

Upgrade this package to include:

- Introduction of the award sponsor and the award recipient via email (post-conference).
- Company profiled on the conference partner page of the website and delegate app partner page
- Five (5) complimentary social function tickets to the award presentation (full table)
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- One (1) pull-up banner displayed at the conference*
- One (1) complimentary full delegate registrations (excluding social function tickets)
- Standard registration rate available to your staff registering during the late registration period.
- Provision of selected professional photographs



DAY CATERING PARTNER

Benefits and inclusions:

- Naming rights of the allocated day catering break(s) and in the online program
- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- One (1) pull-up banner displayed at the conference*
- Opportunity to provide branded cutlery and/or napkins*
- Opportunity to provide one (1) marketing flyer at the allocated station
- Opportunity to provide one (1) menu item included in the delegate bag*
- One (1) recurring digital advert displayed in the EventStream*
- Promotion in conference digital marketing (including the BIC Council's eNewsletter and social media)
- Promotion on selected signage at the conference on the allocated day
- Standard registration rate available to your staff registering during the late registration period
- Dynamic report listing delegates' name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

Upgrade this package to include:

- BIC Council Meeting & AGM catering partnership
- Acknowledged as a partner in the conference online program
- One (1) complimentary full delegate registration (including social function ticket)
- One (1) recurring digital advert displayed in the EventStream*

COFFEE STATION PARTNER

Benefits and inclusions:

- Naming rights of the allocated station (Thurs -Fri)
- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- One (1) pull-up banner displayed at the conference*
- Opportunity to provide pre-approved exclusively branded coffee cups (100-350)*
- Opportunity to provide additional station signage
- Opportunity to provide branded stirrers, sugar, stirrers or spoons*
- Opportunity to provide one (1) marketing flyer at the allocated station
- Promotion in conference digital marketing (including the BIC Council's eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Dynamic report listing delegates' name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

Upgrade this package to include:

- One (1) complimentary full delegate registrations (including social function ticket)
- Co-branding of eco/sustainable coffee cups (350) produced by BIC
- One (1) digital advert (footer banner) displayed in the delegate app
- One (1) recurring digital advert displayed in the EventStream*

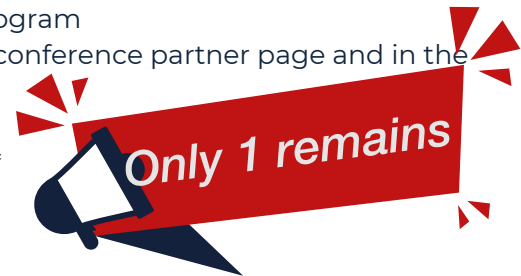
HAPPY HOUR PARTNER

Member rate: \$8,800 Incl GST

Available to BIC Members ONLY

Benefits and inclusions:

- Acknowledged as a happy hour partner in the conference online program
- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- One (1) pull-up banner displayed at the conference*
- Opportunity to display one (1) flyer during the allocated happy hour*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.



RECHARGE STATION PARTNER

Benefits and inclusions:

- Company profiled on the conference partner page online
- Company profiled on the conference delegate app partner page
- Exclusive branding of one (1) recharge station produced by BIC
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

SOLD

DELEGATE APP PARTNER

Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Logo placement on delegate app splash page
- One (1) digital advert displayed as a footer in the delegate app*
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

SOLD

REGO KIOSK PARTNER

Benefits and inclusions:

- Acknowledged as a partner in the conference online program
- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- One (1) pull-up banner displayed at the conference*
- Exclusive branding of the registration self-check-in kiosk produced by BIC
- Opportunity to provide branded shirt for station staff to wear*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

HYDRATION STATION PARTNER

Benefits and inclusions:

- Naming rights of the allocated station(s) (Thurs -Fri)
- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- One (1) pull-up banner displayed at the conference*
- Opportunity to provide pre-approved exclusively branded water bottles (min 350)*
- Opportunity to provide additional station signage*
- One (1) recurring digital advert displayed in the delegate app
- Opportunity to provide one (1) marketing flyer at the allocated station*
- Promotion in conference digital marketing (including National Events eNewsletter and social media)
- Standard registration rate available to your staff registering during the late registration period.
- Dynamic report listing delegates name, position, and organisation
- First option for the same or similar package at the 2025 Conference.

