

## Convention Bureau Marketing Packages at a Glance 2008/2009

Marketing Packages can be purchased in conjunction with any Townsville Enterprise Membership\*

Townsville Enterprise Convention Bureau actively markets Townsville & North Queensland as a conference destination and researches opportunities to submit formal bid proposals to conference organisers to secure business for the region. As the essential first point of contact for conference organisers interested in holding a meeting or conference in the region, we act as a facilitator between conference organisers and local suppliers, providing valuable leads and business referrals to our members.

Here are some fast facts about the value of business events to a region

- Conference delegates are generally high yield visitors and spend more within the destination than leisure visitors, with the average national business event delegate spending \$420 per person per day compared to a leisure visitor's \$180 per day
- Business Events provide a means of attracting new visitors who would not otherwise have been attracted through the usual leisure tourism channels
- Business Events visitors have the potential to return again to the region as leisure visitors, should the convention host destination offer sufficient appeal
- Conventions and conferences provide advance knowledge of visitor numbers, assisting tourism industry providers and suppliers to plan ahead
- Convention business can be attracted to a destination to off-set troughs in seasonal tourism business and peak periods
- In the 2006/2007 financial year there was an estimated delegate expenditure of over \$18Million from business events held in Townsville and North Queensland (for business events with 15 or more delegates, the majority of whom stayed overnight in the region)\*

Purchasing a Convention Bureau Marketing Package enables us to represent you to conference organisers and send valuable leads your way. On the following pages you will find our Marketing Packages at a Glance 2008/2009 which clearly outline the benefits you will receive from your investment.

Visit our membership section at [www.townsvilleonline.com.au](http://www.townsvilleonline.com.au) or contact the Convention Bureau on 07 4726 2777 or email [samantha@tel.com.au](mailto:samantha@tel.com.au) for more information about the Convention Bureau and its marketing activities.

We look forward to working with you to secure future high yield business events for the Townsville and North Queensland region.

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<sup>1</sup>Australian Association of Convention Bureaux

<sup>2</sup>Tourism Queensland Regional Update

\* Derived from Queensland Business Events Survey results – July 2006 to June 2007, in conjunction with Australian Association of Convention Bureaux figures on average delegate spending – 1999

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### Suggested Convention Bureau Marketing Packages

Bid Advertising \$230 inc GST (TEL membership not required)	Tier 3 \$740 inc GST	Tier 2 \$2,002 inc GST	Tier 1 \$4,518 inc GST
<ul style="list-style-type: none"> <li>• Advertising Agencies and Graphic Design</li> <li>• Advertising Indoor &amp; Outdoor</li> <li>• Art Galleries and Framing Companies</li> <li>• Backpacker and Budget accom</li> <li>• Banks and Financial Institutions</li> <li>• Cafes, Nightclubs and Bars</li> <li>• Couriers/Postal Services</li> <li>• Entertainers/ Theatre companies</li> <li>• Fuel Stations</li> <li>• Health &amp; Fitness Centres</li> <li>• Indoor Plant Hire</li> <li>• Laundries / Dry Cleaners</li> <li>• Office Supplies / Equipment</li> <li>• Photographers</li> <li>• Printing / Photocopying / Stationers</li> <li>• Promotional Products</li> <li>• Retail / Shopping Centres</li> <li>• Security Companies</li> <li>• Service &amp; Recreation Clubs</li> <li>• Souvenirs, Arts &amp; Crafts</li> <li>• Speakers</li> <li>• Specialised transportation providers (limousine hire)</li> <li>• Training Organisations &amp; Providers</li> <li>• Wineries</li> </ul>	<ul style="list-style-type: none"> <li>• Regional members with rooms only and/or small meeting facilities</li> <li>• Venues with less than 100 pax (theatre style)</li> <li>• Restaurants/City Cafes/Nightclubs</li> <li>• Transport companies</li> <li>• Regional Exhibition Hire Companies</li> <li>• New and Regional Attractions</li> <li>• Car Rental Companies</li> <li>• Golf Courses</li> <li>• Regional Councils / Tourism Organisations</li> </ul>	<ul style="list-style-type: none"> <li>• Regional members with venue capacity of 100 + (theatre style)</li> <li>• Regional Resort style accommodation</li> <li>• City based accommodation with less than 100 rooms</li> <li>• Venues with capacity of up to 200 pax (theatre style)</li> <li>• City based attractions and those with venue capacity</li> <li>• Professional Conference Organisers</li> <li>• Booking Agents</li> <li>• Major Service Suppliers such as Offsite Catering, Audiovisual suppliers, Exhibition Suppliers, Theming and Event Management services</li> </ul>	<ul style="list-style-type: none"> <li>• City based accommodation with more than 100 rooms</li> <li>• City based resort style accommodation</li> <li>• Organisations that offer multiple products or services</li> <li>• Venues with capacity of more than 200 pax (theatre style)</li> </ul>

