

VISITCANBERRA INVITES YOU TO JOIN US AT

ATE 2018

Sunday 15 April — Thursday 19 April 2018

Adelaide Convention Centre



WHAT IS ATE?

Australia's leading International Travel and Tourism Trade Show

The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. It brings together Australia's tourism industry in a forum to showcase their products directly to tourism wholesalers and retailers from around the world, through a combination of scheduled business appointments and networking events. It is also a unique opportunity for international travel Buyers to experience Australia first-hand.

ATE 2018 will take place in Adelaide, from 15-19 April 2018.

WHO ATTENDS ATE?

Around 1,500 Australian seller delegates from approximately 550 companies, 700 key buyer delegates from over 30 countries, and over 80 international and Australian media attend this global event.

Australian tourism product Sellers from all sectors of the tourism industry attend including:

- Accommodation providers
- Transport operators
- Airlines
- Tour operators
- Boat and cruising companies, and
- State & regional tourism organisations

Buyers include wholesale and travel trade agents operating in markets such as the United States of America, United Kingdom, New Zealand, Continental Europe, Japan, China, India, Singapore and Hong Kong as well as emerging markets such as Vietnam, Indonesia, Brazil and Argentina.

PREVIOUS ACT PARTICIPANTS

In 2017, the following industry partners took part in ATE.

- Abode Hotel
- Australian Institute of Sport
- Balloon Aloft
- Blue Skies Adventure Tours
- Capital Hotel Group
- Canberra Rex Hotel
- Doma Hotels
- East Hotel + Apartments
- Hotel Hotel
- National Gallery of Australia
- National Museum of Australia

WHY ATTEND ATE?

ATE provides an effective opportunity for industry partners to present their businesses and negotiate deals with more than 700 qualified international and domestic buyers from more than 30 countries globally.

The total number of international visitors to the ACT for the year ending June 2017 was 221,479. International visitors stayed

4.58 million visitor nights contributing \$535.4 million to the ACT economy. (IVS June 2017)

With VisitCanberra's commitment to increased international on-shore and off-shore activities, the opportunity for the ongoing development of key travel trade and aviation partnerships in international markets will present significant benefits for tourism businesses in the Territory.

Importantly, a good representation of Canberra operators at ATE 2018 will ensure that international agents get a cohesive understanding of the types of products and experiences available in Canberra. A good representation from the ACT at the event will also provide agents with multiple reasons to include Canberra on international travel itineraries and brochures.

VALUE FOR MONEY

- Cost-effective way to meet face-to-face with approximately 700 key international wholesale and retail buyers all in one place
- Customised appointment schedules
- Networking opportunities on and off the trade show floor
- Exposure to leading international and domestic journalists, editors, broadcasters and digital influencers

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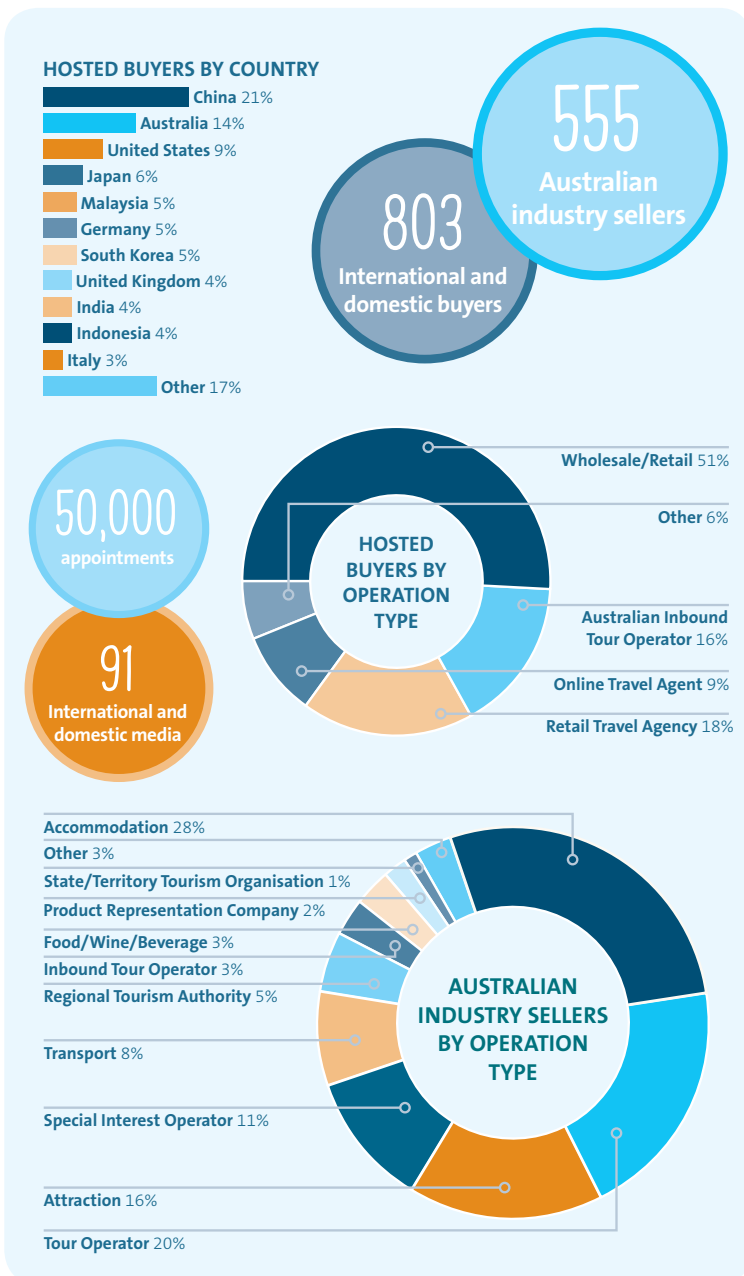
AUSTRALIAN TOURISM EXCHANGE

