

## DESTINATION - 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 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.

### PCO Association Destination Business Partnership benefits include:

- 1 Opportunity to communicate quarterly qualified articles showcasing your product to our PCOA database per year. There are more than 6,000 events industry contacts from Australia and New Zealand on this data base.
- 2 Opportunity to include (quarterly per year) rotating banner with three images (14 days at a time) on website home page.
- 3 Opportunity to communicate quarterly qualified Case Studies to our PCOA News Room per year.
- 4 Opportunity to communicate short video's (quarterly per year) to our PCOA social media platforms.
- 5 Public recognition of support, branding and association in various PCOA marketing material (ie Enews publications to more than 6,000 event industry contacts).
- 6 Listing in the "PCO Business Partner" directory on the PCOA website, including link to your web site.
- 7 Opportunity to display "Business Partner to the PCO Association" seal – which is recognised by our members as your association to PCOA.
- 8 Online learning – 30-minute knowledge sharing webinars (10 per year). Non-business partners are charged \$30.00 per webinar. Minimum value to business partners of \$300.00 per year.
- 9 Opportunity to access our on demand archive of 100+ webinars.
- 10 Opportunity to advertise employment vacancies on the PCOA website. Jobs must be within the business events sector. Value \$150.00 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.



## Destination Business Partner Fee

The annual destination business partner investment is AUD \$5,000.00 (incl. GST).