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Benefit/Service	Bid Advertising \$230 inc GST (TEL membership not required)	Tier 3 \$740 inc GST	Tier 2 \$2002 inc GST	Tier 1 \$4518 inc GST
Business Referrals as appropriate		√	√	√
Distribution of Sales Leads for confirmed business in the region		√	√	√
Distribution of qualified bid leads	*As required at Bureau discretion to meet client's needs	√ (Approx 20bids/yr)	√ (Approx 20 bids/yr)	√ (Approx 20 bids/yr)
Generic Inclusion in bid support document (included in all bid submissions) All member submissions at the discretion of the convention bureau. This document is updated annually.	√ Business Listing with website (1 free change per year, \$50 p/ additional change)	√ 1 page total (1 free change per year, \$50 p/additional change)	√ 3 pages total (can be placed in multiple bid document sections) (1 free change per year, \$50 p/additional change)	√ 5 pages total (can be placed in multiple bid document sections) (2 free changes per year, \$50 p/additional change)
Inclusion in convention bureau bid proposal document. This document is tailored to each individual bid's criteria.	*As required at Bureau discretion to meet client's needs.	3 <sup>rd</sup> Option *At Bureau discretion to meet client's needs	2 <sup>nd</sup> Option for inclusion *At Bureau discretion to meet client's needs	1 <sup>st</sup> Option for inclusion *At Bureau discretion to meet client's needs

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Inclusion on Townsville Convention Bureau website	√ Company listing with phone number and postal address only	√ 1 Company 3 <sup>rd</sup> priority listing with link to website and image/logo	√ Up to 3 Company 2 <sup>nd</sup> priority listings with link to website & image/logo (placed in multiple sections eg Venue, Themed Dinners, Accommodation, Touring)	√ Up to 5 Company priority listings with link to website and image/logo (placed in multiple sections eg Venue, Themed Dinners, Accommodation, Touring)
“Hot Deals” advertisement on Convention Bureau website for 3 week period  *Members are responsible for utilising this entitlement. Content for uploading must be submitted to the Bureau Manager at least 1 week prior to the date the deal is to commence.		Available for purchase at \$300+	√ One advertisement per year	√ Up to 3 Priority listing advertisements per year
Bureau Quarterly E-Newsletter Inclusion		√ 1 free member update per year	√ 2 free member updates per year & opportunity to provide Tips from the Tropics by invite only	√ 4 free member updates & 1 Tips from the Tropics per year
Buy in opportunities for Buyer Famil Programs – opportunity to host a function and/or event and provide a site inspection at operator expense	√ As required & at bureau discretion	√ As required & at bureau discretion	√	√
Inclusion in bid famils at operator expense		√ As required	√ 2 <sup>nd</sup> Priority	√ 1 <sup>st</sup> priority
Buy in opportunity to participate in tradeshows and other cooperative marketing activities		√ Available at buy in	√ Available at buy in	√ Available at buy in

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Destination representation at all bureau attended trade shows		√	√	√
Opportunity to provide Convention Bureau with marketing collateral for use at various tradeshows, buyer famils and sales calls.				√
Invitations to workshops and seminars (Costs may apply)	*Where appropriate	√	√	√
PDF copy of the Bureau Contacts database (approx 2,500 contacts) ( \$0.50 per contact x 2500) Valued at \$1,250)		√ Available for \$200 purchase	√ Available for \$100 purchase	√ 1 free copy per year
Copy of Convention Bureau Business Events Destination DVD for use in individual sales & marketing activity		√ 1 free copy per year	√ 1 free copy per year	√ 1 free copy per year
Access to regionally branded Bureau Collateral at member rates. Order forms available from website		√	√	√
Copy of Monthly Report		√	√	√
Copy of Monthly Bid Tracker Report		√	√	√
Opportunity to participate at monthly Bureau Consultative Group Meetings		√	√	√
Priority involvement in activity plan decision making process				√
Opportunity to be nominated as the Bureau Consultative Group Chair		√	√	√

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