14 – 18 MAY 2017



The Australian Tourism Exchange (ATE) is Australia's largest annual travel and tourism business-to-business event. ATE brings together Australian tourism businesses in a forum to promote their products directly to tourism wholesalers and retailers from around the world.

In 2017, ATE was held in Sydney, New South Wales, and was delivered in partnership with Destination NSW. Before and after the four day program of scheduled business appointments and networking events in Sydney, international buyers and media travelled to other destinations in Australia to experience Australia's tourism offering first-hand.



POST-EVENT SURVEY RESULTS



As a result of attending ATE17, **90%** of buyers **intend to sell more** Australian product.



ATE MEDIA PROGRAM



Over **80 pieces of media** generated from 22 different markets, reaching approximately **1.2 billion**.

NEW SELLERS

New product may apply to exhibit on a 'new seller' package subject to the criteria and acceptance of Tourism Australia. To qualify as a first-time seller, the organisation must have either never attended, or not attended since 2012 under the current organisation name.

The first timer seller package includes:

- 25 per cent discount off total participation costs
- Welcome and pre-event briefing to assist with preparation
- Promotion of new sellers to ATE buyers via the Inside ATE newsletter

ATE APPOINTMENT SCHEDULES

Tourism Australia creates a customised appointment schedule based on mutual "preference" requests from buyers and sellers. Every seller and buyer has pre-selected appointment schedules so you will meet with who is most appropriate for your business.

There are 86 prescheduled appointment times, and 14 free appointments, each with a duration of 15 minutes.

ATE NETWORKING

Four days of appointments are complemented by networking opportunities and events that showcase Australia and give buyers and sellers further face-to-face meeting time in a relaxed social setting.

PARTICIPATION OPTIONS

Booths

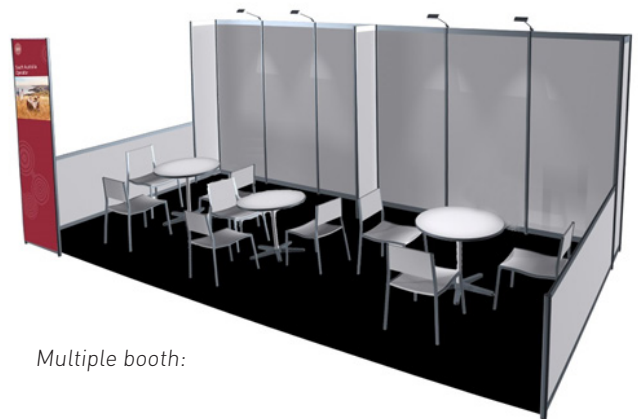
ATE18 will have a standard exhibition build throughout the exhibition halls and there will not be any custom designed stands.



