A New World Of Opportunity

2018 BNI Global Convention
Sponsorship Opportunities

Wednesday, November 7th - Saturday, November 10th
Centara Grand Hotel
Bangkok, Thailand

Local Business – Global Network®
Our Core Values

BNI is built on a set of guiding principles that form the foundation on which our employees, Directors and Members interact, conduct themselves and fulfill their goals. At BNI, we’re Changing the Way the World Does Business®.
Who is BNI?

BNI® – Business Network International – is an internationally franchised membership organization.

- The recognized leader in business networking worldwide.
- Each week, in thousands of communities across the globe, members meet with other trusted business leaders to build and nurture lasting relationships and pass qualified business referrals.
- Comprised of over 235,000 highly motivated small to medium-sized business professionals and growing.
- Each year we hold over 500,000 meetings in over 70 countries.

Watch the video above to learn more about how BNI works!
BNI’s Global Impact

- A 33 year old organization
- Over 1,400 franchisees operating in 70+ countries
- In the last 12 months, 10.1 million referrals have been passed, generating approximately $14.3 billion for member businesses

Watch the videos above to see the significant impact BNI and the BNI Foundation have had on individuals around the world.
Our Members

- 99% of BNI Members say their business revenue has increased as a result of their membership
- 94% of BNI Members have recommended BNI to a colleague or peer
Our Franchisees

Our franchisees are business owners and entrepreneurs, responsible for driving growth of BNI in their home countries. See below a snapshot of BNI’s franchise owners.

100% Business Owners and Purchasing Decision Makers

67% Males
33% Female

5.4 Years Global Average Tenure as BNI Business Owner

$224,566 Average Annual Gross Revenue* (US franchisees)

$1.2 M Average Annual Gross Revenue* (Global franchisees)

*FY 2016
Sponsorship Opportunity: BNI 2018 Global Convention

A New World Of Opportunity
Centara Grand Hotel
Bangkok, Thailand
November 7th – November 10th

As a Global Convention Sponsor, your organization will be able to demonstrate ongoing commitment and support of BNI. Sponsors will also be able to enhance their visibility and showcase their services to global participants of #BNIGC18.
About BNI Global Convention

For the first time in BNI’s 33-year history, the 2018 Global Convention (#BNIGC18) will be in Asia.

BNI Members will join BNI Directors at their Convention for a two-day Members’ Event which includes referral matching, an exhibition of member companies, as well as presentations from across the world.

Members will enjoy the extraordinary opportunity to connect and network with other members and franchise owners to generate business on a global scale.

For the first time, we’re also inviting guests – who aren’t members of BNI – to come and network with some of the region’s top business leaders.
BNI’s Global Convention is...


Changing the Way the World Does Business®
Your Opportunity to Reach 3,000 Global Business Leaders

Engage an attendee audience that generates over $14 billion annually
Reach your target market
Create brand awareness with a new target audience in a trusted environment
Earn market share where competitors are not
Network and influence preference
Reposition your brand
Help generate qualified leads
Demonstrate support of SMEs around the world
Showcase brilliance and how company culture is at the heart of your recent success
Create a life-long partnership with BNI® – an organization who believes that by giving business, you will receive business in return
2018 Convention Attendees

As of 21 May 2018, there were over 1,700 attendees registered from across the world.

Geography Breakdown

- South East Asia & Australia – 37%
- East Asia – 18%
- South Asia – 9%
- Europe – 22%
- Americas – 9%
- Middle East & Africa – 5%

Role Breakdown

- Franchise owners – 52%
- Members (SME owners, entrepreneurs) – 41%
- Visitors, Other BNI leadership – 7%

We Are Expecting 3,000 Attendees at BNI’s 2018 Global Convention!

Changing the Way the World Does Business®
2018 Convention Schedule

Outlined below is a draft overview of the 2018 Global Convention schedule; A detailed schedule will be available closer to event date.

### DIRECTORS’ SCHEDULE

<table>
<thead>
<tr>
<th>Wednesday, 7 November</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
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<tr>
<td>Open Networking and Opportunity Board</td>
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<tr>
<td>Opening and Presentation</td>
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<tr>
<td>Trade Show</td>
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<tr>
<td><strong>Afternoon</strong></td>
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<tr>
<td>Business Matching or ND/ED Sessions</td>
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<tr>
<td>Local-Business - Global Network™ Session</td>
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<td>Trade Show</td>
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<tr>
<th>Thursday, 8 November</th>
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<tbody>
<tr>
<td><strong>Morning</strong></td>
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<tr>
<td>Members Meet and Greet</td>
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<tr>
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<td>Breakout/Panel Discussion</td>
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<td>Breakouts</td>
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<tr>
<td>Presentations</td>
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<td>Convention Highlights</td>
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<tr>
<th>Saturday, 10 November</th>
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<tr>
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<tr>
<td>One-to-Ones and Networking</td>
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<tr>
<td>Advisory Group Meetings</td>
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<tr>
<td>Hall of Fame VIP Reception</td>
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<td>Gala Awards Ceremony</td>
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### MEMBERS’ SCHEDULE

