



# A New World Of Opportunity

## 2018 BNI Global Convention Sponsorship Opportunities

Wednesday, November 7<sup>th</sup> -Saturday, November 10<sup>th</sup>

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.

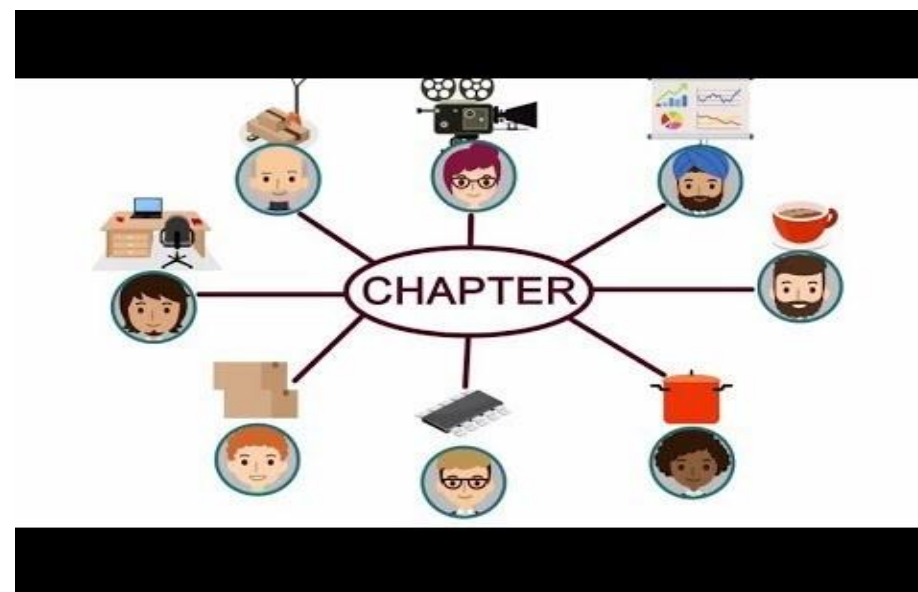
At BNI, we're Changing the Way the World Does Business®.



# 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.

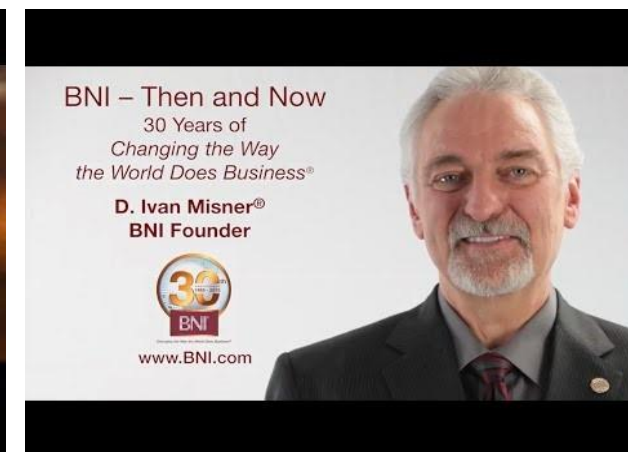


*Watch the video above to learn more about how BNI works!*



# 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

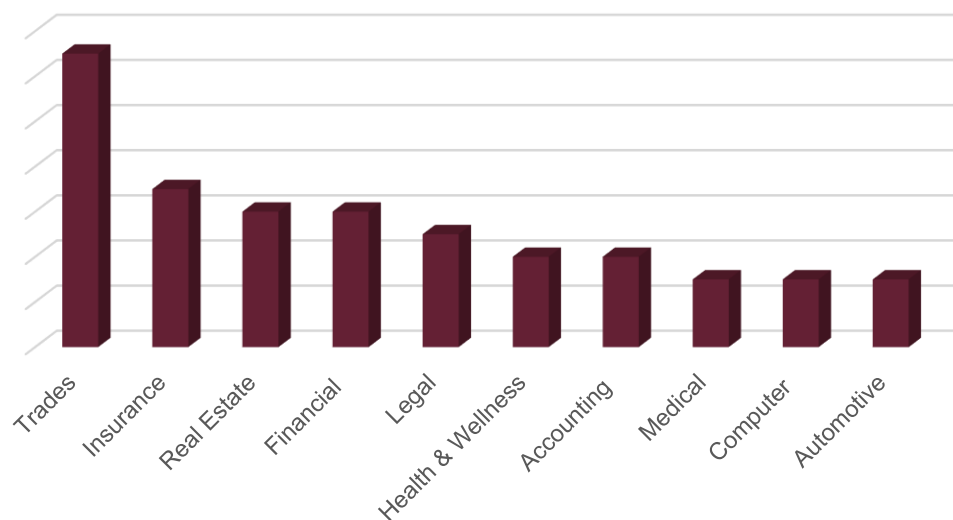


*Watch the videos above to see the significant impact BNI and the BNI Foundation have had on individuals around the world.*

