

MEMBERSHIP PROSPECTUS

We invite YOU to
join OUR TEAM



DAYLESFORD AND THE MACEDON RANGES | GOLDFIELDS | GIPPSLAND
GRAMPIANS | GEELONG AND THE GREAT OCEAN ROAD | MORNINGTON PENINSULA
PHILLIP ISLAND | THE MURRAY | VICTORIA'S HIGH COUNTRY
YARRA VALLEY AND DANDENONG RANGES



BUSINESS EVENTS
VICTORIA

businesseventsvictoria.com

Who is Business Events Victoria?

Business Events Victoria (BEV) operates as a group of conference venues, accommodation providers, tour operators, local councils, regional tourism organisations and service providers who have identified the need for a coordinated and cooperative approach to the marketing and promotion of business events for regional Victoria.

As the voice of the industry, Business Events Victoria (BEV) will advocate on behalf of its members, and will promote the benefits of hosting business events to achieve growth in Victoria's business events sector.



Be connected

Regardless of the size of your business, this is your opportunity to join operators and stakeholders to make regional Victoria the number one choice for conference organisers Australia-wide.



OUR MEMBERS HAVE TOLD US THEY JOIN OUR TEAM TO:

- Build their profile with the BEV team, connecting them with business events buyers Australia-wide
- Enable them to receive direct lead referrals from the BEV website
- Participate in co-operative marketing opportunities including Regional Victoria Planner's Guide and tradeshow participation
- Increase their brand exposure through the BEV website and other BEV activities
- Participate in familiarisation program coordinated by BEV
- Support the organisation that supports business events in regional Victoria



Membership Prospectus

Membership Benefits

ENHANCED ONLINE PROFILE

- Enhanced member listing on the BEV website with the option to upgrade to a **premium listing**
- Receive **direct enquiries** via 'Request for Proposal' online form

COOPERATIVE MARKETING BENEFITS

- Opportunity to participate in the annual **Regional Victoria Planner's Guide**
- **Tactical advertising** campaigns including exposure in industry publications and online with special discounted rates for BEV members
- Opportunity to participate in regular **consumer newsletters** and **website promotions**
- Participation in **regional Victoria Roadshow**
- Co-exhibit with BEV at **industry tradeshows** including AIME and Executive Assistant Network Congress

RESOURCES AND SUPPORT

- **Public relations support** through BEV communications resources and media relations
- Opportunity to participate in **professional development** sessions at member rates
- Present to BEV staff at **member refresher sessions**
- Assistance with **pre and post touring itineraries** for business events held either in Melbourne or regional Victoria
- **Access to Executive Officer**, dedicated to assist with your membership enquiries

REPRESENTATION

- Ongoing advocacy and lobbying for recognition of the business events sector in regional Victoria
- Opportunity to be elected to sit on the BEV Board
- Opportunity to attend BEV Board meetings as an observer
- Opportunity to attend and vote at BEV's AGM

BEV is a state-wide body that represents and grows the regional Victorian conference market – join BEV today.

Membership Categories

OUR MEMBERSHIP IS BROKEN INTO TWO MEMBERSHIP TYPES:

- **Venue Member**
(Venue with Accommodation or Venue only)
- **Destination Member**
(Local Government or Regional Tourism Organisation).

Your membership fee depends on the size of your venue or destination. Please refer to the separate membership factsheet for more information.

BEV promotes your business and destination

BEV has a targeted in-market strategy to promote your business in regional Victoria, including:

- Attendance at key trade events including AIME
- Distribution of the Regional Victoria Planner's Guide
- More than 250 face-to-face sales calls in Melbourne, Sydney, Canberra, Brisbane and Adelaide each year
- Strategic PR activity
- Participation in trade magazines
- Direct communication to our buyer database of more than 1,000 contacts
- We are an extension of your team!



MEMBERSHIP OF BEV IS VITAL FOR THE GROUP TO BE SUCCESSFUL IN ITS ENDEAVOURS.

Contact our team today:

Chris Porter, Executive Officer

P: 03 8662 5428

E: cporter@businesseventsvictoria.com W: businesseventsvictoria.com



Tax Invoice*
ABN: 47 881 187 545

Membership Application Form

MEMBER DETAILS

Name of Business: _____

Nominated Delegate: _____ Title: _____

Business Address: _____

Postal Address: _____

Ph: _____ Fax: _____

Email: _____

Signed: _____ Date: _____

Please place a tick (✓) in the box

MEMBER TYPE

- Destination**
 - Local Government Area
 - Regional Tourism Organisation

Local Government Areas that you represent: _____

- Venue only**
- Venue with Accommodation**

Capacity Theatre Style

ADDITIONAL WEBSITE UPGRADE \$230

Payment Options (Cheque, Visa, MasterCard, Direct Deposit)

Please make cheques payable to Business Events Victoria

Type of Credit Card (✓): MasterCard Visa

MUST BE COMPLETED:

Membership Cost \$ _____

Website Upgrade \$ _____

Total Cost \$ _____

Card No.

Cardholder's name: _____

Expiry date: _____ Security Code (3 digit on reverse of card): _____

Cardholder's signature: _____ Date: _____

ACCOUNT NAME

Business Events Victoria Bank: Bendigo Bank BSB: 633 108 Account Number: 1095 33489

Signed: _____

Please complete and return to BEV via email: info@businesseseventsvictoria.com
or mail to: Business Events Victoria, C/ - VECCI, 486 Albert Street, East Melbourne, VIC, 3002

* This document will be a tax invoice for GST purposes when fully completed and payment is received. Memberships are non refundable.