



SPONSORSHIP 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.



OUR SPONSORSHIP PACKAGES



**HEADLINE
SPONSOR**

A circular image showing a stage event. A man in a blue suit is speaking at a podium. Behind him is a large screen displaying the logo for 'MV THE MAYA VANDER GROUP' and 'With your help: HDM'. The audience is visible in the foreground, some with their hands raised.



**GOLD
SPONSOR**

A circular image showing a large audience seated in a hall, many with their hands raised in a gesture of participation or applause. The scene is dimly lit with stage lights.



**SILVER
SPONSOR**

A circular image showing a busy trade show booth. Several people are interacting at a table. In the background, there are various banners and displays, including one for 'AM3' and another for 'CYBERSECURITY'.

About

HEADLINE SPONSORSHIP

\$140,000

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

About

GOLD SPONSORSHIP

\$80,000

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

About

SILVER SPONSORSHIP

\$50,000

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

\$45,000

22m x 8m space

The Coffee Networking Area is the ultimate spot for visitors, speakers, and exhibitors to connect, collaborate, and unwind over refreshing drinks and light bites. By sponsoring, you'll be the first thing they all see when they're gathering their notes and planning their day.

WHAT'S INCLUDED...

- Collaboratively designed space with branding for networking and interviews
- Exhibitor listing on website
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are Here' boards
- Logo on networking area feature page of printed and digital showguide
- Logo on networking area feature page of website
- Hanging banner (2.4m x 5m)
- Coffee/concession cart, with tables and chairs
- (Stand not included)



SPEED NETWORKING SPONSORSHIP

\$45,000

This is one of, if not our most popular feature of the show, so your brand is sure to receive a huge amount of exposure. Speed Networking is a corporate take on speed dating which consists of a series of one-minute mini-meetings with a partner where attendees and exhibitors pitch themselves or their product or service.

WHAT'S INCLUDED...

- 6m x 10m space
- Co-branded, custom-designed space
- Option to host Speed Networking sessions
- Access to Speed Networking registration data
- Exhibitor listing on the website
- Sponsorship listing on website and showguide
- 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 the website
- Hanging banner (2.4m x 5m)
- Carpet, furniture, electricity, and branding



EXHIBITOR PARTY SPONSORSHIP

\$27,500

WHAT'S INCLUDED...

- Solus email to the exhibitor database promoting your business leading up to the event
- Sponsorship listing on website and showguide
- Listing in printed and digital showguide
- Printed and digital invites with your branding on them
- Opportunity to place pop-up branding in the party venue
- Opportunity to introduce event and give a speech to all exhibitors
- Scanning app solution to collect the data of attendees

Our Exhibitor Afterparty is one of the most anticipated social highlights of the event, taking place at a vibrant venue just a short walk from the exhibition centre following day one. This relaxed, high-energy evening features an open bar and creates the perfect setting for exhibitors to unwind, connect, and build valuable relationships. It's a unique opportunity to align your name with a memorable experience and demonstrate your support for the community in a setting with real connection and conversation.



MASTERCLASS SPONSORSHIP

\$35,000

WHAT'S INCLUDED...

- 6m x 6m (24 seats)
- Data from visitors that sign up
- Exhibitor listing on website
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are here' boards
- Exhibitor and masterclass listing in printed and digital showguide
- Dedicated microsite on masterclass page
- Carpet, furniture, TV, AV, electric
- 8 individual sessions per day

This form of sponsorship provides you with a room full of warm leads. These attendees would have already filled out a form registering their attendance to your sessions, thus confirming an interest in your expertise. We give you access to the contact information for everyone that signs up so that you can follow-up with them post-event.



THEATRE SPONSORSHIP **PACKAGES**

A circular image showing a stage event. Two people are seated on a stage, and a large audience is visible in the foreground. A screen in the background displays logos for 'MV THE MAYA VANDER GROUP' and 'HDM'.

**KEYNOTE
SPONSOR**

A circular image showing a large audience seated in a hall, facing a stage. The audience is engaged, with some people raising their hands.

