

BUSINESS EVENTS REGIONAL SHOWCASE 2024

MEMBER PROSPECTUS

**CAIRNS &
GREAT BARRIER REEF**
BUSINESS EVENTS

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Business Events Cairns & Great Barrier Reef (BECGBR) is currently accepting **expressions of interest** from Champion of Tourism, Leader of Business Events 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 showcase event 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 three days and will include an event in Brisbane, Sydney and Melbourne. Each event will be invitation-only and will run for approximately two hours. A video will be created by BECGBR at no additional cost to participating members. Further details on the video will be discussed with participating members.

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 determined 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 networking events and video production. Please note the option of signing up for one event only is not available. The price excludes airfares, accommodation, meals and incidentals.

Payment is required by Monday 3 June 2024.

PRELIMINARY PROGRAM OUTLINE

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

Tuesday 23 July	Brisbane Lunch	12.00pm - 2.30pm	Target 30 buyers
Wednesday 24 July	Sydney Breakfast	8.00am - 10.00am	Target 50 buyers
Thursday 25 July	Melbourne Afternoon	3.30pm - 5.30pm	Target 30 buyers

KEY DATES

Friday 10 May	Expressions of Interest close
Monday 13 May	Registration confirmation sent to participating members
Friday 17 May	Acceptance of registration due
Friday 17 May	Provide BECGBR with your guest list nominations
Friday 17 May	Provide BECGBR with your prize offer
Monday 3 June	Full payment due

TERMS & CONDITIONS

- To be eligible, your organisation must be a Partner of Business Events, Leader of Business Events or Champion of Tourism level paid member of Tourism Tropical North Queensland at the time of the event (2024/25).
- It's essential to meet all material and payment deadlines as set by BECGBR.
- Full payment must be received by Monday 3 June, 2024 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 Monday 1 July, 2024 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 showcase events.
- Your organisation representative must book their own airfares, accommodation, meals (other than the event) and incidentals.
- BECGBR requires a minimum of 15 participating members to run the Business Events Regional Showcase. Should the number of registrations fall below this quota, the viability of the event proceeding will be reviewed.
- Maximum 20 participating members. As spaces are limited, should the event oversubscribe, places will be assigned to members based on membership level, past participation and date of registration. Places are confirmed at the discretion of BECGBR.
- 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 2024, please complete the online EOI form by **Friday 10 May 2024**. Thank you for your ongoing support of Business Events Cairns & Great Barrier Reef.

[Complete online EOI form >](#)

