

Australian Tourism Exchange 2019 (ATE19) Media Program Seller Event Policy

Version 1.0

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1.0 Introduction

This policy forms part of the terms and conditions of participation at the Australian Tourism Exchange 2019 (ATE19) (Event) Media Program. The policies as detailed in this document are in place to protect the investment of those companies and their delegates who have paid to exhibit at the event. All delegates must adhere to any and all policies distributed by Tourism Australia. For the avoidance of doubt, all exhibitors must also adhere to any and all policies distributed by Perth Convention and Exhibition Centre. Participants who agree to the ATE19 Media Program Terms and Conditions at the time of application are also acknowledging and accepting to adhere to all Event policies, including this including this ATE19 Media Program Seller Event Policy.

2.0 Definition of Terms

Exhibiting Seller Company

An exhibiting seller company is a product or service promoting Australian tourism that is exhibiting at ATE19 Media Program (seller companies are also referred to as exhibitors). Any company applying to exhibit at ATE19 Media Program must be an Australian registered company and pay applicable taxes in Australia. A seller company wishing to exhibit at ATE19 Media Program must also meet Tourism Australia's Event Selection Criteria.

Exhibiting Seller Delegate

An exhibiting seller delegate is a representative of the exhibiting seller company attending the event. An exhibiting seller delegate must be directly employed or contracted by the exhibiting company to attend the event. Exceptions to this are delegates of State Tourism Organisations (STOs), Regional Tourism Authorities (RTAs), Product Representation Companies (PRCs) and Associations.

Exhibitor Space

Two exhibitor participation options are available for purchase at ATE19 Media Program. Participation packages a primary delegate option (compulsory) include a trestle table space including power access and the option of adding one additional delegate.

First Time Exhibitor

A first time exhibitor of ATE19 Media Program is a company that has not participated under the existing company name before or for the last 4 years i.e. 2015, 2016, 2017 or 2018.

General Sales Agent (GSA)

A General Sales Agent (GSA) offers representation and marketing of an Australian tourism product or service internationally. A GSA also provides a booking service by way of a toll-free number.

Inbound Tour Operator (ITO)

An Inbound Tour Operator (ITO) promotes and sells Australian travel packages to offshore buyers and provides a range of services including advice on product, price and availability and coordination of ground arrangements for group and FIT travel in Australia.

International Brand

The term international brand refers to a brand that is recognised in its own right globally. For example, Cadbury Schweppes has a number of international brands that are marketed separately and in their own right including Cadbury Chocolate and Schweppes drinks such as Solo and Dr Pepper.

National Exhibitor

A national exhibitor (seller) is an Australian based tourism product or service that has major operations in three or more states or territories.

Tour Operator

A Tour Operator is a seller company that purchases and packages/brochures other tourism product for the international market.

Participation Package

Mandatory seller product including an appointment schedule, booth space and primary delegate. Refer to clause 3.3 Seller Participation Packages for further details.

Product Representation Company (PRC)

A Product Representation Company (PRC) represents and markets one or more Australian tourism products and/or services internationally. PRC's can be based in Australia or overseas.

Regional Tourism Authority (RTA)

A Regional Tourism Authority (RTA) is an organisation dedicated to marketing their individual regions of Australia as a tourist destination.

Seller Selection Criteria

A list of requirements a company must meet to be considered for participation. These criteria and the terms and conditions can be found on the <u>ATE19 Media Program website</u> and govern seller participation in this event.

State Tourism Organisation (STO)

A State Tourism Organisation (STO) is a government agency dedicated to the development and marketing of sustainable tourism destinations and experiences within their individual state/territory of Australia to increase awareness and attract visitors.

Tourism Product or Service

Products or services which would cease to exist or for which the level of consumption would be significantly reduced in the absence of visitors (e.g. accommodation services).