Standard booth:
2m wide x 2.5m deep x 2.4m high



Double booth:
4m wide x 2.5m deep x 2.4m high



Multiple booth:

Exhibitor booth inclusions	Sole booth package	Multiple booth package
Approx. 2m x 2.5m x 2.4m space for sole use	✓	✓
Individual company graphic panel including image, application name and booth number	✓	✗
Single company graphic panel including image, application name and booth number across all booths	✗	✓
1 x table (approx. 750 mm x 750mm)	✓	✓
3 x chairs	✓	✓
1 x 150 watt spotlight	✓	✓
Waste paper bin	✓	✓
Floor carpeting	✓	✓
Power points	✗	✗
Access to Wi-Fi (reasonable usage)	✓	✓

MULTIPLE BOOTHS

Sellers may request multiple participation packages should more than one booth space be required. Booth spaces must reflect appointment schedules. Consideration will be given to companies with multiple international brands and past buyer demand. Allocation is at the sole discretion of Tourism Australia and subject to availability.

Please note that only one front graphic panel is included per application. Please see VisitCanberra support on the next page.

BOOTH POSITION

All sellers are allocated to the State or Territory area they have requested to exhibit in. National exhibitors will be allocated to areas throughout the trade show floor that are dedicated to national product.

VISITCANBERRA SUPPORT

VisitCanberra will provide the following support to industry partners wishing to participate as part of the ACT ATE 2018 delegation.

- Inclusion in the ATE 2018 product guide.
- VisitCanberra will pay for upgrades to the back graphic panel of participating industry partners' booths. (Maximum of 2 back panels per booth)
- VisitCanberra will provide 2 corporate shirts per business which will feature both the participating organisation's logo and VisitCanberra's logo. Additional shirts can be ordered for approximately \$50 per shirt.*

- VisitCanberra will provide partners with destination content in English and Mandarin for distribution through partner collateral.
- VisitCanberra will host a series of industry workshops/ meetings in the lead up to ATE 2018 which will aim to prepare industry partners to capitalise on opportunities available through ATE 2018.
- VisitCanberra will actively pitch a Canberra family program to buyer delegates and will preference ATE partners in this program

* Note: The shirts will be the same as those produced for ATE2017.

PARTICIPATION COST

Seller participation packages	Standard fee (AUD incl GST)	New seller fee (AUD incl GST)
Standard appointment schedule in a sole booth* <ul style="list-style-type: none"> • 1 standard appointment schedule (maximum of 86 pre-scheduled appointments and 14 free appointments of 15 minute duration) • 1 sole booth space (2m wide x 2.5m deep x 2.4m high) • 1 primary delegate 	\$6,380	\$4,785
Half appointment schedule in a sole booth* <ul style="list-style-type: none"> • 1 half appointment schedule (maximum of 43 pre-scheduled appointments and 57 free appointments of 15 minute duration) • 1 sole booth space (2m wide x 2.5m deep x 2.4m high) • 1 primary delegate 	\$5,350	\$4,012.50
Trade show passes		
Additional delegate	\$1,210	\$907.50
^Day pass delegate	\$550	\$412.50
Function pass (subject to availability)		
**Welcome function pass - Monday 15 May	\$330	\$247.50
**Farewell function pass - Thursday 18 May	\$110	\$82.50

All prices are in AUD and are inclusive of GST

* Please note, due to the venue capacity the share booth participation options are not offered for ATE18. Sellers wishing to purchase multiple standard appointment schedules, should purchase multiple participation packages during the application process. Tourism Australia reserves the right to limit the number of multiple participation packages purchased. First time seller companies are only eligible for one appointment schedule.

** Fee for registered companies with employees wishing to attend this ATE function only

^ Monday day pass delegates wishing to attend the Welcome Function must also purchase a function pass.

^ Thursday day pass delegates wishing to attend the Farewell Function must also purchase a function pass.

Further information can be found on [Tourism Australia's website](#).

NOTES

Industry partners will be responsible for the cost of design and submission of back panel graphics direct to VisitCanberra.

All partners are responsible for arranging their own travel to Adelaide, accommodation and personal expenses for the duration of the event.

FINANCIAL GRANTS

It is important to note that costs related to attendance at ATE may be recognised by Austrade for the purposes of Export Market Development Grants (EMDG).

WHAT IS EMDG?

The Export Market Development Grants (EMDG) scheme is a key Australian Government financial assistance program for aspiring and current exporters. Administered by Austrade, the scheme supports a wide range of industries.

The EMDG scheme:

- encourages small- and medium-sized Australian businesses to develop export markets
- reimburses up to 50 per cent of eligible export promotion expenses above \$5,000 provided that the total expenses are at least \$15,000
- provides up to eight grants to each eligible applicant.