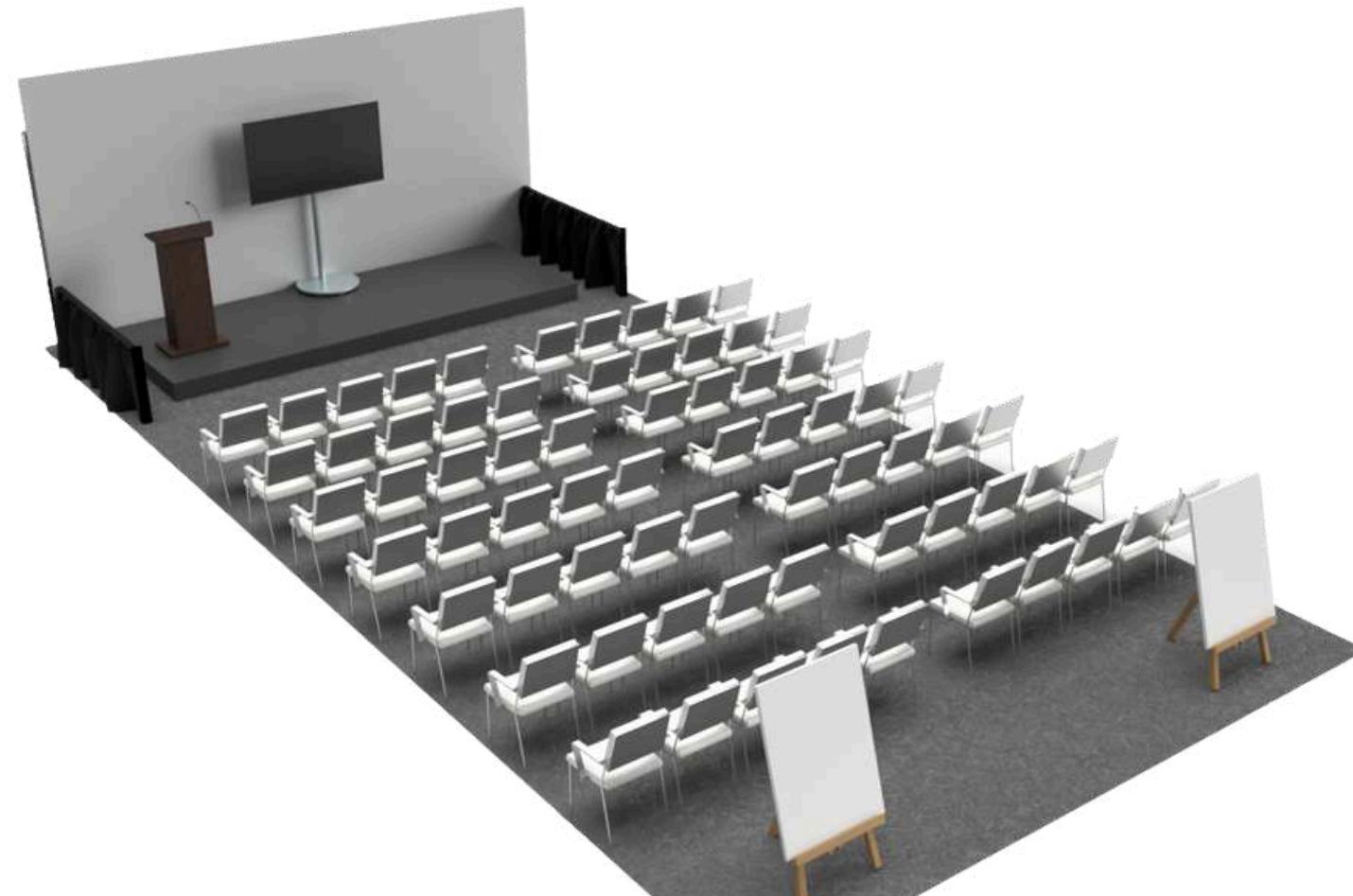
**SEMINAR
SPONSOR**

A circular image showing a group of people gathered around a table at a conference or trade show. They appear to be engaged in a discussion or presentation.

**PANEL
SPONSOR**

KEYNOTE SPONSORSHIP

The keynote theatre at our event are 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.



\$45,000

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

SEMINAR SPONSORSHIP

Sponsoring a seminar theatre offers a prime opportunity to showcase your brand to thousands of attendees participating in our speaking sessions over the two days. Our Exhibitors will be sharing valuable insights from this stage, and a key benefit of seminar sponsorship is the inclusion of your own speaking slot.



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
- Speaking slot
- Carpet, furniture, TV, AV, electric

\$10,000

PANEL SPONSORSHIP

- 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

\$10,000

What's included...

Sponsoring a panel theatre presents a valuable opportunity to elevate your brand in front of thousands of attendees during our two-day panel sessions. As the exclusive host, you'll guide the discussions, shape the narrative with thoughtfully crafted questions, developed in collaboration with us, and lead the Q&A sessions. If you're looking to position your brand as a knowledgeable industry influence and engage directly with top professionals, this is the sponsorship for you.