3.0 Australian Exhibitors (Sellers)

3.1 Seller Companies

- i. Companies that apply to attend ATE19 Media Program must meet the ATE19 <u>Seller Selection Criteria</u>. Not all companies that apply to attend the event will be automatically accepted to attend ATE19 Media Program. All applications will be evaluated by Tourism Australia in conjunction with the relevant STO, using Tourism Australia's ATE19 Seller Selection Criteria and subject to this ATE19 Seller Event Policy. All applications will receive notification regarding the outcome of the assessment when acceptances open, as stated in the <u>seller key dates and deadlines</u>.
- ii. Companies that apply to attend the event must purchase one participation package as a minimum. For more information regarding <u>participation packages</u> refer to clause 3.3 Seller Participation Packages.
- iii. ATE19 Media Program is an event for the promotion of Australian tourism product and services only. No international tourism products and services may be displayed, promoted or included

in any descriptive materials such as the company biographies in the Directories of Australian Sellers, in the artwork for the front and back graphic booth panels, in collateral used and distributed at the event or any digital signage (e.g. plasma presentations) onsite at the event. Tourism Australia reserves the right to assess other products and services on a case by case basis.

- iv. Companies can only exhibit using one company name as their application name. The exception to this is any two or more companies owned by the same parent company, provided the parent company is not attending and representing the same products. In this case the combined names of these companies must fit within the 30-character limit for the application name. Tourism Australia reserves the right to provide exemptions on a case by case basis. The application name will appear on all event material and exhibitor space signage.
- v. Individually managed products including hotel properties that have a marketing agreement or are a subsidiary of a parent company cannot exhibit at ATE19 Media Program in their own right if the marketing managing company or parent company is exhibiting. Employees from the individually managed products can attend as additional delegates of the marketing/parent company exhibiting. In the case of PRCs, if a company is exhibiting in their own right they cannot also be represented separately by their PRC. Tourism Australia reserves the right to assess all applications on a case by case basis. In the event of an acquisition or takeover occurring prior to ATE19 Media Program, Tourism Australia reserves the right to cancel an accepted seller's application where the company will be represented by the new parent company.
- vi. Sub sections or associations of State or Territory Tourism Organisations are able to request an appointment schedule upon application however, due to space limitations, may be required to incorporate their space within the State or Territory booth.
- vii. Sub sections or associations of State or Territory Tourism bodies will be assessed individually despite State Tourism Organisations being exempt from ATE19 <u>Seller Selection Criteria</u>.

3.2 Seller Participation Fees

- i. A complete list of seller participation fees is available on <u>ATE19 Media Program website</u>. Seller participation fees are divided into two components:
 - a) Primary Delegate (compulsory package)
 - b) Additional Delegate (only one additional delegate can be added to the Primary Delegate package)
- ii. Seller organisations that apply to exhibit at ATE19 Media Program must purchase a minimum of one participation package.
- iii. Any damage caused to booth space supplied by the Exhibition Manager during ATE19 Media Program will be the responsibility of the exhibitor, who will be required to pay the cost of all damages to the Exhibition Manager.

- iv. All exhibitors are responsible for the storage of their collateral during the event and its removal at the conclusion of the event.
- v. Tourism Australia and the Exhibition Manager accept no responsibility for lost or damaged materials for the duration of the event, including bump in and bump out periods.