See [EMDG at a glance](#) (PDF) for an overview of the scheme. Find more information on the EMDG scheme on the [Austrade website](#) here.

HOW TO APPLY FOR ATE 2018?

VisitCanberra has limited spaces available for industry partners wishing to participate in ATE 2018. Should you be interested in attending, please contact Alison Beer, Partnership Events Officer at VisitCanberra.

Each ACT operator must register individually online through the Tourism Australia website. Tourism Australia will assess your application based on the ATE 2018 [seller selection criteria](#).

Note: Being accepted by VisitCanberra as part of the ACT delegation does not mean an automatic acceptance by Tourism Australia (TA).

For more information on ATE 2018, please visit tourism.australia.com and look up the events calendar. Or contact:

Alison Beer
Partnership Events Officer
VisitCanberra

T 02 6207 8649

E alison.beer@act.gov.au

APPLICATION PROCESS

- All applications are processed through Tourism Australia's dedicated [events website](#).
- Tourism Australia has implemented a new events website so please allow approximately **20 minutes** to complete the initial Primary Delegate Application form – you will need your organisation's public liability details, company biography and profile and delegate contact details.
- After you have completed the Primary Delegate Application form, you can then add additional primary, additional, day pass delegate products and function passes.
- When you start a new registration you be directed to Tourism Australia's secure login site where you will be required to "sign up now" using your email address, verify your email and create a new password.
- Once you start an application you must complete and "submit" the Primary Delegate Application Form **within 3 hours** or your information will be lost and you will need to begin the process again.
- All completed applications are assessed against the [seller selection criteria](#). These criteria, along with the [Conditions of Participation](#) govern participation at the event.
- Applicants will be advised on the status of their application via email on Thursday, 2 November 2017.
- Successful applicants will be required to accept the offer of attendance by Wednesday 15 November 2017.

KEY DUE DATES	
Applications close	Wednesday 11 October 2017
Acceptances open	Thursday 2 November 2017
Invoices issued and payment due	Thursday 2 November 2017
Acceptances close	Wednesday 15 November 2017
Company biographies due	Wednesday 15 November 2017
Front graphic panel images due	Thursday 7 December 2017
Notification of booth allocation	Thursday 18 January 2018
Back graphic panel images due	Tuesday 23 January 2018
Preferences open	Thursday 8 February 2018
Preferences close	Thursday 1 March 2018
Exhibitor service and furniture upgrade forms due	Friday 9 March 2018
Appointment schedule available and Online Messaging opens	Thursday 15 March 2018
Cancellation	
50% cancellation fee	Monday 15 January to Wednesday 28 February 2018
100% cancellation fee	From Thursday 1 March 2018 onwards

Dates are subject to change

PROGRAM

SUNDAY 15 APRIL 2018	
1000 - 1045	New Seller Briefing
1130 - 1710	International Market Update - Sellers
1200 - 1730	Buyer and Seller Registration
	<i>Free Evening</i>
MONDAY 16 APRIL 2018	
0900 - 1045	Appointments
1048 - 1103	Morning Tea
1106 - 1327	Appointments
1254 - 1351	Lunch A
1330 - 1427	Lunch B
1354 - 1557	Appointments
1600 - 1615	Afternoon Tea
1618 - 1803	Appointments
1830 - 2100	ATE Welcome Function
TUESDAY 17 APRIL 2018	
0900 - 1045	Appointments
1048 - 1103	Morning Tea
1106 - 1327	Appointments
1254 - 1351	Lunch A
1330 - 1427	Lunch B
1354 - 1557	Appointments
1600 - 1615	Afternoon Tea
1618 - 1803	Appointments
1830 - 2030	SATC Showcase: Buyers and South Australia Seller Function. Hosted by South Australia Tourism Commission.
WEDNESDAY 18 APRIL 2018	
0900 - 1045	Appointments
1048 - 1103	Morning Tea
1106 - 1327	Appointments
1254 - 1351	Lunch A
1330 - 1427	Lunch B
1354 - 1557	Appointments
1600 - 1615	Afternoon Tea
1618 - 1803	Appointments
1745 - 1900	Happy Hour
	<i>Free Evening</i>
THURSDAY 19 APRIL 2018	
0900 - 1045	Appointments
1048 - 1103	Morning Tea
1106 - 1327	Appointments
1254 - 1351	Lunch A
1330 - 1427	Lunch B
1354 - 1557	Appointments
1600 - 1615	Afternoon Tea
1618 - 1745	Appointments
1830 - 2030	ATE Farewell

Program is subject to change.