

# Brisbane Marketing Famil Campaign + Advertising Feature Opportunity

2012-2013 CAMPAIGN PROSPECTUS

Booking deadline:  
Friday 29 June 2012

## Brisbane Marketing invites you to partner in the 2012/13 'Brisbane is Growing' Convention Bureau Familiarisation Campaign.

### Overview

This campaign will target national buyers, highlighting the dramatic growth and change that the City has experienced in the past few years. The campaign will profile business events products with the ultimate goal to secure new and repeat national business for Brisbane, Australia's new world city.

### Campaign Participation Fee

**\$2,780.00** Incl. GST  
Guaranteed opportunity to showcase your product to qualified buyers on four Famil throughout the campaign.

### Advertising Feature Opportunity - Micenet Supplement

Micenet Australia is a bi-monthly trade publication for the meeting, incentive, conference & event industry with a circulation of 15,145 and a readership of 53,007 (figures as per the *Micenet Magazine* April/May 2012 edition).

There is an opportunity to be included in the Brisbane supplement of *Micenet Magazine* Oct/Nov 2012 issue in the form of a half page ad with pricing from \$655\*.

\*indicative pricing only

### For further information please contact:

Patricia Cuppage (07) 3006 6262  
pcuppage@brisbanemarketing.com.au

### 2012/13 Campaign Facts

1. One Famil campaign from July 2012 to June 2013
2. Series of four, two day itineraries
3. Partners buy-in to all four itineraries
4. Promoted to approximately 16,000 national meeting planners
5. 12 month online presence on meetinbrisbane.com.au website
6. Opportunity to participate is strictly limited

### 2012/13 Campaign Details

**Marketing:** The 2012/13 campaign will be promoted nationally to *Micenet Magazine* readers with a print and email campaign to the *Micenet* database of 16,000 contacts, as well as an email campaign to the Brisbane Marketing contact database and cross-promotion on the meetinbrisbane.com.au website homepage.

**Web presence:** A new campaign landing page will be created on the meetinbrisbane.com.au website including a profile of all participating Famil partners.

**Call to action:** All registrations will be managed online and prospects qualified prior to receiving a formal invitation.

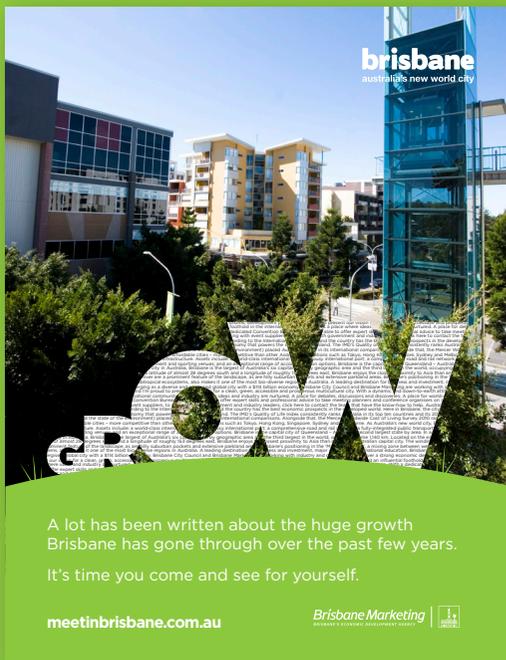
**Social Media:** Brisbane Marketing will be activating a schedule of twitter posts (using the campaign hashtag, #brisfamil) from @brismarketingcb throughout the campaign period to pre-promote the program and showcase partners during the campaign.

**Access to database:** Partners will be given access to the attendee database for all four Famil for exclusive use of Famil partners only; delivered December 2012 and June 2013.

### Praise for 2011/12 Famil

"I learnt so much about what this beautiful city has to offer, with some amazing hidden treasures."  
**Carolyn Ingram, Australian Association of Practice Managers**

"A unique blend of extremely unusual and refreshingly interesting venues."  
**Libby Lane, InHouse Event Solutions**



Concept press ad - subject to change



Concept eDM - subject to change

# Brisbane Marketing Famil Campaign + Advertising Feature Opportunity

2012/13 **BOOKING FORM**

Booking deadline:  
Friday 29 June 2012

## Please complete this form and return to:

F: 07 3006 6250 E: [conventionbureau@brisbanemarketing.com.au](mailto:conventionbureau@brisbanemarketing.com.au)

**Participation Fee \$2,780.00 Incl. GST**  Yes  
Inclusion on four (4), two-day Familiarisations

**NB:** Materials including copy, image and logo for website will be required on confirmation of Famil campaign partner.

**Advertising Feature Opportunity**  Tick to indicate interest

**NB:** A staff member from Brisbane Marketing will contact you to discuss further.

## Please complete all details below

Name of member (business/company name): \_\_\_\_\_

ABN: \_\_\_\_\_ Order no: \_\_\_\_\_

Contact name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Postal address (if different from above): \_\_\_\_\_  
\_\_\_\_\_

Authorised by - Name: \_\_\_\_\_ Position: \_\_\_\_\_

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

### Conditions

The opportunity to participate in the campaign is strictly limited. The final decision on inclusion is at the discretion of Brisbane Marketing, and will be based on a balanced product/service mix which meets the needs of the target market. Brisbane Marketing has the right to refuse a partner that is not considered suitable for the campaign. Properties which operate as a chain will be considered on an individual basis only. Final Famil itinerary and attendees' contact details will be provided to the relevant Famil partners prior to each Famil. Famil partners may not engage 3rd parties in the activation of the Famil campaign. High qualified buyer numbers may result in some respondents being accommodated on a Famil in a future campaign. Partners are entirely responsible for the content of the web copy and agree to indemnify the publishers against any claim or proceedings arising out of the publishing of editorial. Participating partners will be invoiced 100% on 1 July 2012. Cancellation after booking deadline will incur a penalty of 75% of the full booking cost.

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