EXHIBITOR AND SPONSORSHIP OPPORTUNITIES 2016

Free student festival

Saturday 27 February 2016, 1–6pm
South Bank Cultural Forecourt

studybrisbane.com/festival
ABOUT

The Study Brisbane City Welcome Festival is the signature international student event each year in Brisbane, Australia’s new world city.

Brisbane Marketing’s Study Brisbane initiative invites you to sponsor and exhibit at the 8th City Welcome Festival. On Saturday 27 February 2016, over 5000 of Brisbane’s international students, along with their visiting friends and relatives, will converge on the Cultural Forecourt at South Bank to learn more about the city they now call home. The 2016 City Welcome Festival will be presented by the Lord Mayor in conjunction with an International Student Friendship Ceremony, the festival’s food stalls, day-long entertainment and competitions, and 60+ community, leisure and education exhibitors also attract over 2500 local students and passing general public.

Why participate?

1. Promote your products and services to 75,000 international student enrolments in Brisbane
2. Secure prime positioning within an exhibitor zone most relevant to your industry, ensuring your products and services can be easily found by visitors
3. Receive a special exhibitor discount as a member of Study Brisbane
4. Boost your exhibit or just make your presence felt with creative sponsorship packages designed to match your return-on-investment criteria
5. Book early to maximise your lead-in exposure through our event promotion and marketing
6. Photo opportunity to meet and greet the Lord Mayor
7. Students benefit from being exposed to a range of services, courses, pathway programs, and job network opportunities

Event promotion and marketing

- Postcards, posters and digital advertisements – distributed through Brisbane universities, vocational institutions, high schools and English language schools
- Postcards – distributed through the Queen Street Mall and South Bank Visitor Information Centres, Brisbane City Council Libraries, local retailers and the Brisbane International and Domestic Airport Terminals across January and February
- Social media posts – targeted updates and intensive advertising throughout February, starting with Study Brisbane’s Facebook following of 165,000+
- Electronic newsletters – distributed to Study Brisbane’s student database of 10,000+ current students
- Study Brisbane website – City Welcome Festival landing page featuring all exhibitor and sponsor logos at studybrisbane.com/festival
- Brisbane International Student Ambassadors – reaching an organic social media audience of 30,000+
- ‘What’s On’ event promotions – made available through Visit Brisbane, Southern Queensland Tourism and Brisbane City Council channels

Exhibitor Booking deadline:
4 February 2016
Payment deadline:
19 February 2016

Brisbane hosts more than 75,000 international student enrolments per year from over 140 countries

(SOURCE: Giles Consulting International)
EXHIBITOR OPPORTUNITIES

Single Exhibitor Booth

> Study Brisbane Member
Special Price $950 +gst
> Other organisations $1950 +gst

• 3m x 3m pagoda
• Booth signage (24 characters maximum)
• Complimentary power (for use with tested and tagged electrical items only)
• Table and two chairs provided per single booth
• Basic listing in the Festival Passport provided to every festival visitor
• Corporate exhibitor opportunities available subject to no category conflict with Event Sponsors. See the Sponsorship Opportunities section overleaf for further information.

Double Exhibitor Booth

> Study Brisbane Member
Special Price $1450 +gst
> Other organisations $2950 +gst

• 6m x 3m pagoda
• 2 x booth signs (24 characters maximum per sign)
• Complimentary power (for use with tested and tagged electrical items only)
• 2 x Table and two chairs provided per double booth
• Basic listing in the Festival Passport provided to every festival visitor
• Corporate exhibitor opportunities available subject to no category conflict with Event Sponsors. See the Sponsorship Opportunities section overleaf for further information.

On average, international students inject $2.8 billion into Brisbane’s economy per year.

