

**THE
BUSINESS
SHOW**
AUSTRALIA

AUSTRALIA'S LEADING BUSINESS EVENT

Sponsorship Pack



**25 & 26
NOV 2026** | **ICC
SYDNEY**

ORGANISED BY
**BUSINESS
SHOW MEDIA**
INTERNATIONAL BUSINESS EVENTS



BECOME A SPONSOR OF THE BUSINESS SHOW

For over 25 years, The Business Show has been the most influential business event series — with editions in London, Las Vegas, Miami, Singapore, and now Sydney.

Designed to empower entrepreneurs and business owners to start, scale, and succeed, the show has connected over a million professionals with the tools, insights, and solutions that drive real growth.

As a sponsor, you'll join a global legacy of leading brands that have leveraged The Business Show to build visibility, generate leads, and position themselves directly in front of an engaged audience of business decision-makers.



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HEADLINE SPONSORSHIP

\$140,000 AUD

Headline sponsorship is the top way to align your brand with the entire show. You'll get dedicated, high-impact exposure across almost everything we produce—online, in print, on-site, and through hundreds of marketing channels, reaching thousands. It's the most powerful way to boost visibility, build credibility in the industry, and position your brand at the heart of the event.

THE BUSINESS SHOW
AUSTRALIA



WHAT'S INCLUDED...

- 6m x 6m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Show bag inserts
- Speaking slot
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo
- Personalised hanging banner above stand
- Branded theatre
- Social media announcement
- Logo on email campaigns
- Logo printed on all tickets
- Logo on front cover of showguides

GOLD SPONSORSHIP

\$80,000 AUD

Gold sponsorship is a premium opportunity to align your brand with the show—just one step below Headline. You'll still get powerful exposure across key marketing channels, branded placements in event materials, and strong visibility before, during, and after the show. It's a standout position that offers excellent value and impact for brands looking to make a big impression.



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WHAT'S INCLUDED...

- 6m x 3m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Speaking slot
- Show bag inserts
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo
- Personalised hanging banner above stand

SILVER SPONSORSHIP

\$50,000 AUD

Silver sponsorship is another valuable way to connect your brand with the show, offering strong visibility at a more accessible level. Just one tier below Gold, it includes **branded presence across select marketing materials** and event touchpoints—giving your brand meaningful **exposure** and **association** with the event, without the top-tier commitment.



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WHAT'S INCLUDED...

- 4m x 3m stand
- Logo on website homepage
- Sponsorship listing on website and showguide
- Speaking slot
- Show bag inserts
- Full page advert in digital and printed showguide
- Logo on show floorplan and 'You are Here' boards
- Entrance branded with sponsors logo

COFFEE AREA SPONSORSHIP

Be the brand behind the busiest social spot at the show. The Coffee Area sees constant footfall as attendees gather to recharge and connect. With your branding featured across signage and key touchpoints, this sponsorship offers high visibility and positive brand association in one of the event's most visited spaces.

\$45,000 AUD

22m x 8m space

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WHAT'S INCLUDED...

- Custom-branded space designed in collaboration with your team to reflect your brand and messaging
- Exclusive sponsorship listing on the event website and in the official showguide
- Logo placement on the event floorplan and all "You Are Here" signage
- Branding all over the Networking Area feature page (digital and print show guide)
- Dedicated Coffee Area feature on the event website, highlighting your sponsorship
- High-impact hanging banner to guide thousands of attendees directly to your branded area
- Fully branded coffee cart with tables and seating, creating a welcoming, high-footfall space



SPEED NETWORKING SPONSORSHIP



\$45,000 AUD



Speed Networking is one of the show's most in-demand, high-traffic experiences, consistently filling the room with engaged entrepreneurs and business professionals at every event. As the host, your brand commands the spotlight, achieving maximum visibility and influence. This dynamic, business-driven format features a series of one-minute meetings where participants pitch themselves, their products, or services directly to potential partners—creating the perfect platform to highlight your brand, deliver a powerful elevator pitch, and build meaningful connections.

WHAT'S INCLUDED...

- 20m x 8m Space
- Option to Host Speed Networking Sessions
- Access to Exclusive Speed Networking Registration Data
- Custom Sponsorship Listing on Website and Show Guide
- Logo on Show Floorplan and "You Are Here" Boards
- Logo Featured on Speed Networking Pages in Printed and Digital
- Showguide
- Logo Displayed on Speed Networking Registration Page of Website
- 5ft x 10ft Hanging Banner
- Carpet, Furniture, Electricity, and Branding Included

EXHIBITOR PARTY SPONSORSHIP

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\$27,500 AUD

Position your brand at the heart of the show's most anticipated social event. As the exclusive sponsor of the Exhibitor Party, your brand will be front and center as industry leaders, partners, and key decision-makers come together to relax, network, and celebrate. From branded signage and custom activations to shoutouts across our marketing channels and in the official show guide, this is a unique opportunity to align your brand with the energy, connection, and buzz of the event's biggest night.