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<tr>
<td><strong>Morning</strong></td>
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<tr>
<td>Open Networking, Opportunity Board and Chapter Meetings</td>
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<tr>
<td>+1 Inspiring Story Sessions</td>
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<tr>
<td>Presentations</td>
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<td><strong>Afternoon</strong></td>
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<tr>
<td>Roundtables</td>
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<td>Member Closing Session</td>
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<tr>
<td><strong>Morning</strong></td>
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<tr>
<td>General Public</td>
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*Changing the Way the World Does Business®*
Sponsor Packages

The following pages outline the various sponsorship options available for your consideration.

- **Platinum**: $40,000 USD
- **Gold**: $30,000 USD
- **Silver**: $20,000 USD
- **Bronze**: $10,000 USD
**Benefit Options:**

1. Logo on website, event app and workbook  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
2. Logo on all promotional materials  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
3. Insert in event bags  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
4. Promotional item in event bags  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
5. Complimentary VIP Exhibition Alcove (4 days)  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
6. Complimentary convention badges  
   - Platinum: 4  
   - Gold: 2  
   - Silver: 2  
   - Bronze: 1
7. VIP Access to Keynote Following Address  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
8. Recognition at Awards Gala  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
9. Recognition at Director Welcome Reception  
   - Platinum: ✓  
   - Gold: ✓  
   - Silver: ✓  
   - Bronze: ✓
10. One-to-One with Graham Weihmiller, CEO  
    - Platinum: ✓  
    - Gold: ✓  
    - Silver: ✓  
    - Bronze: ✓
11. Exclusive One-to-One with Ivan Misner, Founder  
    - Platinum: ✓  
    - Gold: ✓  
    - Silver: ✓  
    - Bronze: ✓
Platinum Sponsor
$40,000 USD Category Exclusive

Sponsorship Benefits:
- Recognition as a premium sponsor of the Convention, with highest priority branding among sponsors.
  - Logo on all pre and post Convention marketing materials – including promotional emails, the event mobile app, the event website, and BNI.com
  - Logo displayed digitally at the Opening and Closing General Session
  - Logo featured in Directors’ and Members’ Convention workbook
  - Logo featured on the Directors’ and Members’ Convention Bags
    - Opportunity for small brochure inserts + promotional items in delegate bags
  - Logo featured on event signage
- Recognition at Awards Gala & (with Gold-level Sponsors) at Directors Reception
  - Prominent company logo displayed at Welcome
  - Logo printed on all beverage napkins in bar area
  - Two complimentary passes to Gala
  - Prominent booth location in Foyer Area
  - Four (4) complimentary full convention badges including VIP seats during keynote address
  - Exclusive One-to-One with Ivan Misner, Founder & Chief Visionary Officer, BNI
  - Exclusive One-to-One with Graham Weihmiller, Chairman & CEO, BNI
Gold Sponsor
$30,000 USD Category Exclusive

Sponsorship Benefits:
• Recognition throughout Convention, including:
  • Logo on the event mobile app and the event website
  • Logo displayed digitally at the Opening and Closing General Session
  • Logo featured in Directors’ and Members’ Convention workbook
  • Opportunity for one (1) small brochure insert + promotional item in delegate bags
  • Logo featured on event signage
• Recognition at Director Welcome Reception
  • Company logo displayed on signage by door
  • Company logo displayed on signage in bar area
• Prominent booth location in Foyer Area
• Two (2) complimentary full convention badges including VIP seats during keynote address
• One-to-One with Graham Weihmiller, Chairman & CEO, BNI
Silver Sponsor
$20,000 USD Category Exclusive

Sponsorship Benefits:
• Recognition throughout Convention, including:
  • Logo on the event mobile app and the event website
  • Logo displayed digitally at the Opening and Closing General Session
  • Logo featured in Directors’ and Members’ Convention workbook
  • Opportunity for one (1) small brochure insert + promotional item in delegate bags
  • Logo featured on event signage
• Recognition at New Director Welcome Reception
  • Company logo displayed on signage by door
  • Company logo displayed on signage in bar area
• Prominent booth location in Foyer Area
• Two (2) complimentary full convention badges including VIP seats during keynote address
Bronze Sponsor
$10,000 USD Category Exclusive

Sponsorship Benefits:

- Recognition throughout Convention, including:
  - Logo on the event mobile app and the event website
  - Logo displayed digitally at the Opening and Closing General Session
  - Logo featured in Directors’ and Members’ Convention workbook
  - Opportunity for one (1) small brochure insert + promotional item in delegate bags
  - Logo featured on event signage
- Prominent booth location in Foyer Area
- One (1) complimentary full convention badge including VIP seats during keynote address
Additional Opportunities

Following are additional sponsorship offerings, outside of our Platinum, Gold, Bronze & Silver packages. We also welcome the opportunity to discuss in-kind sponsorships, and other packages to meet your needs.