(Source: Giles Consulting International)
SPONSORSHIP OPPORTUNITIES

The 2016 Brisbane City Welcome Festival provides a strong platform for your company to engage a new customer prospects, connect with the local Brisbane community and create enduring relationships. Our team will be pleased to develop tailored benefits to meet your specific business objectives based on the following packages:

**EVENT SPONSOR**

- Category Exclusivity (1 of 5 Event Sponsors max.)
- Stage branding & personal Lord Mayor acknowledgement of support
- 1 x dedicated activation or mobile sampling/vending opportunity during event
- Dedicated ¼ page Event Program advertisement
- 6m x 3m trade space in prime position near event stage for staff to engage, educate and convert prospective customers
- Branding on event promotional material including Student e-news, Study Brisbane social media (159,000+ Facebook followers) & website.
- Cost: $9500 +gst

**PRESENTING PARTNER**

- Presenting Partner of 2016 Brisbane Welcome Festival
- Category exclusivity and ownership of event in all promotional material, collateral and acknowledgement in media releases
- Primary Stage branding (standalone signage) and personal Lord Mayor acknowledgement of support
- Company representative speaking opportunity (3mins) on stage after Lord Mayor
- 1 x activation or mobile sampling/vending opportunity during event
- Event MC acknowledgement of support throughout day
- Dedicated Full Page Event Program advertisement
- 6m x 3m trade space in prime position near event stage for staff to engage, educate and convert prospective customers
- Branding on event promotional material including Student e-news, Study Brisbane social media & website
- Post event e-message to all registered participants via Study Brisbane
- Cost: $19,500 +gst

To discuss corporate exhibitor and sponsorship opportunities, please contact Brad Holovati, Strategic Partnerships Executive, Mobile +61 400 374 191, Email bholovati@brisbanemarketing.com.au

Nearly 80% of current international students expect a friend or family member based overseas to visit them while studying in Brisbane, representing 56,000 international visitors.

(SOURCE: Giles Consulting International)
2016 STUDY BRISBANE CITY WELCOME FESTIVAL BOOKING FORM

BUSINESS DETAILS
Business name: ________________________________
ABN: ________________________________
Street address: ________________________________
Postal address: ________________________________
Business name as it should appear on exhibit signage (if relevant, 24 characters maximum): ________________________________
Short description of industry sector to inform exhibit placement (if relevant): ________________________________

BOOKING CONTACT DETAILS
Booking contact name: ________________________________
Position: ________________________________
Phone: ________________________________
Email: ________________________________

FESTIVAL DAY CONTACT DETAILS (IF RELEVANT)
Name of person attending on festival day: ________________________________
Mobile: ________________________________

BOOKING SELECTION
☐ Please contact me re becoming a Study Brisbane member
☐ Single Exhibitor Booth, Study Brisbane members special price - $950 (+GST)
☐ Single Exhibitor Booth, other organisations - $1950 (+ GST)
☐ Double Exhibitor Booth, Study Brisbane members special price – $1450 (+GST)
☐ Double Exhibitor Booth, other organisations – $2950 (+GST)

PAYMENT DETAILS
Payment preference:
☐ Electronic Funds Transfer (Brisbane Marketing account details will be provided with invoice)
☐ Credit Card (Brisbane Marketing credit card authorisation form will be provided with invoice)
☐ Cheque (Brisbane Marketing postage details will be provided with invoice)
Purchase Order Number (if applicable): ________________________________

Signature: ________________________________ Date: ________________________________

Please complete and return this form to Angela Bellas, Senior Manager, Talent, Skills & Study
abelas@brisbanemarketing.com.au

2016 STUDY BRISBANE CITY WELCOME FESTIVAL

For further information please contact:
Angela Bellas at Study Brisbane on 3006 6258

Brisbane Marketing Pty Ltd ABN 86 094 633 262
Level 8, Roy Harvey House, 157 Ann Street
Brisbane QLD 4000
PO Box 12260, George Street
Brisbane QLD 4003

Cancellation and Payment Policy
By submitting this booking form, you acknowledge that a fee of $50 applies to all bookings cancelled after the booking form has been submitted, and that bookings cancelled on or after 19 February 2016 will incur the full booking fee. If you are unable to arrange payment by the deadline of 19 February 2016, please contact Angela Bellas, Senior Manager, Talent, Skills & Study, as bookings remaining unpaid on festival day will not be delivered, with no exceptions.