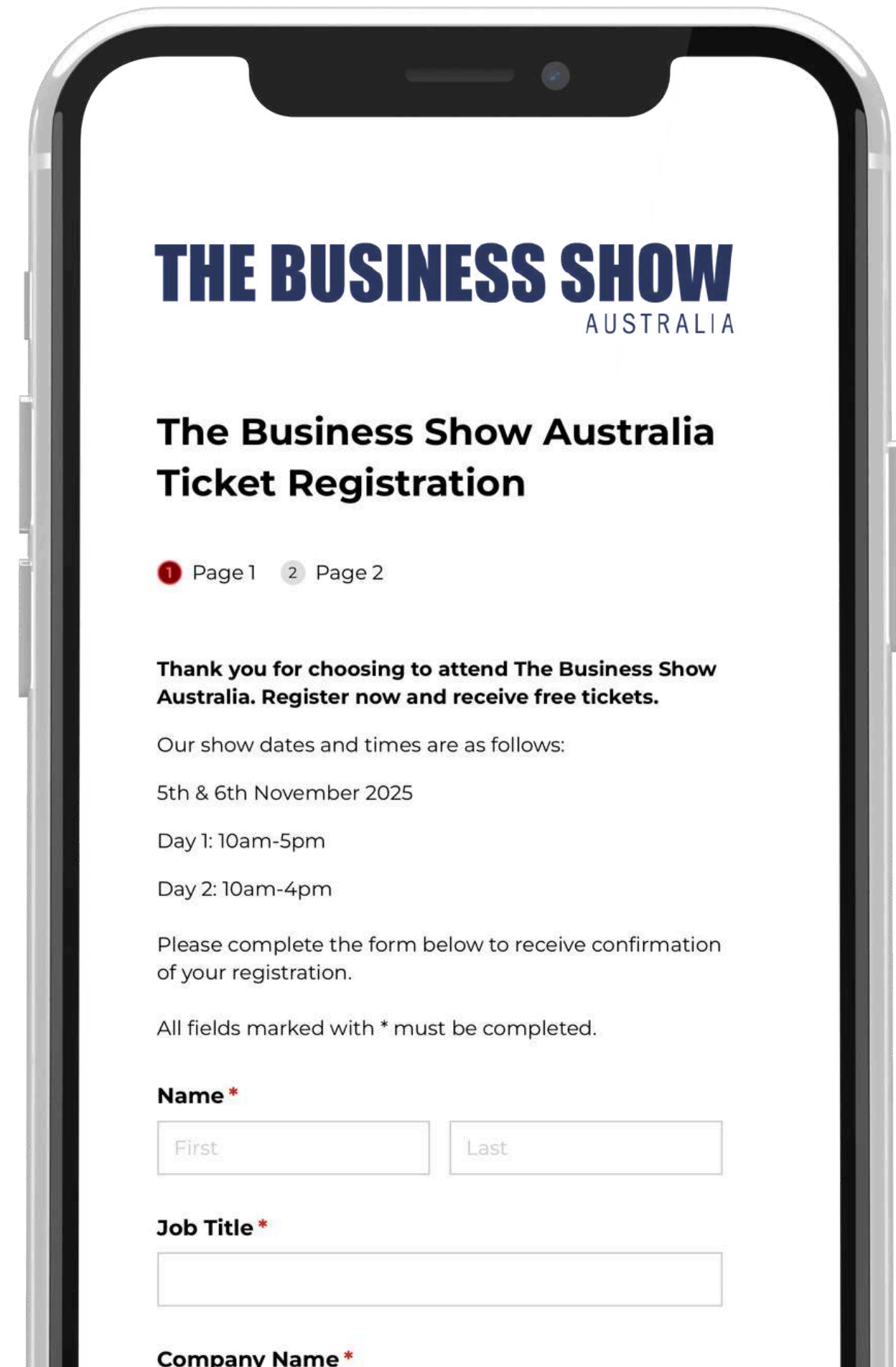
REGISTRATION PAGE SPONSORSHIP

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



THE BUSINESS SHOW
AUSTRALIA

The Business Show Australia Ticket Registration

1 Page 1 2 Page 2

Thank you for choosing to attend The Business Show Australia. Register now and receive free tickets.

Our show dates and times are as follows:

5th & 6th November 2025

Day 1: 10am-5pm

Day 2: 10am-4pm

Please complete the form below to receive confirmation of your registration.

