



BIZX WEST 2024

Embrace the power of Professional Marketing

About Bizcon Events



Founded in 2023 to bring business conferences to Melbourne's western suburbs.

Servicing Small to Medium Enterprises (SMEs) through targeted exhibitions and educational conferences.



Brendon Callister

Holistic Business Consultancy - Virtual COO

With over two decades of experience in General Management spanning diverse sectors, Callister brings a wealth of insights into strategy, operations, and business growth. His leadership roles at Telstra and NBN, along with his contributions to start-ups and consulting, showcase his dynamic expertise.



Imran Abul Kashem

Director, Westend Photography & Westend Business Hub

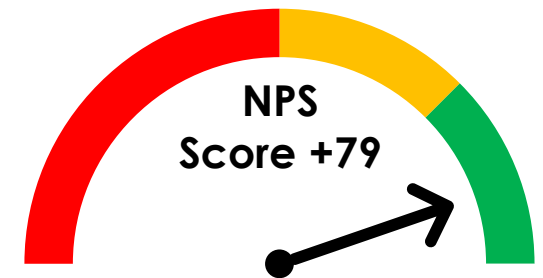
Imran's multifaceted journey encompasses roles as a Managing Director, Lead Photographer, Educator, Entrepreneur, and Emerge Cultural Ambassador. As the driving force behind Westend Photography and the Westend Business Hub, he exemplifies creativity, collaboration and cultural exchange.

Bizcon West 2023



Preparing your business for AI October 2023

- Over 100 participants attended
- Keynote speeches from Microsoft and Melbourne University
- 6 tutorial workshops by CEOs of AI specific businesses



BizX West 2024

Embrace the power of Professional Marketing 5th – 6th June 2024

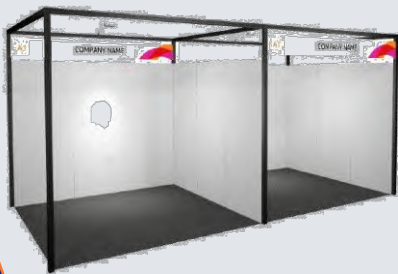
- 2 days...
- 34 booth exhibitors:
 - 18+ business marketing companies
Websites, logos, graphic design, photography, etc.
 - Up to 16 small business support companies
Finance, legal, insurance, coaching, etc.
- 3 published authors on business marketing
- 12 speakers on professional marketing for SMEs
- 500+ walk-in participants



Exhibitor Packages

Premium Package

- 6m x 3m booth with company naming. Prominent location
- 2 pull-up banner placements
- 20 second TV silent-video advertisement
- 1 speaking slot of 45 min



Only 5
available

\$3,000

Standard Package

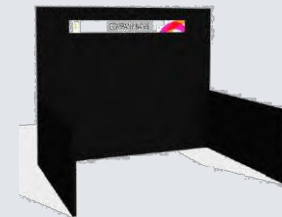
- 3m x 3m booth with company naming



\$1,350

Budget Package

- 2.4m x 2.4m panel-separated space



\$950

Exhibitor Packages

Speaking Slot

- 45 minutes speaking slot in the meeting room adjacent to the auditorium.



12
available

\$200

TV Advertising

- 5 overhead projector TVs inside the exhibition auditorium
- Advertising on repeat cycle



200 sec.
available

\$10
/ second

Banner Advertising

- 2.4m x 2.4m panel-separated space



14
available

\$100

Exhibition Layout

Premium Booth



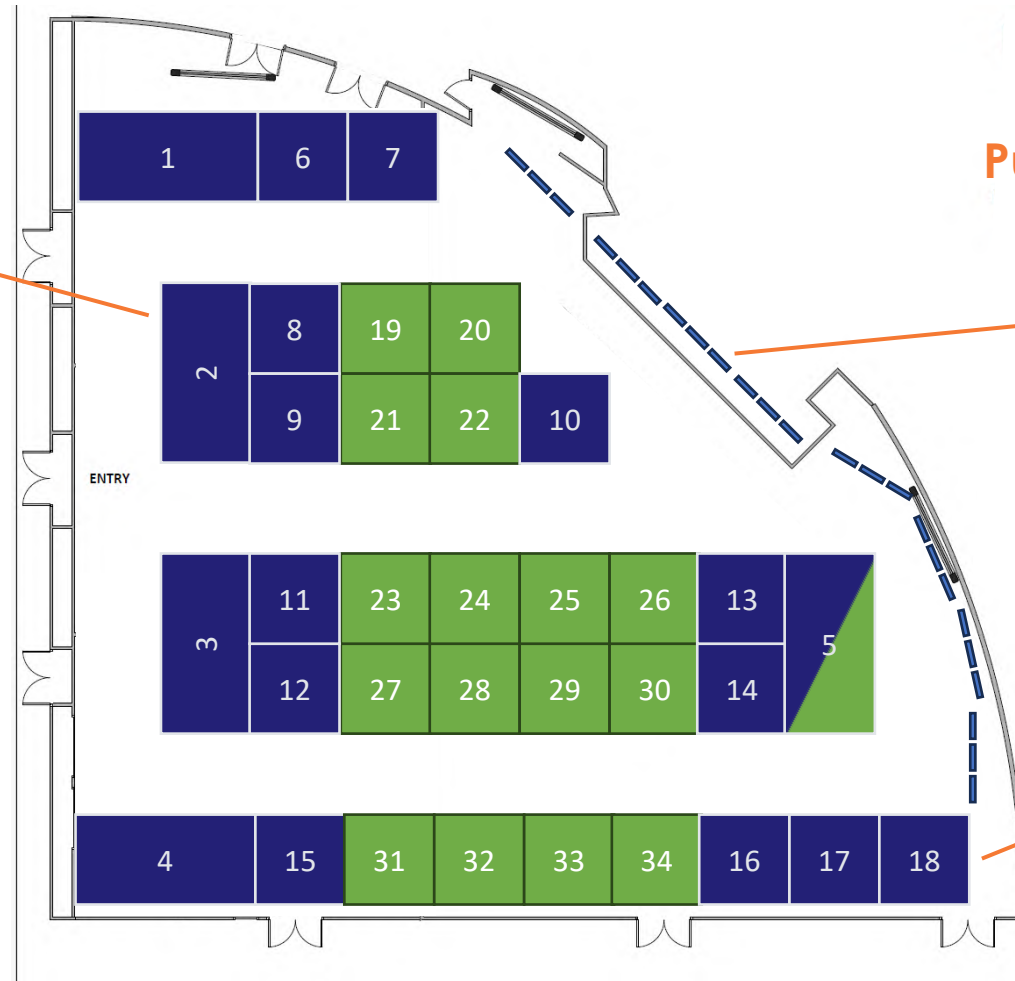
Pull-up Floor Banners



Marketing Exhibitor
Generic B2B Exhibitor



Standard Booth



Event Branding Sponsor

- **Exclusivity** - Only one branding sponsor for the entire event.
- **Ubiquity** – Branding sponsor logo appears in every location that the name of the event is used:
 - Company and Event Website
 - Social Media posts
 - Event Paid Advertising
 - Posters & Flyers
 - Event Venue Collateral – posters, banners, TV signage.
- **Exposure** – 34 exhibitors, 500+ participants, 1,000+ viewers, 20+ business network communities, 10+ councils.

The sooner you
sign up, the
more value you
get!



\$10,000