



BXPONENTIAL
CONFERENCE
GOLD COAST CONVENTION CENTRE

Proposal for BxPponential Conference and the Business xCellence Awards.

Written by Matt Alderton, Founder & CEO,
Bx | Business Networking Reimagined.

It's Here. It's xCiting. Partner With Us!

Join us in driving xponential growth for small business through an environment that supports and celebrates knowledge-share, creativity, and xcellence in innovation.

Welcome & Thank you

Thank you for considering this genuine and unique opportunity to change the lives of our leaders in small business and support them to become the business owners they were born to be! We are excited to present our plans for the Bxponential Conference and Business xCellence Awards.

Together, with your valued contribution, we will help thousands of entrepreneurs and business owners gain the necessary strategies and resources to take their businesses to the next level and avoid becoming another disheartening statistic of small business failure.



Overview

- 1** This proposal includes partnership opportunities for the following:
 - Bxponential Conference, and
 - Business xCellece Awards Gala Dinner
- 2** Hosted at the prestigious Gold Coast Convention Centre and The Star, 22 - 24 October 2023.
- 3** Our mission is to change the lives of our leaders in small business and support them to become the business owners they were born to be!
- 4** Consistently attracting over 500 success-driven small business owners & entrepreneurs.
- 5** And a collective partner database of over 100,000 that we market to throughout the campaign.
- 6** Delivered by Bx over eight years, these events are just a few initiatives we organise to support our xtensive community small business industry and entrepreneurs.
- 7** When you partner with our events, you join our entire Bx community and receive comprehensive promotion 365 days a year.



Who Will Attend?

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Attracting xCellece in Business

The Bxponential Conference has consistently achieved venue capacity and attracted an attendance of 500+ small business owners and entrepreneurs.

To date, we already achieved double the number of entrants for the Business xCellece Awards versus last year, and we anticipate reaching between 750 and 1000 finalists, with over 500 attendees to the Gala Dinner.

Our event partners gain incredible xposure, with a total reach of over 100,000 business owners that we reach through our marketing initiatives and an xponentially higher number with Media & PR opportunities.

Partnership & Collaboration Brings New Audiences

To attract a new audience, we look to increase our event partners each year and hand-pick those we feel share the same vision & values. In 2023, we are excited to welcome Koshies Business Builders and Pinstripe Media on board!



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Bxponential is the premier event for small business. Having attracted over 4,000 registrations in events to date and attendees of 500+ at each event, Bxponential is an exceptional opportunity for you to position your brand as a leading solution provider in the industry.



Over 500 small business owners gain valuable skills & resources.

Attendees relax and do business at the Bxponential Cocktail Evening.



Meet Our Keynote Speakers

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Mike Mikalowicz

Author & Entrepreneur

Mike Michalowicz is the entrepreneur behind three multimillion-dollar companies and is the author of several business books, including Profit First, Clockwork, The Pumpkin Plan and his newest book, All In. Mike is a former small business columnist for The Wall Street Journal and business makeover expert for MSNBC. He regularly travels the globe as an entrepreneurial advocate, and we're excited to have him join us in the Gold Coast, Australia.



David Koch

Media Personality & Businessman

David has a strong interest in minor business issues and was a director of the NSW Small Business Development Corporation for over six years. As a former business owner, operator, and company director, his specialty is speaking on success in small business and investment issues as well as providing practical tips. David speaks informatively from a base of personal experience and knowledge of business and financial issues.



Terry Hawkins

Education Architect, Author & Creator of Flipman/Pitman

Terry Hawkins is an international, award winning speaker, author and education architect. From dealing with life's challenges to learning the latest technologies. Terry Hawkins is CEO of the multinational training organization People in Progress Global. In 2012, she won the Woman of the Year Award for Business Education from the National Association of Professional Women.



Michael Crossland

Inspirational Speaker, Best Selling Author & Peak Performance Coach

Michael Crossland has been a fighter since birth, defying the odds of surviving not only a rare form of life-threatening cancer but being the sole survivor of a horrific cancer drug trial. A businessman and elite sportsman, Michael is at the forefront of today's new generation of inspirational speakers and is one the most in-demand and highly respected speakers in Australia.

Meet Our Keynote Speakers

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Jackson Millan

Wealth Coach & Mentor

Jackson Millan, also known as The Wealth Mentor is an award winning entrepreneur and wealth coach. He is the author of international best selling book 'Enjoy The Journey: Creating Wealth & Living The Life You Desire' that has been featured on best seller lists in 8 countries across 15 categories.



Andrew Daddo

Author & Broadcaster

Andrew Daddo has enjoyed a successful career across almost every media platform and is now described, amongst other things, as an 'accomplished author.' He has worked with a staggering array of clientele, covering the entire business spectrum, from builders to real estate agents to community groups to financial institutions to telecommunications giants.