All fields marked with * must be completed.

Name *

First Last

Job Title *

Company Name *

SHOW BAG SPONSORSHIP

All attendees will receive a professionally branded show bag upon entry. This ensures your brand is prominently displayed throughout the duration of the event. The bags also provide extended visibility post-event, as attendees take them home and continue to engage with your brand.

What's included...

- Branding/logo on show bags distributed at entrance
- Listing in printed and digital showguides
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are here' boards

\$25,000



LANYARD SPONSORSHIP

An exclusive opportunity to have your logo around the neck of every single person who walks through the door including exhibitors, keynote speakers, and press. As part of this, your branding is almost guaranteed to be in every picture taken at the event and posted and shared across hundreds of social media channels.

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



BUSINESS CONNECTIONS AREA SPONSORSHIP

Position your company as a key enabler of networking by sponsoring our dedicated Networking Board area. This interactive space is designed to connect entrepreneurs, startups, and business owners by allowing them to share their needs and expertise. Visitors can post their business requests on the board, while others can respond by pinning their business cards, creating valuable new connections

\$23,500

What's included...

- Branded 6m x 6m area at the show
- Reception desk
- Rope and post entry with a data scanner
- Listing in printed and digital showguide
- Logo on show floorplan
- Sponsor listing on website

*(Stand not included)



