



# BUSINESS PARTNER BENEFITS

The PCO Association is a leading body representing the interests of Professional Conference Organisers and Event Managers in Australia and New Zealand.

The Association's objectives are to **increase the standard of professionalism** of its members and **promote a better understanding of the roles, functions and contributions** of Professional Conference Organisers and Event Managers and other practitioners in the conference and event sector.

The PCO Association's Business Partner Program is available to organisations with an interest in, or who supply to the conference events sector. The Business Partner Program was developed to facilitate engagement between Professional Conference Organisers, In-House Event Managers and the greater conference, meetings, and events community.

*Benefits of becoming a PCO Association Business Partner include*

- 1 Opportunity to communicate two qualified articles showcasing your product to our PCOA database per year. There are more than 13,000 events industry contacts from Australia and New Zealand on this data base.
- 2 Opportunity to communicate one qualified 400–600-word article to our PCOA blog per year, plus one case study.
- 3 Opportunity to communicate to our PCOA social media platforms (twice per year).
- 4 Public recognition of support, branding and association in various PCOA marketing material (ie E-news publications to more than 13,000 event industry contacts).
- 5 Listing in the "PCO Business Partner" directory on the PCOA website, including link to your web site.
- 6 Opportunity to display "Business Partner to the PCO Association" seal – which is recognised by our members as your association to PCOA.
- 7 Recognition and listing in the PCOA Conference App available to all conference delegates.
- 8 Online learning – 30-minute knowledge sharing webinars (14 per year). Non-business partners are charged \$25.00 per webinar. Minimum value to business partners of \$350.00 per year.
- 9 Opportunity to access our on demand archive of over 60 webinars.
- 10 Opportunity to advertise employment vacancies on the PCOA website. Jobs must be within the business events sector. Value \$247.50 per month, per advertisement.
- 11 Discounted registration fees at our annual industry conference. A saving of over 20% on standard fees.
- 12 Discounted exhibition fees at our annual industry conference. A saving of over 10% on standard fees.
- 13 Opportunity to access the previous conference presenter recordings online – access to these recordings is only available to business partners, members and conference attendees.

MAXIMUM 60 BUSINESS PARTNERS PER YEAR



*Business Partner Fees*

The annual business partner investment is AUD \$2,500.00 (incl. GST).