3.3 Seller Delegates

- i. A number of delegate options are available as outlined below:
 - a) **Primary delegate** Registered delegate responsible for the seller application and appointment schedule. This delegate is the primary point of contact for all ATE19 Media Program communications and must attend the entire program.
 - b) **Additional delegate** Registered delegate other than the primary delegate that is eligible to attend the entire program.
- ii. All delegates, including additional, day pass and event pass delegates must be directly employed or contracted by the company accepted to exhibit at the event (STO, RTA, PRC and Association delegates are the exception). Tourism Australia reserves the right to ask any delegate to provide evidence that they are directly employed by the company i.e. to produce a business card and/or letter from the company etc. Where it is identified that the additional delegate is not a direct employee or contractor of the exhibiting company prior to the event, the delegate will be cancelled from the company's application. If the additional delegate deadline has passed, no delegate fees will be reimbursed.
- iii. If it is identified at the event that a delegate on the floor is not a direct employee or contractor of the exhibiting company, the delegate will have their pass confiscated and will be required to leave the event. No delegate fees will be reimbursed (refer to clause 4.1 Buyer and Seller Delegate Passes).
- iv. Additional delegates of STOs, RTAs, Associations and PRCs can be employed by these organisations or be owners or employees of those companies being represented by these organisations. It is important to note these delegates will have the name of the STO/RTA/Association/PRC (as appropriate) represented on their name badge, and not their individual company name.
- v. Seller companies requiring the services of an interpreter will be required to register the interpreter as an additional delegate on their application.
- vi. Any person required on an exhibiting company's booth, which is providing a service but not there to conduct business, may be eligible for an exhibitor contractor pass. Refer to clause 4.2 Exhibitor Contract Pass.
- vii. Seller companies must register and pay for additional delegates by the deadline indicated on the website, which will coincide with offer acceptance. Immediate payment by credit card or POLi Payments is required to accept the offer and secure the registration. (Read more about POLi pay and POLi pay's terms and conditions on https://www.polipayments.com/Buy#how.)

 Credit card merchant fees will be absorbed by Tourism Australia.

viii. The following cancellation fees will apply for additional delegates and day passes:

Cancellation of additional delegate pass up	No cancellation fee
to and including 7 January 2019	
Cancellation of additional delegate from	\$50 (including GST) cancellation fee i.e. late
Monday 7 January to Monday 4 February	administration fee
2019	
Cancellation of additional delegate Monday	100% cancellation fee (including any
4 February onwards	applicable late administration fees)

In the event of a primary delegate cancelling, which would in effect mean that an application or participation package has been cancelled, the cancellation fees outlined in the <u>key dates and deadlines</u> would apply.

- ix. Name changes of delegates are not subject to a cancellation fee.
- x. Due to the business nature of the event, persons under the age of 18 are not allowed to access the trade show floor and/or participate in the official ATE19 Media Program.

3.4 Exhibitor Bump In / Bump Out Requirements

- i. Exhibitor Bump In/Bump Out Requirements will be advised closer towards the date.
- ii. All parties working within the venue (halls and loading dock) during the bump in and bump out of the event are required to wear a 'safety vest' and enclosed shoes at all times. Any contractor, sub-contractor or exhibitor who is not wearing a safety vest will not be permitted entry. Vests can be pre-purchased from the exhibition management company at a reduced rate or onsite.
- iii. No person under the age of 15 will be permitted on the trade show floor during bump in/bump out.

3.5 Display Materials

- i. Each booth will feature a table sign, which will include the exhibitor's company name and booth number.
- ii. Exhibitors are free to promote their brand as they wish using presentational collateral and show reel presentations.
- iii. Due to limited space, promotional equipment (e.g. surfboards, pull up banners or other props) is not permitted. Tourism Australia reserves the right to review requests on a case by case basis.
- iv. Exhibitors must not obstruct the view of adjoining exhibitors nor be operated in any manner objectionable to other exhibitors. Video, sound and other technical equipment must be operated in a manner that is acceptable to Tourism Australia.

- v. All materials used for decorating tables must be of non-flammable material. Exhibitors must comply with all instructions given by the relevant authorities to avoid the risk of fire or any other risk.
- vi. Rigging of banners and signage is not permitted.
- vii. Graphic panel upgrade options are available. Full details will be advised post acceptance.
- viii. Any exhibitor found hanging signage or distributing merchandise/collateral outside the dimensions of their purchased exhibitor space and not within the realms of a sponsorship opportunity will be asked to remove the signage or cease distribution. If the signage/merchandise/collateral is not removed Tourism Australia will remove it at the exhibitor's cost.
- ix. Due to the standardised nature of the exhibition, display vehicles cannot be exhibited on the trade show floor.