SHOWGUIDE BACK PAGE SPONSORSHIP

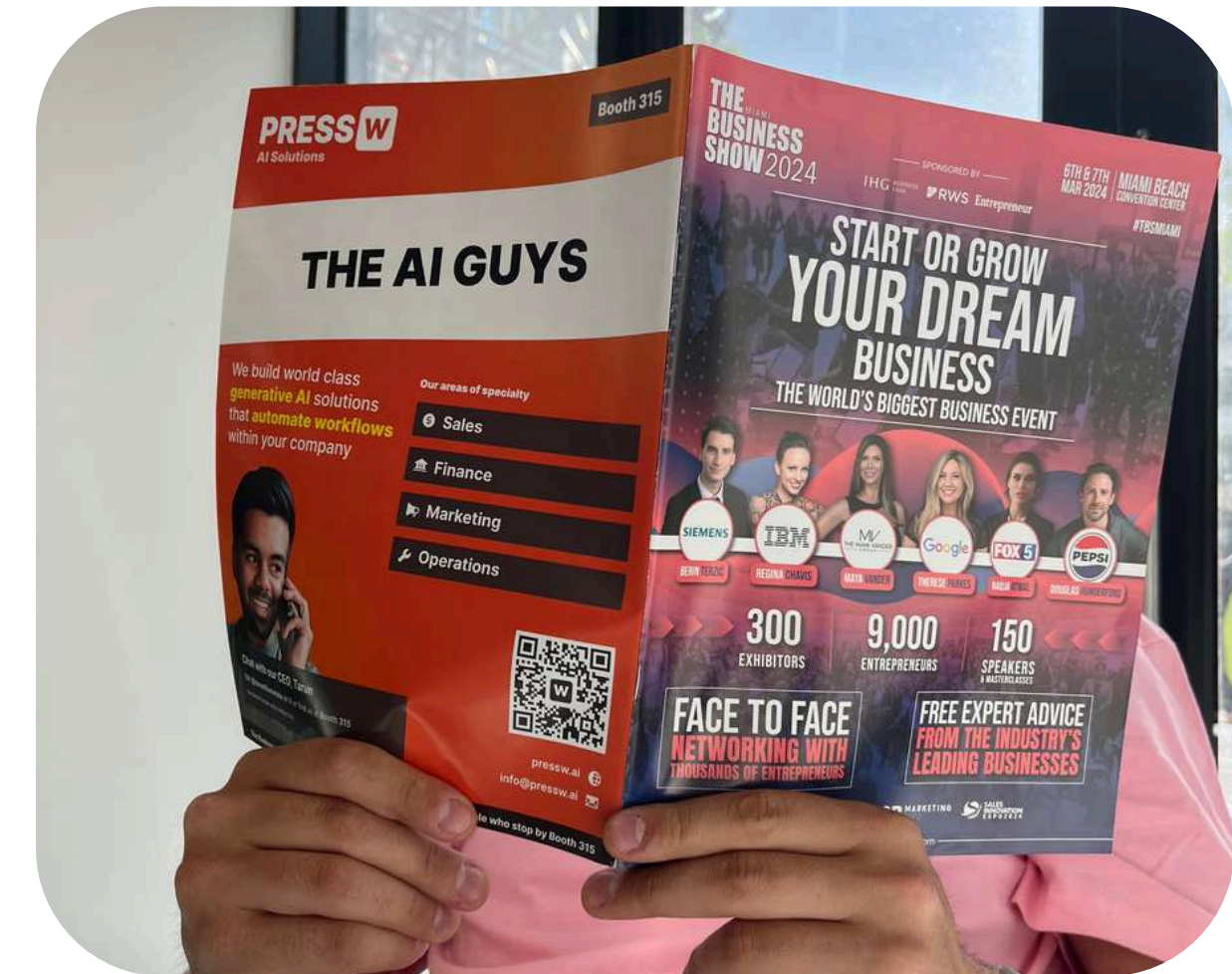
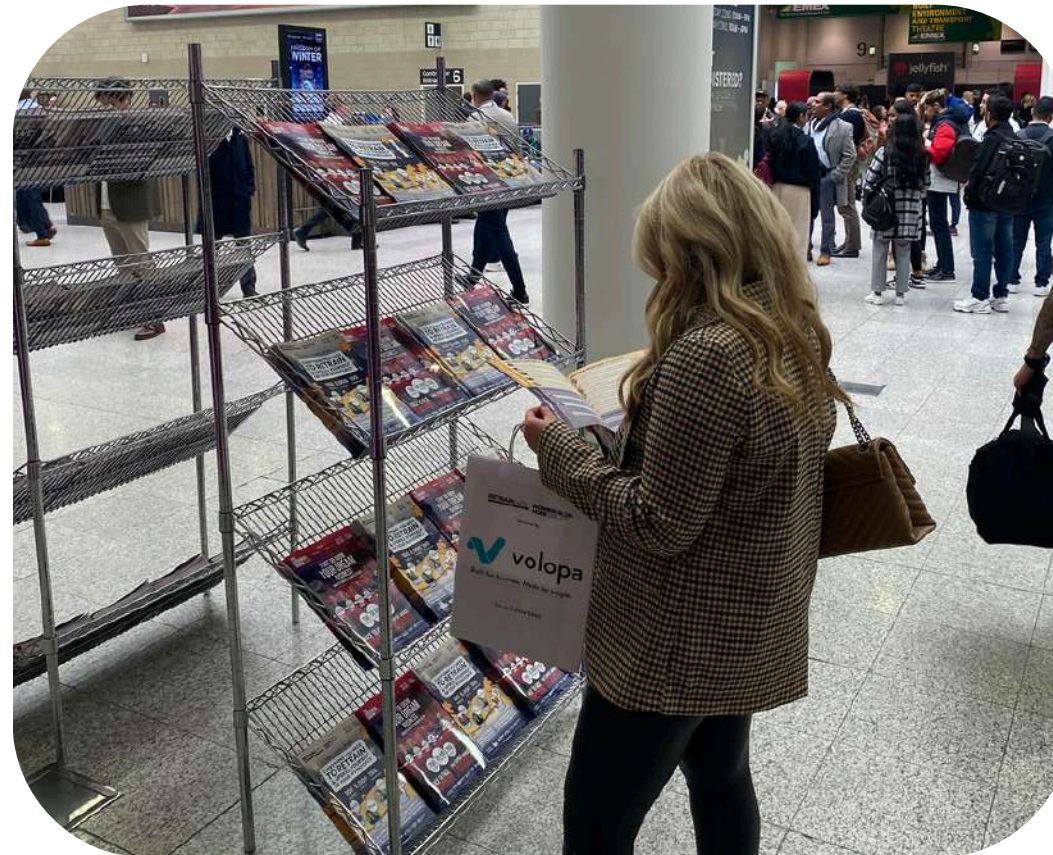
What's included...

- Advert on the back page of the printed showguide
- Advert included in the digital showguide
- Listing in printed and digital showguides
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are here' boards

*(Stand not included)

\$11,000

The showguide is sent to every person in the country who registers for a ticket prior to the show to allow visitors to organise and prepare their day at the show. The digital showguide will be emailed to our entire database and will remain on the website for 12 months after the show.



