

**THE
BUSINESS
SHOW**
AUSTRALIA

**5TH & 6TH
NOV 2025** | **ICC
SYDNEY**

MEDIA PACK

The World's Leading Business Event
Series for SMEs, Startups, and Scaleups



WELCOME TO THE BUSINESS SHOW

Running for 25 years and producing a multitude of editions, the world's biggest business show has expanded across the globe and taking place in London, Las Vegas, Miami, Singapore, and now Sydney.

Providing a platform for entrepreneurs and business owners looking to start or grow their dream business, the event has helped connect over a million attendees with the top products, services, and insights to take their business to the next level.

With a rich history of sponsors, exhibitors, and partners, The Business Show is equipped to help you get your business in front of your target audience.



THE BUSINESS SHOW **WORLD SERIES**

Las Vegas

200 Exhibitors
100 Speakers
8,000 Visitors

London

500 Exhibitors
200 Speakers
25,000 Visitors

Miami

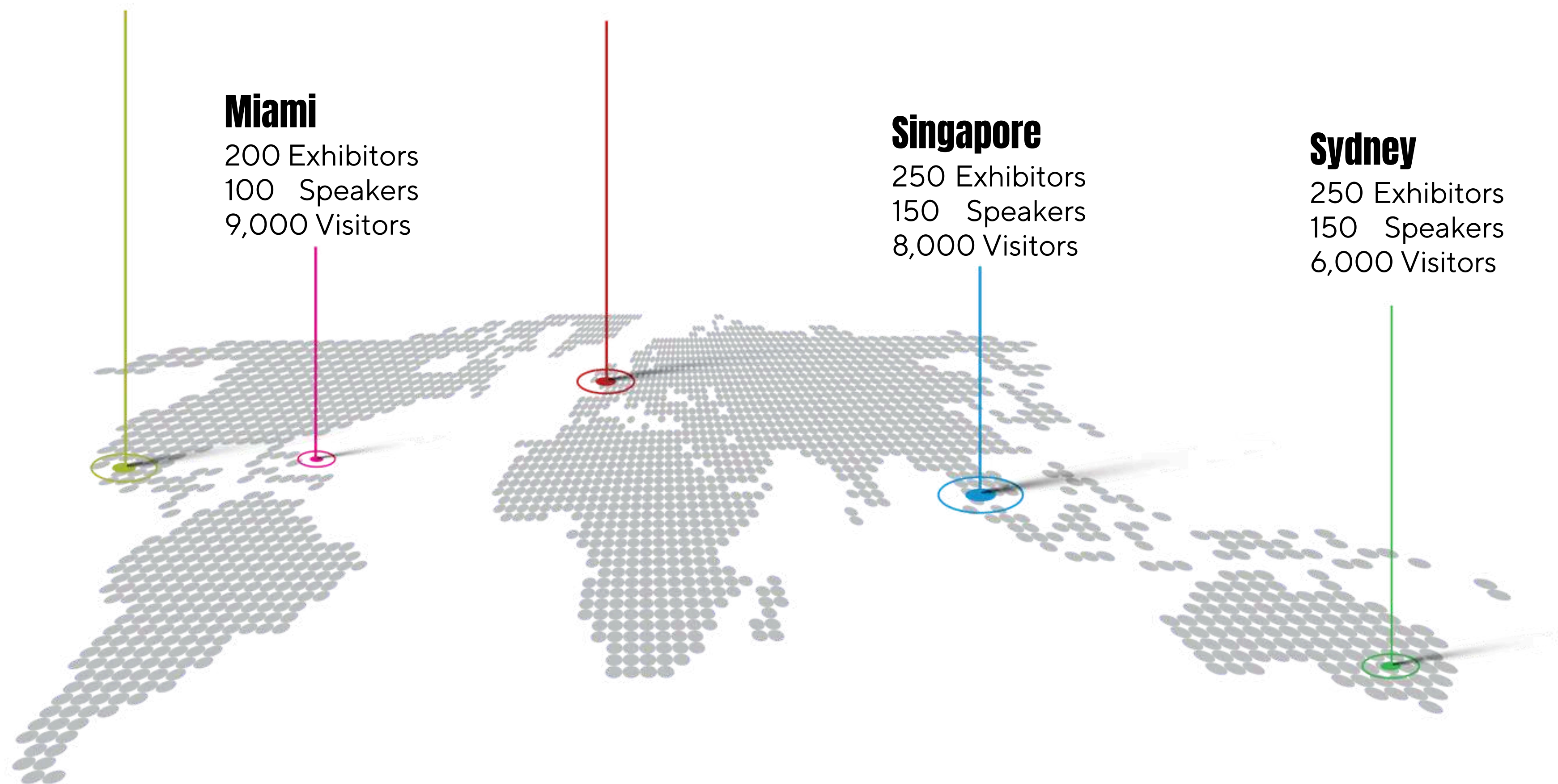
200 Exhibitors
100 Speakers
9,000 Visitors

