



Official Exhibitor PROPOSAL 2011

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Summary/Objective

Summary

As the area of the Northern Rivers stretches across 20,869km's, servicing businesses in all regions can be difficult. The aim of the North Coast Business Road Show is to bring awareness of the services, programs, resources and information available to business owners in each main community hub throughout the Northern Rivers region via a traveling business expo. The Road Show incorporates business presentations with static displays, one on one consultation, mini workshops & give aways.

We aim to cap the number of exhibitors to 30 at each event, made up of government departments, funded bodies, & private sector business advisors/educators.

The Road Show is a 'not for profit' organisation, in its 5th year of operation.

Objective

To provide a one stop shop for businesses to access free information, resources and advice to assist business growth in towns along the North Coast of NSW via the conduit of a traveling expo. The Road Show will visit the following centres over a 3 week period during **August**;

Dates & Locations

- ✓ **Ballina RSL** – Networking Cocktail Party: Tues, 16th Aug.
- Networking Breakfast: Wed, 17th Aug.
- ✓ **Coffs Harbour Ex Services** – Networking Cocktail Party: Tues, 23rd Aug.
- Networking Breakfast: Wed, 24th Aug.
- ✓ **Tweed Civic Centre** – Networking Cocktail Party: Wed, 31st Aug.
- Networking Breakfast: Thurs, 1st Sept.

Who is The Road Show?

The North Coast Business Road Show Inc is an Incorporated Association. The 'committee' currently consists of:

- Glenn Costello - Tursa
- Kym Kranen - Solutions 4 Success (coordinator)
- Ian Webster - Telstra
- Heather Williams – The Northern Star

Benefits of Exhibiting at Road Show

By pooling resources The Road Show creates a larger impact on local businesses. Other advantages include:

- Face to face contact with the region's business community.
- Increase referral network for all involved.
- Increase & improve profile of your business/government agency
- Target the whole area in one organised event
- Encourage people to use your services for assistance in business
- Increase contacts on databases
- Increase marketing opportunities
- Encourage economic development within the region
- Increase business management capabilities
- Encourage business networking and alliances via leading by example
- Creating a business friendly environment where business can access your advice
- Reach clients you might otherwise miss
- Exposure to businesses within 3 major business centres
- **30 only** exhibitors will be accepted.

Each exhibitor will:

1. Supply own display including promotional banners/signs (table/chairs supplied)
2. Supply promotional giveaways/competitions for attendees
3. Contribute to finance The Road Show via an 'expo fee'
4. Promote Road Show to clients via own data base etc
5. Agree to Road Show terms & conditions
6. Have an opportunity to conduct a mini workshop.

Marketing

Marketing to include:

- Regular media releases to all local press, radio and television
- Lift out features in local newspapers
- Chamber of Commerce exposure and promotion
- Mail outs to all partner databases
- Flyers
- Columns in local community newspapers/newsletters incl Council newsletters
- Radio interviews and television interviews (if available)
- Websites listings incl state gov websites
- Event Columns of local newspapers
- Posters in local shops, libraries
- Local business networks
- Road Show's official website

Format

- **Networking Cocktail Evening (5:30-7:30pm)**
 - ✓ Peter Blasina, 'The Gadget Guy' from the 7 Network to interview exhibitors (with roving mic).
 - ✓ Q & A with selected attendees/exhibitors.
 - ✓ Short presentations from sponsors.
 - ✓ Attendee registration and business card collection for database development /lucky door draw.
- **Networking breakfast (7-10am)**
 - ✓ Peter Blasina, 'The Gadget Guy' from the 7 Network to speak for 45 mins.
 - ✓ Short presentations from sponsors.
 - ✓ Attendee registration and business card collection for database development /lucky door draw.
 - ✓ Road Show 'expo' of exhibitors.
 - ✓ One on one assistance by individual exhibitors
 - ✓ Giveaways by individual exhibitors
 - ✓ Mini 'business growth' workshops

Your Investment:

- **Exhibitor fee for all 6 events = \$1500**
- **Exhibitor fee - single venues = \$500 per venue**
- **Your exhibitor fee includes:**

Business card sized ad in the official Road Show lift out in local APN newspaper/s.

Logo on official Road Show website with link to your own site

2 tickets to each event at which you are exhibiting.

Exhibitor registration cut off is Aug 1st

Payment with booking (bookings will not be held without payment)

Accommodation and travel expenses are the responsibility of each individual exhibitor

To register as an exhibitor please click here

<http://businessroadshow.info/Exhibitor%20Registration.htm>

Conclusion

The North Coast Business Road Show is a dynamic local initiative, bringing together government & private sector business advisors.

Road Show '11 will be bigger & better, showcasing more local business advisors & government departments. Being its 5th year of operation, The North Coast Business Road Show will also attract more media attention & many more attendees through the doors.

We look forward to your involvement.

Regards,
NCBRS Committee

For further information and discussion re this proposal, please contact
Kym Kranen on 6676 0084, email info@businessroadshow.info
or log onto <http://www.businessroadshow.info>