3.6 Product Representation Companies

- Product Representation Companies (PRC) that are only representing a single company at ATE19
 Media Program can exhibit using the company name and operation type of the product they
 are representing.
- ii. A PRC representing a single company at ATE19 Media Program can register additional delegates that are employees of either the PRC company or the single product they are representing.
- iii. PRCs representing more than one company at ATE19 Media Program must register under the PRC name, which will appear on all event material and exhibitor space signage.
- iv. Delegates registering to attend under a company exhibiting as a PRC must be directly employed by the PRC or directly employed by the products the PRC is representing.
- v. Where a PRC is representing more than one company, additional delegates of PRCs will have the name of the PRC represented on their name badge and not their individual company name.
- vi. If a company is attending in its own right, it cannot be represented by a PRC. This also includes mention of the exhibiting company in the PRC's biography which will be used in the Directories of Australian Sellers.

4.0 Passes

4.1 Seller Delegate Passes

 Delegate passes are not transferable and delegate name badges must be worn at all times during the trade event and any function within the official program.

- ii. Delegates will not be permitted to enter ATE19 Media Program without their name badge being displayed.
- iii. Delegates will only be permitted to collect their own name badge and not those of other sellers regardless of whether they are from the same company unless prior arrangement has been made.
- iv. Any individual from a registered company found without a valid name badge or with another delegate's name badge on the trade show floor and/or any function within the official program will be automatically charged an additional delegate fee, given a warning and recorded. For more information regarding delegate fees refer to the ATE19 Media Program website. For a second offence, the delegate and company risk being banned from attending ATE the following year.
- v. Any individuals from a company not registered to attend ATE19 Media Program and found without a name badge or with another delegate's name badge on the trade show floor and/or any function within the official program, will be required to leave immediately. For a second offence, the offending individual and the company who has provided the name badge will risk being banned from attending ATE the following year.
- vi. Name badges that are lost or misplaced will be replaced only once per delegate at a cost of \$100 (including GST). Identification is required to reissue the name badge. If a badge needs to be replaced a second time, this will be at a full cost price of the relevant pass. Delegates who arrive without their badge will be asked to return to the hotel or to where they left their pass before being allowed back onto the trade show floor or into the function.

4.2 Exhibitor Contractor Pass

- i. Exhibitor contractor passes are issued to people who are required to work on the stand of an accepted exhibiting company to attend as service staff (i.e. coffee machine operators, chefs, massage therapists, characters, artists, bar staff, etc.).
- ii. The seller company commissioning the assistance of exhibitor contractors will be required to advise Tourism Australia in writing, with the details of the contractor, prior to the additional delegate deadline.
- iii. Exhibitor contractors are not permitted to attend or participate in the official lunches, morning and afternoon teas or other official networking events unless their services are directly related to the delivery of these events.
- iv. Exhibitor contractors must stay on the exhibitor's booth they are associated with and are not permitted to wander the trade show floor unless going to and from the booth they are associated with.
- v. Exhibitor contractors will not be charged a fee, however any company found abusing this policy and using event contractor passes to have company employee's access the event will be charged an additional delegate fee and will receive a warning. For a second offence, the

company will risk being banned from attending ATE the following year.

vi. Tourism Australia reserves the right to refuse contractor registrations.

4.3 Walkthrough Pass

- i. Walkthrough passes are only available to individuals invited by the host State or Territory Tourism Organisation (STO) or Tourism Australia.
- ii. Walkthrough passes are not available to seller or buyer companies who wish to provide temporary access to the trade show floor for non-registered employees or other individuals.
- iii. Individuals issued with a walkthrough pass must be escorted at all times by either a member of staff from the host STO or Tourism Australia when accessing the trade show floor and can only be on the trade show floor during their scheduled walkthrough and not any other time.

