

BUSINESS EVENTS

EGC's Business Events is strategically focused on attracting and securing events to the Gold Coast, further elevating our market share which currently sees the Gold Coast host over 60% of Queensland's business events. In addition to being lucrative, these events bring some of the world's most innovative and entrepreneurial minds to our city. To further elevate event opportunities, the 2025/2026 Industry Partnership model introduces two new tiers:

SHOWCASING OUR DESTINATION

EGC Business Events participates in national and international sales activities, trade shows, and events in alignment with stakeholder trade calendars, collaborating with business event partners throughout the year.

Familiarisations and site inspections offer qualified business event buyers and planners a tailored experience of the Gold Coast, helping to build relationships and showcase the region. Partner involvement in the itinerary is based on the needs of the buyer to ensure it is tailored per event whilst profiling the destination.

Support for site inspections can be requested if the lead is qualified, and familiarisations are typically delivered in partnership with Tourism and Events Queensland (TEQ) and Business Events Australia.

GENERATING BUSINESS

Securing national and international business events involves a competitive bidding process, with destinations submitting proposals to host. Business Event Partner, Bid Partner, Key Partner, and Strategic Partner levels receive leads and referrals based on customer criteria, while Business Event Suppliers receive referrals only.

NEW LEVEL - BUSINESS EVENTS BID PARTNER

An expression of interest only Partnership for Professional Conference Organisers (PCOs) and Destination Management Companies (DMCs) to collaborate with EGC in attracting and securing international incentive and association business.

NEW LEVEL - BUSINESS EVENTS STRATEGIC PARTNER


An expression of interest only Partnership level with a strategic focus, designed to align closely with EGC's objectives while complementing each Partner's individual business strategy.

ELIGIBILITY

Businesses must first select a base Industry Partnership level to be eligible, except for Business Events Strategic Partners. Please contact the Industry Partnerships team for further information about the EOI process for the new BE levels.

To participate in This Is Gold Coast (TIGC), Partners must have paid this financial year's payment as a Business Events Partner. No pro-rata payment option available.



 BE CONNECTED GALA DINNER

SUMMARY OF BENEFITS – BUSINESS EVENTS

BENEFITS AND INCLUSIONS	BUSINESS EVENTS SUPPLIER \$600 (Previously Bronze)	BUSINESS EVENTS PARTNER \$3,000 (Previously Silver)	BUSINESS EVENTS KEY PARTNER \$6,000 (Previously Gold)	BUSINESS EVENTS BID PARTNER \$5,000 (New) *EOI Only	BUSINESS EVENTS STRATEGIC PARTNER \$15,000 (New) *EOI Only
Listing in Meeting Planners Guide (reviewed annually)	✓	✓ Standard	✓ Enhanced	✓ Enhanced	✓ Premium
Listing on BE website with inclusions including logo, images, word count, amenities, downloadable room capacities and product highlights	✓ Listed	✓ Standard	✓ Enhanced	✓ Enhanced	✓ Premium
Access to the BE Events Calendar displaying confirmed business events to the Gold Coast when authorised by the client	✓	✓	✓	✓	✓
Access to Queensland Business Events Survey (QBES) reporting	✓	✓	✓	✓	✓
Business leads (national and international)		✓	✓	✓	✓
Inclusion in Business Events Destination Bid proposals (where required) - pending relevant bid criteria from client		✓	✓	✓	✓
Opportunity to host accommodation and/or a meal for sites and/or familiarisations based on client request		✓ Option	✓ First Option	✓ First Option	✓ First Option
Preference to exhibit for tradeshow (such as AIME and TIGC)**		✓ Second	✓ Guaranteed	✓ 1 x Staff - TIGC	✓ Guaranteed
Opportunity to apply for domestic economy flights to be paid for one client for destination site inspection. Lead must be qualified by EGC's BE team.		✓	✓		✓
Opportunity to co-exhibit at trade shows and international missions where the ROI has been assessed**		✓ Second	✓ First		✓ Exclusive
Preference to participate in Gold Coast Connect events (in market)**		✓ Second	✓ Guaranteed		✓ Guaranteed
Account management meetings with BE team to discuss pending leads, potential business and targets			✓ Quarterly		✓ Monthly
Annual targeted national sales calls initiated by BE with 1 x staff					✓ Guaranteed
Opportunity to partner for one destination famill for up to 3 national clients (BE to lead and qualify)				✓	

By joining BE, accommodation and meeting space partners agree to participate in the annual Queensland Business Events Survey (QBES), which helps secure government funding and demonstrates the city's business event success. Results are shared with partners and support advocacy at all levels of government.

**Additional costs apply