

ASSOCIATE PARTNER

The PCOA Associate Partnership connects suppliers to the events industry with PCOA members who are specifically event managers, offering opportunities to showcase products, services, and expertise. The program is designed to create meaningful, mutually beneficial partnerships while helping event managers deliver exceptional experiences.

As a PCOA Associate Partner, you gain access to exclusive opportunities to showcase your expertise, connect with event professionals, and strengthen your association with the business events industry.



Associate Partner Benefits:

1 Visibility & recognition

- Your organisation is highlighted on the PCOA website and in relevant marketing materials.

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- Associate Partners** enjoy preferential booking, exhibition, and sponsorship opportunities, including prime placement within the exhibition.

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- Discounted registration fees** at our annual industry conference.

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- Direct access to event managers:** Connect directly with PCOA membership

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Networking opportunities

- Invitation to join a PCOA networking or education events with PCOA members in your State or Country.

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Tailored engagement

- Opportunities to sponsor a PCOA webinar and show a short promotional video at the conclusion of the webinar.

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Digital presence

- Showcase your company profile, logo, website, and social media links to ensure maximum exposure.

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Sustainability & innovation recognition

- Highlight your sustainable practices and innovative solutions to stand out within the industry.

Important note: To protect the privacy of our members and the integrity of our association, PCOA do not share or provide access to our membership database with any partners or external organisations. This database is proprietary and forms part of our intellectual property.

10 Content opportunities

- Share two qualified articles showcasing your products with our PCOA database each year.
- Publish one 400–600-word article in the PCOA Newsroom annually, plus one case study (content provided).
- Featured on PCOA social media platforms twice per year (content provided).

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Recognition & branding

- Public acknowledgment of your support in PCOA marketing materials.
- Listing in the "Associate Partner" directory on the PCOA website, including a link to your website.
- Display the "Associate Partner of PCOA" seal, recognised by members as a mark of partnership.

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Professional development

- Enjoy discounted registration and exhibition fees at our annual industry conference.
- Access 30-minute knowledge-sharing webinars (up to 10 per year).
- Non-partners pay \$30 per webinar.
- Full access to our on-demand archive of over 100 webinars.
- Access recordings of previous conference presenters, exclusively available to partners, members, and attendees.

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Career opportunities

- Advertise employment vacancies on the PCOA website (must be within the business events sector, valued at \$150 per month per ad).

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Industry influence & community

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

Associate Partnership is valid for 1 year

Joining Fee (Year 1): AUD \$3600.00 (incl. GST) | Annual Renewal Fee: AUD \$3295.00 (incl. GST)