Singapore

250 Exhibitors
150 Speakers
8,000 Visitors

Sydney

250 Exhibitors
150 Speakers
6,000 Visitors



TESTIMONIALS

We had over 150 leads collected just yesterday alone! I have visited exhibitions for over 30 years and I have to say this by far is THE show that you need to attend or exhibit! Congratulations on another great show, with lots of new brand owners exhibiting, I'm already looking forward to 2026!

Nil Naik, Franchise With Us

If there's one thing London does best, it's creating energy and excitement. And what a blast we had at The Business Show! It was hugely energising to meet so many founders, entrepreneurs and people who were so passionate about their businesses and curious about the impact that good digital advertising can have. We were overwhelmed with the interest we got - we actually had to print more flyers!! Thank you, truly.

Datawrkz, Social Media Agency

I had one person coming after the other. We signed up folks for consultations. We exceeded our goal that we set for the entire show...and it was only the first day. I even did my presentation, went past time but everyone was so engaged and stayed till the end!

Maverick James, Avant-Garde Legal

I stepped onto my first panel at the largest business show in the world - @thebusinessshowuk at @excellondon, contributed to the incredible 100K Launch Pad at the Business Show, gained 4 new clients, and even explored exciting new frontiers like AI. I also launched my VIP Strategy Day which has proven to be a really valuable offering for businesses.

Kati Noakes, KN Comms

COMPANY AWARDS

Across our world series of shows and teams...



WINNER

- Winner** - Employer Of The Year
- Winner** - Best Contribution To Sector | The Business Show
- Finalist** - Trade Show Of The Year
- Finalist** - David & Goliath Award
- Finalist** - Most Impressive Growth
- Finalist** - Best Independent Trade Show



Winner - Asia's Top-Rated Tradeshow



- Finalist** - Best Brand Expansion
- Finalist** - Best Content Marketing Campaign
- Finalist** - Best Digital Advertising Campaign
- Finalist** - Best Social Media Campaign



Finalist – The Business Show Miami



- Finalist** - Best Newcomer for Liz Ainger
- Finalist** - Best Salesperson for Archie Kenway
- Finalist** - Employer Of The Year
- Finalist** - Best Tradeshow for The Business Show



Finalist – Business Show Media Marketing Team
Finalist – UK Based US Sales Team



- Winner** - Unsung Hero
- Finalist** - Trade Show of the Year
- Finalist** - Indy Marketing Visionary
- Finalist** - Most Impressive Growth – Trade Show