REGISTRATION AREA
$8,000 USD
• Logo displayed on signage at Convention registration area
• Two (2) complimentary convention badges and bags
• Recognition throughout Convention, including:
  • Logo on the event mobile app and the event website
  • Logo displayed digitally at the Opening and Closing General Session
  • Logo featured in Directors’ and Members’ Convention workbook

SPONSOR KEYNOTE ADDRESS
$8,000 USD + flyers
• Signage next to keynote table in exhibition space
• Introduction of keynote speaker
• Flyer on chairs during keynote address

BREAKOUT SESSIONS
$1,000 USD
• Logo displayed on the screen for the opening and closing of the session
• Logo displayed on the signage outside of breakout session room
• Insert placed on every chair

INTRODUCTION OF SPEAKERS
$1,000 USD
• Opportunity to introduce one of our BNI leaders, who will be leading a breakout session.

NAME BADGE LANYARDS
$8,000 USD + cost of printing lanyards
• Given to every person upon registration with name badges
• Two (2) complimentary convention badges and bags
• Logo on the lanyard, event mobile app and the event website
• Limited to one company

INTERNET
$8,000 USD
• Recognition that Internet is provided thanks to your company

DAILY POCKET SCHEDULE
$8,000 USD
• Company logo printed on daily pocket schedule
• Two (2) complimentary convention badges and bags
• Recognition throughout Convention, including:
  • Logo on the event mobile app and the event website
  • Logo displayed digitally at the Opening and Closing General Session
  • Logo featured in Directors’ and Members’ Convention workbook

Changing the Way the World Does Business®
Additional Opportunities

CONVENTION NOTEPADS
$5,000 USD + cost of notepads
- Given to every attendee in registration bags
- Two (2) complimentary convention badges and bags
- Logo on the notepads, event mobile app and the event website
- Limited to one company

CONVENTION PENS
$5,000 USD + cost of pens
- Given to every attendee in registration bags
- Two (2) complimentary convention badges and bags
- Logo on the pens, event mobile app and the event website
- Limited to one company

WATER BOTTLES
$5,000 USD + cost of bottles
- Given to every attendee in registration bags
- Two (2) complimentary convention badges and bags
- Logo on the bottles, event mobile app and the event website
- Limited to one company

HOTEL KEYCARD HOLDER
$5,000 USD + cost of printing card holder
- Given to every person upon check-in to room
- Two (2) complimentary convention badges and bags
- Logo on the key holder, event mobile app and the event website
- Limited to one company

EXHIBIT BOOTH
$1,000 USD - $1,149
- Space to showcase your products and services
- One complimentary convention badge and bag
- One complimentary convention badge for exhibitor area
- 3 x 2 m booth
- Limited to 100

BRANDED ITEMS IN DIRECTORS BAG
$1,000 USD + cost of promotional items
Items may include:
- USBs, Sunglasses, Stress Ball
- Hand Sanitizer
- Limited to 20 companies

BRANDED ITEMS IN MEMBER BAG
$1,000 USD + cost of promotional items
Items may include:
- USBs, Sunglasses, Stress Ball
- Hand Sanitizer
- Limited to 20 companies

INSERT IN BAGS
$1,000 USD + inserts
Provide one company flyer/brochure to be included in all registration bags, given to all Director and Member attendees
- Limited to 20 companies
Exhibition Hall Layout & Booth Details

- 52 booths are remaining
  - (48 booths have already been sold)
- Booth space is 2m x 3m
- Includes:
  - Shell scheme
  - Table
  - 2 Chairs
Advertising Opportunities

Following are additional advertising offerings at Global Convention. Limited number of space available.

FULL-PAGE AD IN DIRECTOR AND MEMBERS DAY WORKBOOK
$4,000 USD
A full-page program ad is a great way to highlight your latest product, publication, or just get your name out to all BNI attendees

HALF-PAGE AD IN DIRECTOR AND MEMBERS WORKBOOK
$2,000 USD

ONE-FOURTH PAGE AD IN DIRECTOR AND MEMBERS WORKBOOK
$1,000 USD

BUSINESS CARD Sized AD IN DIRECTOR AND MEMBERS WORKBOOK
$500 USD