WHAT'S INCLUDED...

- Dedicated solus email to our full exhibitor database, spotlighting your brand in the lead-up to the event, plus premium sponsorship listing on the event website and within both the printed and digital showguides
- Your logo featured on all printed and digital party invitations, ensuring early and repeated brand exposure
- On-site branding opportunities at the party venue, including pop-up displays and signage
- Opportunity to deliver a welcome speech to the full exhibitor audience—positioning your brand as the host and industry leader
- Lead capture via scanning app, giving you direct access to valuable attendee data



MASTERCLASS SPONSORSHIP

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This sponsorship gives you a room full of qualified leads. Every attendee has actively registered for your session, demonstrating clear interest in your expertise. You'll receive full access to their contact details, allowing you to follow up post-event and continue the conversation with an already engaged audience.

\$40,000 AUD



WHAT'S INCLUDED...

- 6m x 6m theatre space with seating for 24 attendees
- Full attendee data from those who register for your sessions
- Exhibitor and sponsorship listings on the official event website and in the printed and digital showguide
- Logo placement on the show floorplan and all "You Are Here" boards
- Feature listings for both your exhibitor profile and masterclass sessions
- Dedicated microsite on the Masterclass section of the website to promote your content
- Complete setup including carpet, furniture, TV, AV, and electric
- Up to 8 individual sessions per day, giving you multiple touchpoints with a targeted audience

✦ LOOKING FOR MORE REACH?

Upgrade to 48 seats at an additional cost and expand your audience potential.

KEYNOTE SPONSORSHIP

The keynote theatre at our event is typically the busiest area of the show, drawing attention from both attendees and national media partners. High-profile speakers will present in front of your custom-branded backdrop, prominently featuring your logo. As a keynote theatre sponsor, you'll also receive a 30-minute speaking slot—typically reserved by invitation only—highlighting the exclusivity and value of this sponsorship opportunity.

WHAT'S INCLUDED...

- Branded theatre
- Logo on hanging banner
- Logo on agenda
- Sponsorship listing on website and showguide
- Exhibitor microsite listing
- Logo on show floorplan and 'You are here' boards
- Keynote speaking slot
- Carpet, furniture, TV, AV, electric
- Branded lectern
- Full page advert in digital and printed showguide

\$45,000 AUD

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PANEL SPONSORSHIP

Sponsoring a panel theatre offers a powerful opportunity to raise your brand profile among thousands of attendees across two days of dynamic panel sessions. As the exclusive host, you will steer the conversations, shape the agenda through collaboratively developed questions, and lead the audience Q&A. This sponsorship is ideal for brands seeking to position themselves as trusted industry leaders while engaging directly with senior professionals and decision-makers.



WHAT'S INCLUDED...

- Branded theatre
- Logo on agenda
- Sponsorship listing on website and showguide
- Exhibitor microsite listing
- Logo on show floorplan and 'You are here' boards
- Option for sponsor to host the panel
- Carpet, furniture, TV, AV, electric