DEMOGRAPHIC BREAKDOWN

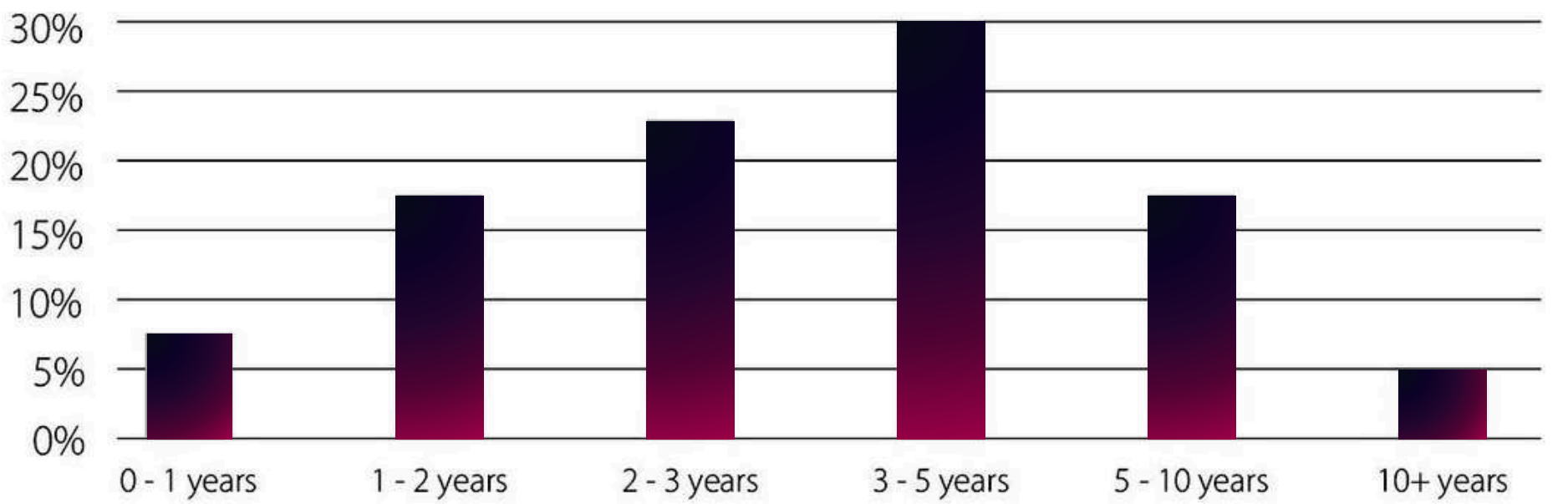
Sectors

- HR / Recruitment
- Financial Services
- Insurance
- Sales / Marketing
- E-Commerce
- Retail
- Hospitality
- Legal Services
- Tech / IT
- Cyber Security
- Rental / Real Estate
- Construction
- Travel / Leisure
- Energy
- Agriculture
- Health Care
- Professional Services