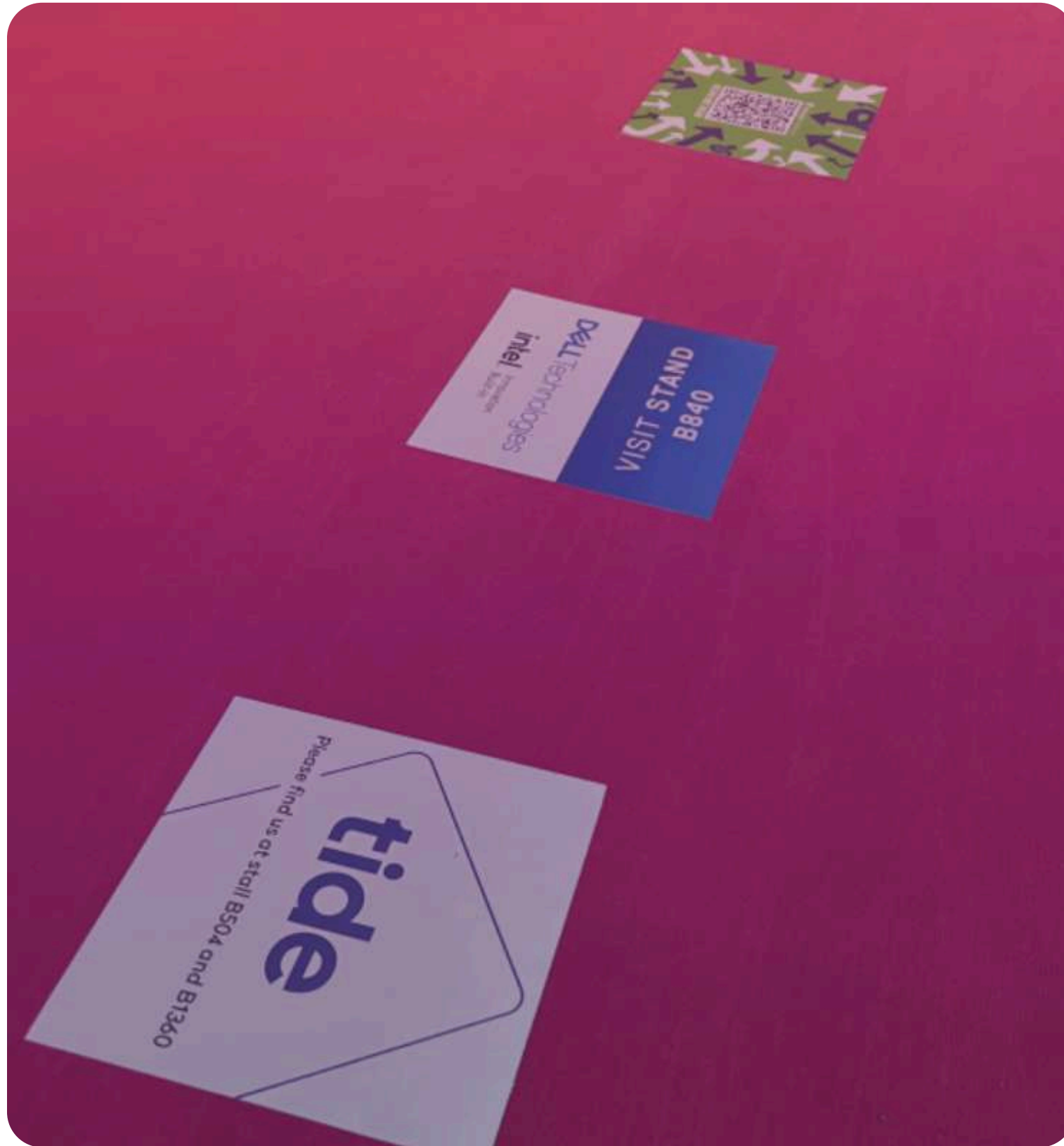
FLOOR TILES SPONSORSHIP

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

What's included...

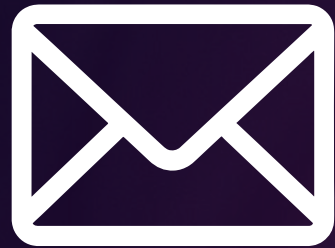
- 500mm x 500mm floor tiles
- 10 Tiles
- Location to be decided in conjunction with the organiser
- Design of your choosing
- Produced, printed and laid for you
- Listing in printed and digital showguide
- Sponsorship listing on website and showguide
- Logo on show floorplan and 'You are Here' boards

\$10,000



**THE
BUSINESS
SHOW**
AUSTRALIA

GET IN TOUCH



Email Us

enquiries.tbsau@bsmexpo.c
om



Our Website

www.thebusinessshow.
au



Book a Meeting

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here](#)