4.4 Booth Maintenance Contractor Pass

- i. Booth Maintenance contractor passes are ad hoc passes issued to stand builders, designers and individuals delivering equipment to exhibitors on the trade show floor at odd times during the event including set up days and dismantling days. They are only available to tradespeople and not for delegates of an exhibiting company.
- ii. Booth Maintenance contractors are not permitted to attend the official lunches, morning and afternoon teas, happy hours or other official networking events or stay on the floor longer than necessary to conduct their repairs/maintenance to the booth.
- iii. Booth Maintenance contractors are required to provide their driver's licence details for sign in at the Exhibition Manager's desk, in exchange for a pass to access the floor. Booth Maintenance contract passes will also be required to be signed out at the Exhibition Manager's desk upon completion. The seller company assigning the Booth Maintenance contractor assumes responsibility of the pass.
- iv. Booth Maintenance contractors will not be charged a fee however any company found abusing this policy will be charged a full additional delegate fee and will receive a warning. For a second offence, the company will risk being banned from attending ATE the following year.
- v. All Booth Maintenance contract passes are to be issued by the ATE Exhibition Manager.

5.0 Appointment Schedule Allocation

5.1 Seller Appointment Schedule Allocation

i. All seller companies accepted to attend ATE19 Media Program are eligible for a standard appointment schedule based on the participation option selected. Additional delegates will join their primary delegate's appointment schedule.

6.0 Exhibitor Space Allocations and Floor Plan

6.1 Allocation of Booths

i. The final allocation of booths is subject to availability of space and at Tourism Australia's discretion.

6.2 Floor Plan

- i. Exhibiting seller companies are arranged on the trade show floor in geographical areas as indicated in their application at the time of acceptance. These areas include: Australian Capital Territory, New South Wales, Northern Territory, Queensland, South Australia, Tasmania, Victoria, Western Australia, or National.
- ii. Tourism Australia reserves the right to limit positioning of seller companies in booths on the trade show floor by State and Territory areas only, should space or venue limits prevent booths being arranged to showcase specific regional areas.
- iii. The National areas allocated on the floor plan are reserved for those companies that operate in three or more states or territories across Australia or for those companies with an internationally recognised brand.
- iv. Wherever possible, Tourism Australia and respective STOs will endeavour not to allocate competing products to booths which are adjacent or directly opposite each other however this cannot be guaranteed.
- v. Wherever possible, Tourism Australia and respective STOs will endeavour to accommodate requests for share booth partners however this cannot be guaranteed.

7.0 Invoicing

7.1 Seller Payment

- i. Participation costs for ATE19 Media Program are payable in Australian Dollars (AUD). Payment is required at the time of offer acceptance by credit card or POLi Payments only and full payment will be required to secure your place at the event. Once payment has been made, an invoice and receipt of payment will be sent to Primary delegate's email address.
- ii. Any additional passes requested by sellers after 1 March 2019 (the delegate deadline) will need to be settled with credit card payment.
- iii. Cancellation after the specified deadline will result in cancellation fees. For more information regarding cancellation deadlines refer to ATE19 Media Program website.
- iv. No seller delegate will be able to register at ATE19 Media Program if their company has not paid their ATE19 Media Program participation invoice or any other outstanding invoice owing to Tourism Australia.