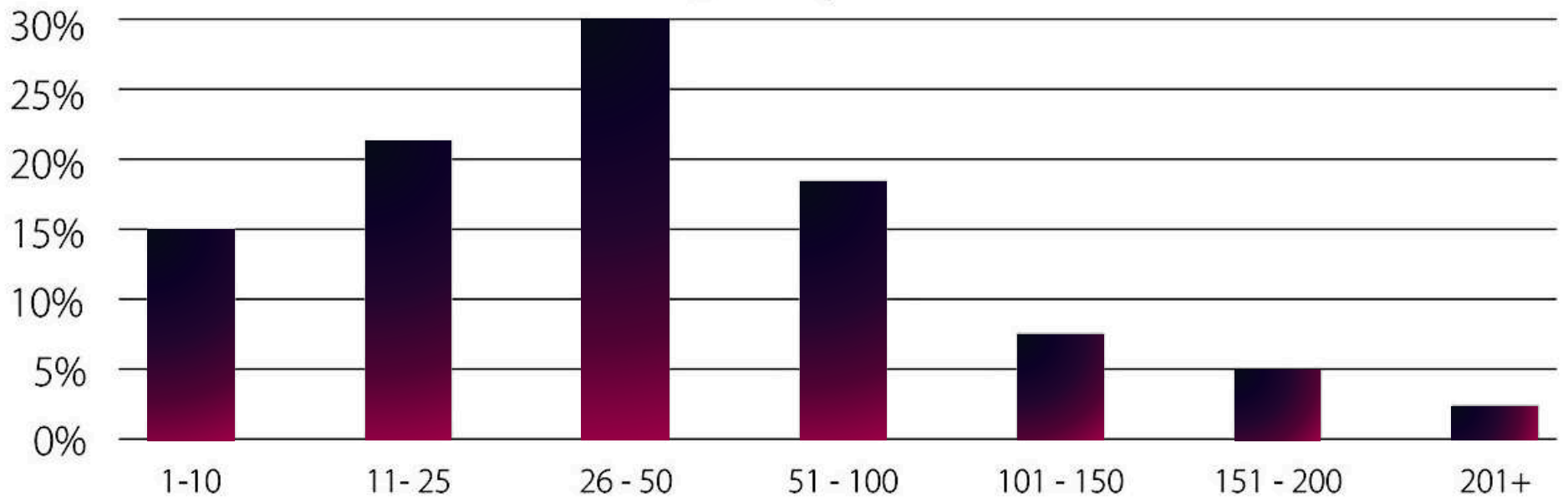
Job titles

- Owner
- Founder
- Director
- CEO
- COO
- CMO
- CFO
- CCO
- CTO
- CPO
- CISO

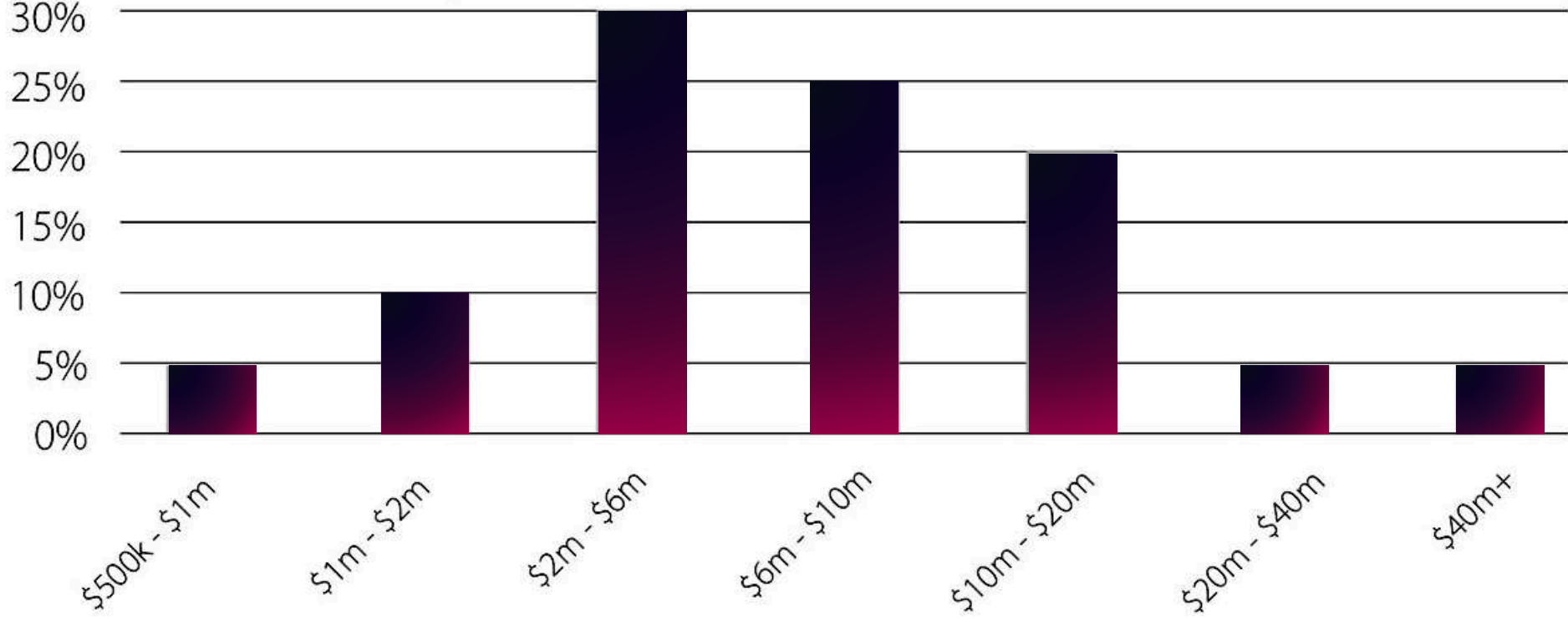
Years Trading



Number of Employees



Company Turnover




KEYNOTE SPEAKER LINEUP

LUKE ACHTERSTRAAT
CEO of COSBOA




TARYN WILLIAMS
Founder of WINK Models



STEVE VAMOS
Former CEO of Xero, Apple,
and Microsoft



CHRISTINA GERAHITEYS
International Keynote



CHRIS ROYLE
Manager SMB Australia



PETER SANTIAGO
Director SMB Australia



ANDREW MORELLO
First Winner of Australian
Apprentice



MICHAEL KIM
Head of HR



SARAH EMILIA
Digital Influencer of The
Year



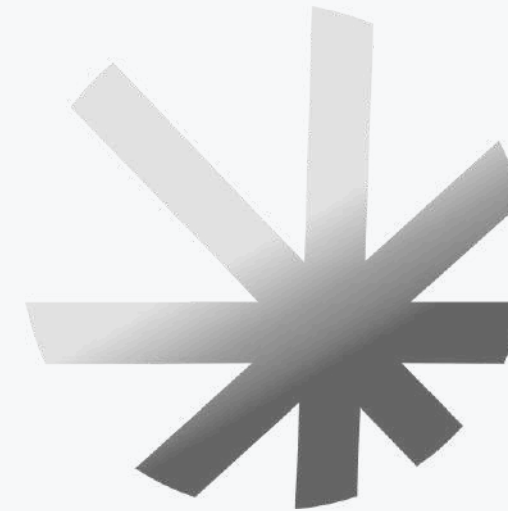
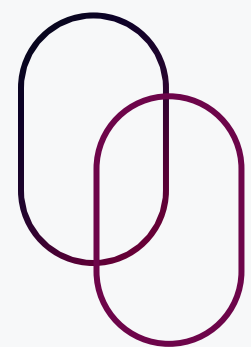
DR. GRAHAM KENNY
Harvard Business Review
Author



CURRENT PARTNERSHIPS

Our partnerships reflect our dedication to supporting SMEs, which is why we partner with organisations who share a similar mission or audience.