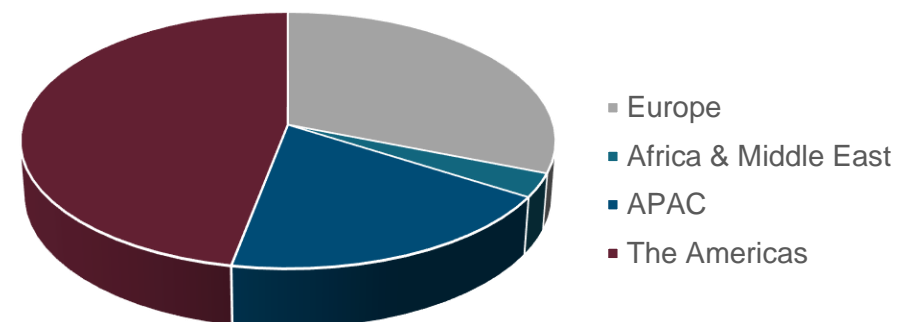


# Our Members

Industries within BNI



Membership Geography



- **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 7<sup>th</sup> – November 10<sup>th</sup>**

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.



**A NEW WORLD  
OF OPPORTUNITY**



# 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...



## Inspiring. Impactful. Fun.

# 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%	Europe – 22%
East Asia – 18%	Americas – 9%
South Asia – 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!

# 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

Wednesday, 7 November	
Morning	Open Networking and Opportunity Board Opening and Presentation Trade Show
Afternoon	Business Matching or ND/ED Sessions Local-Business - Global Network® Session Trade Show
Thursday, 8 November	
Morning	Members Meet and Greet Trade Show Keynote and Presentations Breakout/Panel Discussion
Afternoon	Breakouts
Friday, 9 November	
Morning	Open Networking, Opportunity Board and Chapter Meetings +1 Inspiring Story Sessions Presentations
Afternoon	Roundtables
Saturday, 10 November	
Morning	Breakouts Presentations Convention Highlights
Afternoon	One-to-Ones and Networking Advisory Group Meetings Hall of Fame VIP Reception Gala Awards Ceremony

## MEMBERS' SCHEDULE

Wednesday, 7 November	
Morning	Open Networking and Opportunity Board Opening and Presentation Trade Show
Afternoon	Business Matching or One-to-Ones Local-Business - Global Network® Session Trade Show
Thursday, 8 November	
Morning	Members Meet and Greet Trade Show Keynote and Presentations Breakout/Panel Discussion
Afternoon	Breakouts Member Closing Session

## GUESTS' SCHEDULE

Wednesday, 7 November	
Morning	General Public Open Networking and Opportunity Board Opening and Presentation Meet the Thai Team Trade Show



# Sponsor Packages

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



**\$40,000 USD**



**\$30,000 USD**







**\$20,000 USD**



**\$10,000 USD**



# Benefit Options:

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



## 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

## 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

## 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.

## 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

## INTERNET

**\$8,000 USD**

- Recognition that Internet is provided thanks to your company

# 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

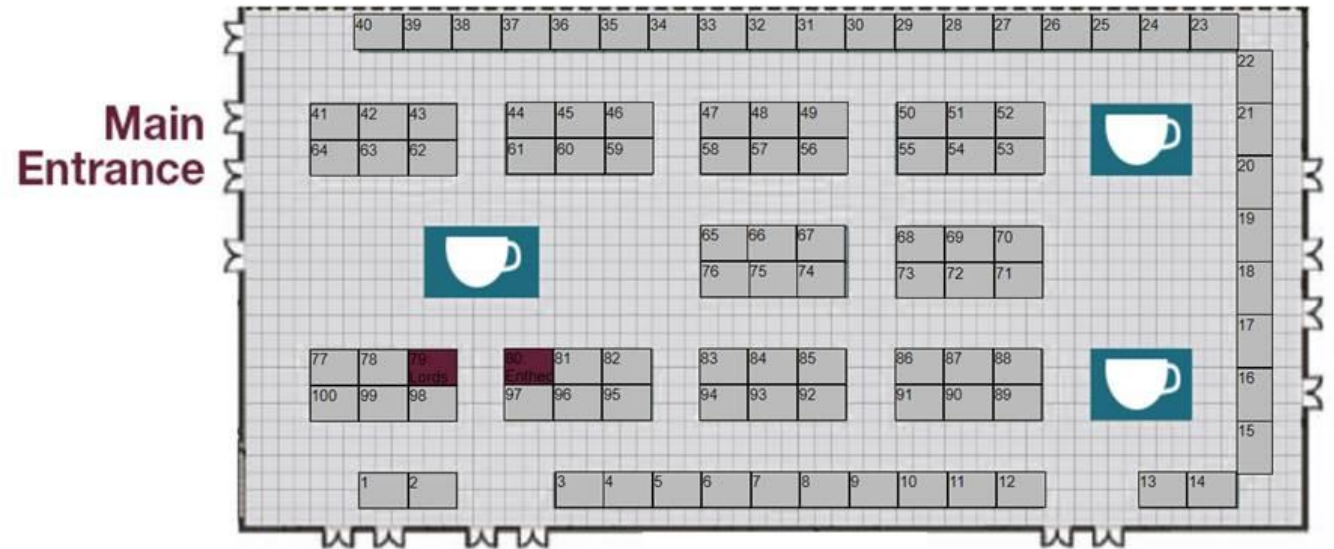
**\$1,000 USD + inserts**

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**