Heather Porter

Digital Marketing Coach & Speaker

Heather Porter is a business coach & speaker who teaches online marketing tips to small businesses that want to grow with less hustle. She's managed events for the world's top speakers, such as Tony Robbins, and co-founded the Billionaire Adventure Club. Heather currently owns Website Love, is an Amazon Kindle #1 bestseller, and is 1 of 8 Facebook Community Trainers in ANZ.



Matt Alderton

CEO & Founder, Bx

Matt is a serial entrepreneur and business expert, with over 40 industry awards, including Business Person of the Year and winning the Australian Business Champion Awards 2 years running. Matt has founded and grown a dozen, six, and seven-figure businesses, generating over 100 Million dollars in revenue, and runs the fastest-growing business networking organisation in the world.

Business xCellence Awards

Be at the Forefront of Recognising, and Rewarding xCellence in Small Business.

The Business xCellence Awards are a highly sought-after recognition of business success and create exceptional opportunities for both finalists and winners. Celebrating their 8th year, the awards program has become a highlight for entrepreneurs and business owners to aspire to.



"Reward and recognition is a crucial part of success for any business, especially small business. This is why Business Blueprint is a proud partner of the Bx Business xCellence Awards"

Dale Beaumont - Business Growth Expert & Author of 19 Best-Selling Books. Founder & CEO of Business Blueprint

Why Partner With Us?

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Together, we can make a big impact on small business.

We believe there is excellent synergy between our culture and values and our desire to grow our businesses by helping other companies grow theirs.

This is why Bx would love to form a partnership that is ongoing and rewarding for all.



What We Can Offer

Partnership Options

In 2023, we are offering three partnership levels:



We are looking for partners that want a minimum of a 12-month opportunity for ongoing engagement in all areas of Bx, and our xtensive business community.

Amazing Returns

- 1 Prominent Front-of-Mind Brand Placement
- 2 Deliver Your Message with Speaking & Presentation Opportunities
- 3 xClusive Advertising Opportunities
- 4 Network In-Person at the Conference & Awards Gala Dinner
- 5 Build brand awareness with an xtensive Marketing & PR campaign
- 6 Receive Attendee or Registration Data (Limited Opportunities)



Investment

Below, you will find a summary of the three partnership opportunities and a link to view the full itemised breakdown. This menu of partnership opportunities is not exhaustive, and we will tailor packages to better suit your objectives.

[CLICK TO VIEW THE FULL LIST OF PARTNERSHIP OPPORTUNITIES](#)



Bxcited

\$4,997

- 3 Month ALL Group Access to Bx Networking
- VIP tickets to Conference (RRP \$797) x 2
- Tickets to Awards Night (RRP \$297) x 2
- Logo on Invitations
- Presentation Evening Program Logo
- Business xCellece Awards Promotional Video (30 Seconds)

[VIEW FULL LIST OF BXCITED PARTNERSHIP BENEFITS](#)



Bxposed

\$9,997

- 6 Month ALL Group Access to Bx
- VIP tickets to Conference (RRP \$797) x 2
- Tickets to Awards Night (RRP \$297) x 2
- 25-Minute Presentation at Special Event (Gold Coast, Brisbane, Sydney)
- Press Releases
- Event Flyer Distribution
- Event Banner Advertising
- Allocated Promotional Area at the Event
- Finalist Certificates logo
- Logo on Large Screen
- Video Feature during Bxponential - (30 seconds)
- Branding on Thank You & Follow-Up Emails Sent to Attendees

[VIEW FULL LIST OF BXPOSED PARTNERSHIP BENEFITS](#)



Bxplosive

\$19,997

- 12 Month ALL Group Access to Bx.
- VIP tickets to Conference (RRP \$797) x 6
- Tickets to Awards Night (RRP \$297) x 6
- 25-Minute Presentation at Bxponential
- xposure to Over 30,000 through Direct eMail
- Q&A Session on Stage with Matt (8-10 mins)
- Presentation of 3-6 categories at the Awards
- Logo on Award Trophies
- Logo on Winner's Poster
- Branding on Highlights Video Emails Sent to Attendees
- Press Releases & Media xposure Post-Event
- Full Attendee Database - Name, Business Name, Email, Phone

[VIEW FULL LIST OF BXPLOSIVE PARTNERSHIP BENEFITS](#)

Our Commitment to You

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We are committed to returning a high-value opportunity. Our partnership packages guide easy decisions for the majority; please let us know if there are any other ways we can add significant value to your business. We are happy to be flexible in our sponsorship packages to make this an excellent fit.

Are You Interested?

You are just steps away from a mutually beneficial partnership.

Email: tanya@bxnetworking.com

Call: +61 2 8935 6499



Ready to get started?

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