We work alongside our partners year-round to ensure The Business Show reaches maximum visibility, engagement, and impact, providing valuable opportunities for businesses to connect, grow, and thrive.



Australian
British
Chamber
of Commerce



BUSINESS
NSW

**OVERNIGHT
SUCCESS** 



 **FinTech Australia**

EO  Sydney

SHOW FEATURES

Signature features of The Business Show World Series...



SPEED NETWORKING

Speed Networking is a business-oriented version of speed dating, featuring a series of one-minute meetings with a partner where you can pitch yourself or your product or service.



KEYNOTES

The show welcomes industry leaders every year offering invaluable insights and tailored advice to empower our audience of SMBs and startups.



SEMINARS

The show offers seminars and workshops led by top brands and industry experts to provide you with the best business and entrepreneurial knowledge.



MASTERCLASSES

Our visitors have the opportunity to book interactive masterclasses, where they can receive mentoring and education straight from national and global industry experts



STAND PACKAGES



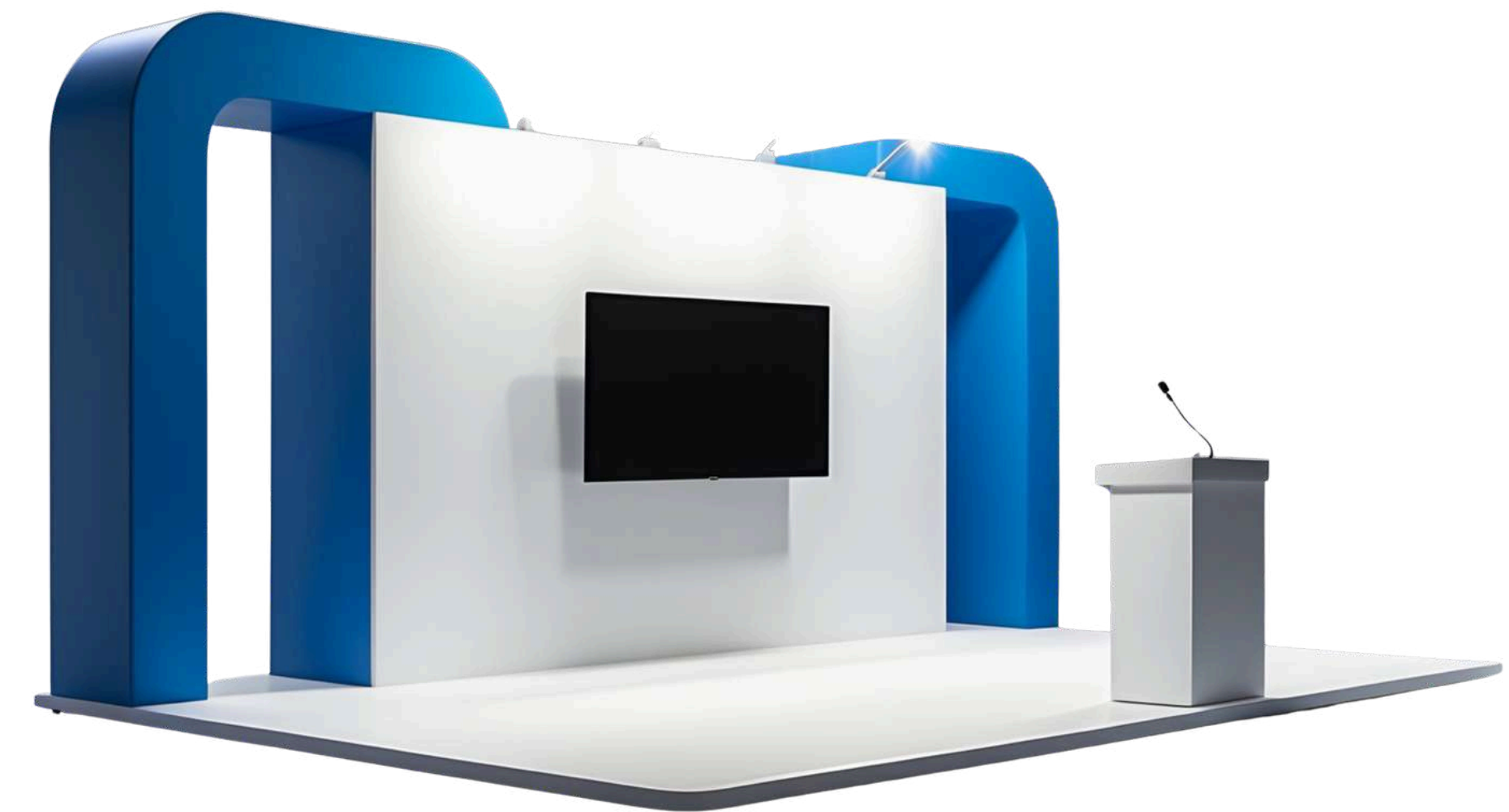
Shell Scheme

- carpet
- structural poles
- Foamex walls
- fascia name boards

Available in a range of sizes
to suit your budget and
product/company needs.

Space Only

Space only stands give you a blank canvas to create something special and bespoke within that area. Whatever your vision is, we can help you find a way to bring it to life within your stand space.



**furniture and custom-build not included*

WEBSITE MARKETING

- Fully customisable microsite
- Upload your images and videos
- Social media and web links
- News and blogs
- Products and services
- Contact exhibitor button

28,000

Monthly Website Impressions



SHOWGUIDE INCLUSION

- Includes all the information you need as a visitor in order to prepare for the show
- Showcase your brand and company details
- Reach a targeted audience of attendees
- Feature your detailed exhibitor listing to connect with industry peers, potential clients, and partners

20k

Printed copies

35k

Digital reach



BRANDS WE'VE WORKED WITH...

