

**NEWCASTLE**  
SEEK OFF BEAT

# NEWCASTLE BUSINESS EVENTS

*Unveiling Newcastle's business  
potential together*



# NEWCASTLE 2024 BUSINESS EVENTS PROSPECTUS

Unveiling Newcastle's business potential together.

*Newcastle Business Events, welcomes you to a unique opportunity to collaborate and capitalise on the city's rapidly growing business events and tourism sector.*

*As the city continues to evolve as a dynamic hub for conferences, trade shows, and corporate gatherings, we invite our local business partners to partner with the City of Newcastle in promoting our exceptional offerings at trade show events throughout 2024.*

## **Why Partner with Newcastle Business Events:**

### **Rising Business Hub**

*Newcastle is undergoing a transformation into a premier business destination, drawing attention from national and international industries.*

### **Strategic Location**

*Situated just two hours' drive north of Sydney, Newcastle boasts convenient accessibility via air, road, and rail, making it an ideal choice for attendees from across Australia.*

### **Diverse Economy**

*The city's economy is diversifying, with sectors ranging from healthcare and education to technology and renewable energy, creating a rich environment for networking and collaboration.*

# KEY EVENTS IN 2024

*Partnering with Newcastle provides a unique platform to showcase your business and services at various trade show events.*

## KEY EVENTS

**Asia Pacific Incentives and Meetings Event (AIME)**

**Executive PA Summit  
Capital city options**

**Meetings & Events  
Australia (MEA)**

**PCOA**

**Corporate PA Summit  
Capital city Options**

**Associations Forum  
National Conference**

## BENEFITS FOR STAKEHOLDERS

Partnering with Newcastle's business events presents unparalleled advantages for conference venues, hotels, and hospitality businesses.

### Brand Exposure

*Gain prominent visibility among a diverse audience, positioning your establishment as a preferred choice for business travelers and event organisers.*

### Networking Opportunities

*Forge connections with key industry players, potential clients, and collaborators, fostering growth and innovation.*

### Increased Revenue

*Leverage the influx of visitors attending these events, leading to higher occupancy rates, increased bookings, and a boost in revenue.*

### Thought Leadership

*Participate in panel discussions and workshops, establishing your brand as a thought leader in your sector.*

## ESTIMATED RETURN ON INVESTMENT (ROI)

Past partnerships with the City of Newcastle have demonstrated remarkable ROI for stakeholders

### Conference Venues

*Historically, partner venues experienced an average occupancy increase of 30% during event months, resulting in an ROI of over 120%.*

### Hotels

*Partner hotels witnessed a surge in bookings by an average of 25%, leading to an ROI of approximately 90%.*

### Hospitality Businesses

*Partner restaurants and entertainment establishments reported revenue spikes of 15%, translating to an ROI of around 70%.*

# 2024 INVESTMENT OPPORTUNITY

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**MORE BUYERS  
MORE CONNECTIONS  
MORE BUSINESS**



feel new south wales

# 2024 INVESTMENT OPPORTUNITY

## Cost and Availability

The cost to co-exhibit with Newcastle Business Events (trading as Destination Newcastle) at trade shows throughout 2024 will be established once the EOI process is completed and final stakeholder partners are confirmed.

All exhibition stands will be allocated by the event organiser for each trade show opportunity in collaboration with Destination Newcastle and may also have direction from Destination NSW, when we are exhibiting within a Meet in regional NSW stand.

## Exhibition Inclusions

- 1 x co-exhibitor booth within Destination Newcastle stand allocation including stand furniture, signage and A/V
- 1 x exhibitor badge with access to the events networking breaks, knowledge programs and social events
- 1 x appointment stream with qualified buyers as a co-exhibitor with Destination Newcastle (at selected trade shows)

## Co-Exhibition spaces will be determined by the following selection criteria;

1. Market ready status, capability and resources to accommodate business events
2. Current venue and supplier listings on [newcastlebusinessevents.com.au](http://newcastlebusinessevents.com.au) and [meetinns.com.au](http://meetinns.com.au)
3. Evidence of prior business events tradeshow participation and/or engagement with Destination Newcastle
4. Ability to represent and promote Newcastle
5. Evidence of any new investment, product development or sales and marketing activities undertaken or planned in the coming 12 months to support business events in our city

## Expression of Interest

As there are limited opportunities, we offer all interested parties to submit their expression of interest via our online form

### COMPLETE EOI FORM

Submissions are required by COB Tuesday 12 Dec 2023  
\*\*No late submissions will be considered.

Each expression of interest will be reviewed against our selection criteria.

## Next steps as follows

1. *If your EOI is successful you will be contacted by the Newcastle Business Events team to discuss pricing and next steps.*
2. *Once all co-exhibition spaces have been exhausted all unsuccessful submissions will also be notified in writing by City of Newcastle with the opportunity to receive feedback*

The Newcastle Business Events Team with your support will also be attending and coordinating the following trade show events for 2024.

Proposed Activity	Location and Date	Target Market
AIME24	Melbourne, February 19 – 21, 2024	Meetings, events and incentives decision makers from across Australia and Asia-Pacific.
Executive PA Summit	Brisbane, March 21, 2024	Senior Personal and Executive Assistants who work from General Manager to CEO level
Associations Forum National Conference	Canberra, April 30 – May 1, 2024	Associations and not-for-profit organisations.
Corporate PA Summit Sydney	Sydney, June 18, 2024	PAs, EAs and administrative assistants
Meetings & Events Australia (MEA)	TBA, Date TBA	Conference event organisers and business partners
Famil Program – Newcastle Showcase	Newcastle, TBA – August 2024	Conference event organisers, planners, senior personal and executive assistants who work from General Manager to CEO level
PCOA 2024	TBA, TBA – December 2024	In-house corporate, association and government conference and event managers, PCOs and event producers from across Australia.
Q4 – PCO sales calls	Sydney, TBA December 2024	Conference event organisers and business partners



# JOIN US IN SHAPING NEWCASTLE'S FUTURE

Collaborate with the City of Newcastle to not only elevate your brand but also contribute to the city's growth story. Together, we can transform Newcastle into a go-to destination for business events, solidifying its reputation as an economic powerhouse.

For more details on partnership opportunities and customised ROI projections, please contact:

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