Upgrade this package to include:

- Co-branding of reusable water bottles (350) produced by BIC
- One (1) complimentary full delegate registration (including social function ticket)
- One (1) digital advert (footer banner) displayed in the delegate app

WIFI PARTNER

Member rate: \$6,600 Incl GST

Available to BIC Members ONLY

Benefits and inclusions:

- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- Company logo displayed on Wi-Fi signage and in the Delegate App page
- One (1) recurring digital advert displayed in the EventStream*
- One (1) pull-up banner displayed at the conference*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

DELEGATE BAG PARTNER

Benefits and inclusions:

- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- Co-branding of the delegate bags (400) produced by BIC
- One (1) marketing flyer OR merchandise item included in the delegate bag*
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

LANYARD PARTNER

Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the delegate lanyard (1500) produced by BIC
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

Exclusive (1) Opportunity

NOTEPAD PARTNER

Member rate: \$6,600 Incl GST

Available to BIC Members ONLY

Benefits and inclusions:

- Company biography, logo, web link and e-brochure profiled on the conference partner page and in the delegate app
- Co-branding of the delegate notepad (500) produced by BIC
- One (1) pull-up banner displayed at the conference*
- One (1) recurring digital advert displayed in the EventStream*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

Exclusive (1) Opportunity

PEN PARTNER

Member rate: \$4,400 Incl GST

Available to BIC Members ONLY

Benefits and inclusions:

- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- Co-branding of the delegate pen (500) produced by BIC
- One (1) pull-up banner displayed at the conference*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

Bundle multiple packages to get a discount!

Multiple Opportunities

DELEGATE GIFT PARTNER

Member rate: \$3,300 Incl GST

Available to BIC Members ONLY

Benefits and inclusions:

- Company profiled on the conference partner page of the website
- Company profiled on the conference delegate app partner page
- Opportunity to provide an approved exclusively branded delegate gift item (min qty 400)*
- One (1) pull-up banner displayed at the conference*
- Dynamic report listing delegates name, position and organisation
- First option for the same or similar package at the 2025 Conference.

TERMS & CONDITIONS

The Bus Industry Confederation (BIC) reserves the right to decline any partnership opportunity based on the partner's alignment with our vision, mission and values. We reserve the right to amend and change the partnership benefits listed on the agreement at any time, dependent on specific deliverable dates and the timing of the agreement execution date.

By booking your package in the Conference Partnership Portal you are executing a partnership agreement, you are declaring you are authorised to enter into the agreement and agree to be bound by the full partnership terms and conditions as outlined below:

DEFINITIONS

- The BIC refers to the Bus Industry Confederation,
- Partner and you refers to the purchaser of a partnership package,
- Partnership agreement and contract refers to the agreement between the BIC and the partner.

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 partnership package,
- If the conference is cancelled for any reason, the BIC aims to renegotiate your partnership 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 partner 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 partnership 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 partners' property,
- The accuracy or content of any written or oral statements made by speakers or presenters.

All partners are required to:

- Ensure that the partnership 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 partnership agreement, the BIC will issue you with a tax invoice for the full amount of the specified in the partnership agreement. Full payment will be required in line with the BIC's payment terms outlined on the tax invoice and/or before the conference 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 conference partner 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 partner.

*Coffee and hydration station signage artwork must be a maximum size of 1560x890mm and are to be produced at the cost of the partner.

*Partner produced marketing materials and merchandise must be received at the conference 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 partnership, 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 partner-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 partnership fee to engage in any unlawful or unethical acts. The Conference Partner has complied and shall comply with all applicable laws and regulations.

The Bus Industry Confederation will notify the conference partner 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 conference partner may terminate or suspend this partnership agreement immediately by written notice to that effect, without liability, and is entitled to immediately claim back the partnership fee if the Bus Industry Confederation has, or the Conference Partner reasonably suspects that it has, breached this Clause. In the event of a breach, the Bus Industry Confederation will indemnify and hold Conference Partner 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 Conference Partner's rights in this Agreement which are stated to survive its termination.