Over the past 25 years, we've had the privilege of working with some of the world's most iconic and influential brands, creators, and industry leaders.

These partnerships have not only helped us expand our shows across global markets but have also played a key role in setting a high standard of excellence for all of our events.

Through collaboration and innovation, we continue to redefine what's possible, delivering world-class experiences that resonate with audiences everywhere.

ESTÉE LAUDER IHG BUSINESS
EDGE

DELL Technologies LinkedIn

Constant Contact worldpay from FIS hp

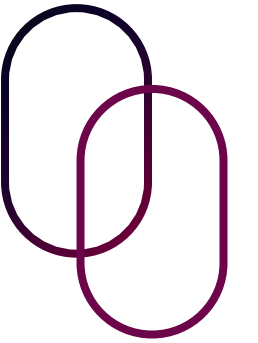
∞ tiktok Barclaycard payments amazon

Deloitte. Uber ZOHO ups

HSBC Microsoft Google

RWS Hilton what3words

SPONSORSHIP OPPORTUNITIES



Theatre Sponsor

Sponsoring a theatre hall gives you a branded seminar theatre and speaker podium. Your logo will be featured on the seminar agenda in both the printed and digital show guides, as well as the website's timetable.



Bag Sponsor

Bags are provided to visitors at the entrance to the show and are carried around throughout the day. Not only does this provide you with maximum exposure at the show, but also post-show, when attendees take them home.



Speed Networking Sponsor

Speed Networking is a business-oriented version of speed dating, featuring a series of one-minute meetings with a partner where you can pitch yourself or your product or service. As one of the most popular aspects of the show, this is a great opportunity for your brand to gain significant exposure.



Lanyard Sponsor

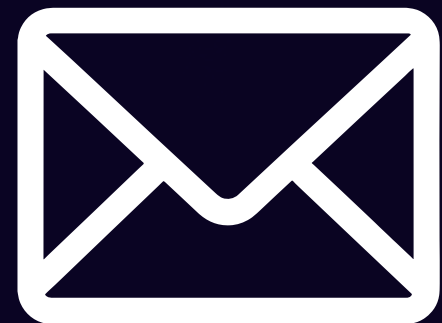
Each delegate and exhibitor receives a lanyard upon entering the show. Lanyards are a highly effective way to showcase your brand as an industry leader and are frequently reused by visitors after the event, further boosting your exposure.



Show Sponsor

By aligning your brand with The Business Show, you'll gain exceptional exposure to a focused audience, giving you the chance to connect with potential clients and build lasting business relationships.

GET IN TOUCH



Email Us

enquiries.tbsau@bsmexpo.com



Our Website

www.thebusinessshow.au



Book a Meeting

[Click here](#)