

ASSOCIATE DESTINATION PARTNER

Connect your destination with Australia and New Zealand's event decision-makers

The Associate Destination Partner Program connects destinations and their supplier members with PCOA Members who are professional event managers. The program creates meaningful, mutually beneficial partnerships while helping event managers deliver exceptional business event experiences.

Who's Eligible: National or regional tourism authorities and destinations organisations across the Asia Pacific, where there is a focus on the event sector.



Associate Destination Partner Benefits:

1 Annual Conference

- Opportunity to submit a proposal for your **destination to host the Annual PCOA Conference via an RFP process**
- Preferential booking for exhibition and sponsorship opportunities, including prime exhibition placement
- Discounted conference registration fees
- Discounted exhibition fees

Strengthen relationships

83% of exhibitors surveyed at PCOA 2025 made meaningful connections they felt could lead to future business

2 Connect with PCOA Members

- Opportunity to show your destination video at the start of a PCOA webinar or masterclass webinar

3 Networking opportunities

- Opportunity to host an exclusive in-state networking or educational event with PCOA Members and Associate Partners

4 Content and famil opportunities

- Opportunity to promote one familiarisation (famil) for your destination to the PCOA membership
- Quarterly rotating banner on the PCOA website homepage
 - Three images, displayed for 14 days per rotation
- Opportunity to submit two qualified case studies to the PCOA Newsroom
- Opportunity to share short videos (twice yearly) across PCOA social media platforms

5 Recognition & branding

- Destination featured on the PCOA website, listing in the Associate Destination Partner Directory on the PCOA website, including a link to your website
- Right to display the "Associate Destination Partner" seal
- Acknowledgement of your support in PCOA articles and marketing materials, where appropriate
- Highlight your destination's sustainable practices and innovative solutions through your Associate Destination Partner listing on the PCOA website

6 Professional development & knowledge sharing

- Access to 30-minute knowledge-sharing webinars at no additional cost
 - (Non-partners pay \$30 per webinar)
- Full access to PCOA's on-demand archive of 100+ webinars
- Exclusive access to recordings from previous conference presenters

7 Career opportunities

- Opportunity to advertise employment vacancies on the PCOA website
 - Roles must be within the business events sector
 - Value: \$150 per month, per advertisement

8 Industry influence & community

- Be part of a dynamic, engaged community advancing the business events sector
- Benefit from PCOA's advocacy and lobbying efforts at a federal level through membership with the Australian Chamber of Commerce and Industry (ACCI)

Important note: To protect member privacy and the integrity of our association, PCOA does not provide access to its membership database. This database is proprietary and forms part of our intellectual property. We are, however, pleased to explore alternative ways to collaborate and connect our Associate Destination Partners with the PCOA community.

BECOME AN ASSOCIATE DESTINATION PARTNER AND POSITION YOUR DESTINATION AT THE FOREFRONT OF AUSTRALIA'S BUSINESS EVENTS INDUSTRY

Joining Fee: AUD \$4600.00 (incl. GST) | **Annual Renewal Fee:** AUD \$4250.00 (incl. GST)