



# ACEB

**Australian Conference and Events Bureau**  
Lead and Sales Generation for the MICE Industry



A strategic alliance of the most experienced companies in Conferences, Events, Meetings, Exhibitions and Incentives.



# what

The Australian Conference & Events Bureau (ACEB) is the largest meetings industry alliance in the region and is the only alliance to represent all facets of the industry. The ACEB alliance has partners in all Australian states and New Zealand and also has strategic alliances with major group and incentive operators in the Asia Pacific region.

## **ACEB online venue directory**

The ACEB online venue directory was set up as a venue finder for conference/event buyers and as a sales tool and lead generator for our venues. ACEB's growth has been remarkable since commencing in 2006 and the website is now receiving thousands of unique hits every week.

Please take the time to browse through our website which has recently undergone some exciting changes: <http://www.aceb.com.au/>

ACEB promotes its Online Venue Directory through:

- Full page advertising and advertorial in every issue of Australia's CIM Magazine in Australia (distribution 18,000)
- Full page advertising and advertorial in each By monthly issue of New Zealand's Meeting Newz (distribution 4,500)
- Monthly ACEB eNewsletter to over 20,000 buyers in Australia
- Weblinks in the CIM E-zine that goes to an additional 8,000 Australian & NZ based buyers
- Educational seminars conducted for inhouse conference/event buyers in all Australian states and New Zealand to in excess of 1,000 highly qualified buyers each year
- Participation at major trade shows in Australia & New Zealand to showcase our venues and suppliers and generate sales leads
- Google search – ACEB rated in the top 2 listing for 'venue find'

## **Testimonials**

*"Accor is a proud supporter of ACEB. As the largest Hotel Group in the world, with more than 4000 hotels globally and 120 across Australia, Accor recognise the important role ACEB play in the promotion of Conference venues and education of Event Planners."*

– **Glennis Clifton, Director Business Development, Accor Asia Pacific**

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*"Meeting Newz is proud to be associated with the Australian Conference & Events Bureau, supporting meetings and conferences within New Zealand and Australia. ACEB provides a service valued by conference and event planners by conducting informative seminars and providing an extensive online venue and supplier directory, with more and more venues coming on line from both New Zealand and Australia."*

– **Stu Freeman, New Zealand's Meeting Newz**

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*"Thank you for hosting such a wonderful morning. We certainly learnt a number of great tips and obtained some great contacts for our conferences and events"*

– **Lisa Dibbs, Mater Medical Centre**

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*"Many thanks for yesterday. I thought it was a very well organised event. It is not often that you can attend an event and learn so much practical and useful information. The speakers yesterday were all concise and imparted useful information. You have a fantastic formula there. Congratulations and thanks again, to all involved. I learnt a lot and made some very useful contacts."*

– **Anne Andrew, Marketing Manager, PA Foundation, PA Hospital**

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*Many thanks for an excellent morning of information. I found the time and the contents very valuable."*

– **Bob Eden, Water Technology**

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*"I found the seminar most helpful and picked up some pointers that I hadn't previously thought about. As well, it was a thoroughly enjoyable morning"*

– **Meg Carroll, The Royal Australasian College of Physicians**

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# now

## ACEB Website - [www.aceb.com.au](http://www.aceb.com.au)

The ACEB website hosts a comprehensive online venue directory and supplier directory which is a sales generator for our venues and suppliers. Enquiries go directly to the venue or supplier the user has chosen.



### Online Venue Directory

It's quick & easy! Click on the 'Find A Venue' icon and fill out the information that you need, then click on Search. All enquiries go directly to the venue chosen.

Promote your venue's Hot Deals and receive additional exposure through the Hot Deals icon on the Home page.

### Online Supplier Directory

To search for a supplier, all you need to do is click on 'Find a Supplier' icon and select the state or region you require.



## ACEB Seminars

ACEB holds educational seminars for inhouse conference and meeting planners in all Australian states and New Zealand.

