

BUSINESS EVENTS REGIONAL SHOWCASE 2023

MEMBER PROSPECTUS

CAIRNS &
GREAT
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BUSINESS
EVENTS

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MEMBER PROSPECTUS

Business Events Cairns & Great Barrier Reef (BECGBR) is currently accepting **expressions of interest** from Champion of Tourism and Partner of Business Events members to participate in the annual Business Events Regional Showcase promoting Cairns & Great Barrier Reef as a preferred business events destination. Due to the logistics of the event, member participation will be limited to **20 members**.

TARGET AUDIENCE

Corporate meeting planners, professional conference organisers, destination management companies and incentive houses in Brisbane, Sydney and Melbourne will be invited to attend a lunch in each city. Participating members will also have the opportunity to invite key trade clients to each event.

THE SHOWCASE

The event showcases the diversity of the business events offering in our region. We invite you to promote your product and meet with business events decision makers face-to-face.

The entire showcase program will run over four days and will include lunch. Each lunch will be invitation-only and will run for approximately two hours. Participating members will be given the opportunity to include their product in a new, pre-recorded, destination themed video which will take the audience on a journey through the region and lean into the Connect Great, Leave Greater brand. Further details on this will be discussed with members. This video will be created by BECGBR in collaboration with the industry at no additional cost to participating members. Members and buyers will be able to download the destination video after the event.

There will be a lucky door prize drawn in each city. The prize will be a holiday to Cairns & Great Barrier Reef. BECGBR will provide airfares for each prize and participating members contribute with accommodation, activities, F&B vouchers or value-adds. This prize is subject to terms and conditions as decided by BECGBR and redemption of all offers will be subject to availability.

A full list of attendees will be made available prior to the event with final names of attendees provided to participating members after the final event.

COSTS

Cost of participation is \$2,800 (inc. GST) for one representative and includes attendance at the three lunches and video production. Please note the option of signing up for one event only is not available. The price excludes airfares, accommodation, meals (other than the lunches) and incidentals.

Payment is required by Friday 26 May, 2023.

PRELIMINARY PROGRAM OUTLINE

Full details will be provided to participating members once venues have been confirmed.

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|-------------------|-----------------|------------------|------------------|
| Tuesday 1 August | Brisbane Lunch | 11.30am - 2.30pm | Target 30 buyers |
| Thursday 3 August | Sydney Lunch | 11.30am - 2.30pm | Target 50 buyers |
| Friday 4 August | Melbourne Lunch | 11.30am - 2.30pm | Target 30 buyers |

KEY DATES

| | |
|------------------|---|
| Friday 12 May | Expressions of Interest close |
| Wednesday 17 May | Registration confirmation sent to participating members |
| Friday 19 May | Acceptance of registration due |
| Friday 26 May | Full payment due |
| Friday 26 May | Provide BECGBR with your guest list nominations |
| Friday 26 May | Provide BECGBR with your prize offer |
| Friday 9 June | All members confirmed filming session |

TERMS & CONDITIONS

- To be eligible, your organisation must be a Partner of Business Events or Champion of Tourism level financial member of Tourism Tropical North Queensland at the time of the event.
- It's essential to meet all material and payment deadlines as set by BECGBR.
- Full payment must be received by Friday 26 May, 2023 or registration may be cancelled, unless otherwise agreed in writing with BECGBR. A tax invoice will be sent to you with payment instructions.
- Cancellations received after Friday 26 May, 2023 will be charged the full registration fee. All cancellations must be in writing.
- Your registration includes attendance by one company representative who must attend the three lunches plus participate in the video segment.
- Your organisation representative must book their own airfares, accommodation, meals (other than the lunches) and incidentals.
- Your organisation must agree to work with any third party contractors that BECGBR engages to work on the Regional Showcase videos.
- BECGBR requires a minimum of 15 participating members to run the Business Events Regional Showcase. Should number of registrations fall below this quota, the viability of the event proceeding will be reviewed.
- Maximum 20 participating members.
- Tourism Tropical North Queensland owns the Business Events Regional Showcase brand and event, and has the final decision on all event details.
- These terms and conditions are subject to change by BECGBR.

MEMBER EXPRESSIONS OF INTEREST

To register for the Business Events Regional Showcase 2023, please complete the online EOI form by **Friday 12 May 2023**. Thank you for your ongoing support of Business Events Cairns & Great Barrier Reef.

[Complete Online EOI Form >](#)