\$20,000 AUD



REGISTRATION PAGE SPONSORSHIP

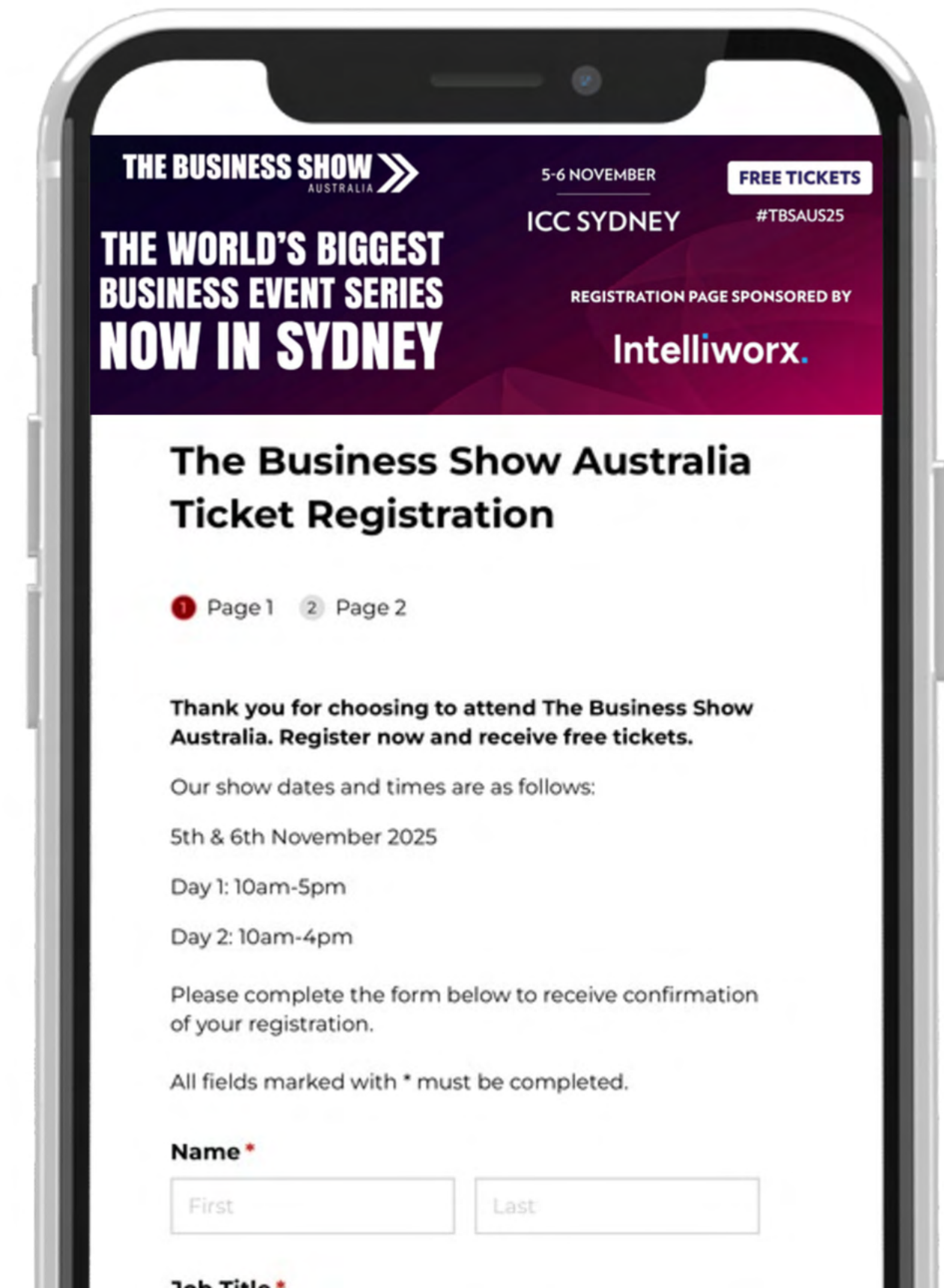
Sponsoring the registration page puts your brand front and centre at a key moment –when attendees are securing their tickets. Your logo will be prominently displayed alongside a custom question of your choice, complete with an opt-in option for attendees to grant permission to be contacted. You'll receive the details of everyone who consents, giving you direct access to a pool of warm leads.

WHAT'S INCLUDED...

- Logo and a personalised question featured directly on the event registration page
- Access to attendee data from those who opt in
- Sponsor listing in printed and digital versions of official showguide
- Sponsor listing on the event website
- Logo placement on the show floorplan and "You are here" boards throughout the venue

\$25,000 AUD

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SHOW BAG SPONSORSHIP

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WHAT'S INCLUDED...

- Branded carrier bags featuring your logo, distributed to every attendee
- Prominent company listing included in both the printed and digital versions of the official showguides
- Sponsor recognition across key event channels, including the official website and showguide
- Logo placement on the detailed show floorplan and all "You Are Here" boards, providing high-traffic onsite exposure to attendees navigating the venue

\$25,000 AUD

Put your brand in the hands of every attendee from the moment they walk through the doors. As the exclusive Carrier Bag Sponsor, your logo and messaging will be prominently featured on thousands of bags distributed at the entrance—guaranteeing continuous exposure as visitors carry them throughout the show floor. It's a high-impact branding opportunity that ensures your business is visible across the entire venue and seen by exhibitors, speakers, media, and attendees alike.



SHOW LANYARD SPONSORSHIP

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As the exclusive Lanyard Sponsor, your logo will be worn around the neck of every single attendee, including exhibitors, keynote speakers, the thousands of visitors, VIPs, and press. With your branding visible throughout the venue and in countless event photos, you'll gain exposure across social media, press coverage, and attendee-shared content—maximising reach far beyond the show floor.

WHAT'S INCLUDED...

- Branding/logo on lanyards distributed at entrance
 - Listing in printed and digital showguide
 - Sponsor listing on website
 - Logo on show floorplan and 'You are Here' boards
- *(Stand not included)

\$27,500 AUD



FLOOR TILES SPONSORSHIP

Lead visitors directly to your stand by personalising your own show path.

WHAT'S INCLUDED...

- 500mm x 500mm floor tiles
- 10 Tiles
- Location to be decided in conjunction with the organiser
- Design of your choosing
- Produced, printed and laid for you
- Listing in printed and digital showguide
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are Here' boards

\$10,000 AUD



GET IN TOUCH



Email Us

enquiries.tbsau@bsmexpo.c
om



Our Website

www.thebusinessshow.
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Book a Meeting

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