- These seminars are specifically designed for people who organise conferences, meetings, events, incentives and trade shows within their association or organisation.
- Each seminar has a range of presenters covering a broad range of topics specific to the meetings industry.
- Over 1,000 qualified buyers being corporate or association event managers attend ACEB seminars in Australia & New Zealand each year.
- The online venue directory and supplier directory is promoted at the seminars as an important resource for all conference and event management needs.



Description	(\$499 + GST per annum) Priority Listing	(Free) General Listing
Ability to update your web page listing at any time and change your contact details	●	●
Ability to update your Hot Deal at any time with special rates or incentives	●	
Receive additional exposure through the Hot Deals icon on the Home Page	●	
Automated email is generated prior to expiration of your Hot Deal to remind you to update same	●	
Priority listing status to top of page on a rotational basis	●	
All enquiries go direct to you	●	●
Venues listed are featured in our eNewsletter every month distributed to a qualified database of over 20,000 conference/event buyers	●	
Statistical reports available on number of hits and leads generated	●	
Option to promote your venue through additional advertising option, e.g. Company logo on each web page	●	
10% commission payable on business generated		●

#### **Benefits of advertising your venue on the ACEB website:**

- Promotion of your venue each month to over 20,000 national conference/event buyers with detailed buying history
- All customer enquiries go directly to the venue that they have selected. They are NOT SENT or SOLD to third party venues or suppliers
- All enquires generated by the system go directly to the person you enter as the venue contact (in real time)
- Because you have full administration of your entry, you can update or remove it at any time
- Statistical reports are now available on the number of leads generated each month and number of hits per page received
- Use the calendar in the "Hot Deals" section, and the system will send you an email reminder when content needs to be updated
- **All financial venues receive Priority Listing status which is on a rotational basis to top of the page, each time a page view is displayed**
- All financial venues listed are featured in our monthly ACEB eNewsletter

#### **How to list your Venue**

To begin receiving the benefits of listing your venue on the ACEB online venue directory all you need to do is to upload your venue details on the website via Venue Registration button on the Home Page.

Once you have received your username and password you can login to complete your venue listing. You can update your listing details including your Hot Deals, at any time.

# more



## Price List

**Annual Venue Subscription: \$499 +GST for a page on the ACEB Website**

### ADDITIONAL ADVERTISING OPPORTUNITIES:

#### Company logo on ACEB Website – with a direct link to your venue inquiry page

1 slot for 3 months	\$ 999.00 (\$333/month)
1 slot for 6 months	\$1750.00 (\$292/month)
1 slot for 12 months	\$3000.00 (\$250/month)

**Banner Advertising** options are also be available on the website.

#### Monthly Newsletter

A paragraph in our monthly eNewsletter to over 20,000 qualified buyers with an offer and direct link to your page on ACEB website \$500.00

\* Other promotional opportunities available on request based on your specific requirements.

Rates are valid to June 30th, 2008. Additional advertising is based on first booked and paid. Venues need to have paid annual listing fee. If an advertiser is unfinancial then the copy will be deleted from the site. All rates are conditional upon prepayment. Rates are in Australian Dollars.

Please sign and return via fax the agreement below for Priority Venue Listings.

**Australian Conference & Events Bureau Pty Ltd**

ACN: 115 891 266

Head Office: PO Box 3744

South Brisbane, Queensland, Australia

Ph: 07 5528 3290 Fax: 07 5528 5291

Email: [admin@aceb.com.au](mailto:admin@aceb.com.au)

Accounts: [accounts@aceb.com.au](mailto:accounts@aceb.com.au)

URL: [www.aceb.com.au](http://www.aceb.com.au)

Offices: Brisbane – Gold Coast

Sydney – Melbourne – Hobart

Adelaide – Perth – Darwin

Auckland – Christchurch

Wellington – Queenstown

## ACEB ONLINE VENUE DIRECTORY

Priority Venue Listing Agreement – \$499 + GST per annum

### ACEB Online Venue Directory – Priority Venue Listing Agreement

Name of Venue: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Authorised Representative: \_\_\_\_\_

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

\*The person signing this agreement for and on behalf of a venue, warrants that he or she has the authority to do so.

**PLEASE RETURN VIA FAX TO ACEB (07) 5528 5291**

[www.aceb.com.au](http://www.aceb.com.au)