8.0 Cancellation

- i. All cancellations must be confirmed in writing to Tourism Australia's ATE19 Media Program seller team, as indicated on the <u>Contact Us</u> page of the website.
- ii. 50% and 100% cancellation dates for companies accepted to attend ATE19 Media Program are specified in the Event information. For more information regarding cancellation dates refer to ATE19 Media Program website.
- iii. Cancellation prior to the 50% cancellation date can be done without incurring any cancellation fees.
- iv. Cancellation between the 50% and 100% cancellation date will incur a cancellation fee equivalent to 50% of the total cost of participation. For sellers this includes participation package costs.
- v. Cancellation after the 100% deadline will incur a cancellation fee equivalent to 100% of the total cost of participation. For sellers this includes participation package costs.
- vi. Any seller additional delegate cancellations made after the additional delegate/day pass deadline but before the late additional delegate/day pass deadline will be charged a \$50 administration fee.
- vii. Any seller additional delegate or day pass cancellations made after the late additional delegate/day pass deadline will be charged a 100% cancellation fee.
- viii. By agreeing to the Event terms and conditions of participation in your application you are agreeing to the cancellation policy of ATE19 Media Program.
- ix. Once offer to attend ATE19 Media Program is accepted, cancellation fees are payable regardless of whether any monies have been paid.
- x. Refunds are to be processed on the 20th date of the month following the cancellation date. If the 20th date falls on weekend or public holiday then the refund will be processed on the next working date.
- xi. Failure to make payment of the cancellation fee will result in the company not being eligible to attend future Tourism Australia trade events until the payment has been made.

9.0 Functions, Events and Familiarisations

i. Seller companies are not permitted to host external events or functions for buyers or media during the <u>official ATE19 Media Program</u>. The official ATE19 Media Program includes appointment sessions, morning and afternoon tea breaks, lunches, networking drinks and the official Media Welcome Events hosted by Tourism Australia and Tourism Western Australia.

- ii. Any seller company or STO found to be hosting a function or event during the official ATE19
 Media Program will risk not being allowed to participate in ATE the following year.
- iii. Any seller company or STO found taking buyers from the trade show floor during the event to conduct product familiarisations will risk not being allowed to participate in ATE the following year.
- iv. The service of alcohol on the trade show floor is not permitted without the express permission of Tourism Australia and the Perth Convention and Exhibition Centre.

10.0 Media

i. Tourism Australia will not support tourism industry functions, such as breakfasts, lunches or dinners for domestic or international media. Should industry wish to invite media to experience their product they should liaise with their respective STO media representative.

11.0 Trade Promotion, Lotteries and Competitions

i. It is the responsibility of the organiser to comply with the legislative requirements in WA under the *Gaming and Wagering Commission Act 1987* (WA) for any sweeps, raffles, door prizes, Calcutta's etc. held during ATE19.

For any further queries, please contact the Gaming and Wagering Commission of Western Australia on:

Phone: 1800 634 541

Website: http://www.rgl.wa.gov.au

12.0 Code of Conduct

 Companies are responsible for all delegates representing them at ATE19 Media Program and related events. All participants must adhere to the <u>Tourism Australia Event Code of Conduct</u>, which is a condition of participation at all Tourism Australia events.

Tourism Australia may, in its sole discretion, refuse a delegate entry into, or remove a delegate from, any ATE19 Media Program event (official, unofficial or related events) and prohibit them and/or their company from participating in the remainder of ATE19 Media Program (and/or future ATE events) without compensation, if Tourism Australia considers, acting reasonably, that the delegate is acting in contravention of Tourism Australia's Code of Conduct – for example, acting in such a way that:

- a) Interferes with the enjoyment, comfort or safety of other persons at the event(s); or
- b) Threatens the reputation of Tourism Australia or the ATE19 Media Program event

This includes, but is not limited to, inappropriate behaviour such as harassment, violence, racial vilification, intoxication and downloading illegal material using Internet services provided at ATE19 Media Program. Please refer to Tourism Australia's Code of Conduct here.

ii. Seller companies are responsible for creating a business environment within their booth space. Noisy distractions are not permissible (e.g. loud presentations on laptops and plasmas/screens,

stand displays or interactive equipment). Entertainment must be restricted to the breaks and outside the allocated appointment times (i.e. morning and afternoon teas) and subject to Tourism Australia's approval.

13.0 Workplace Health and Safety

i. Health and Safety is each Participant's individual responsibility at ATE19 Media Program. Tourism Australia will not be held liable for any direct, indirect or consequential loss suffered as a result of a breach of the *Work Health and Safety Act 2011* (Cth) and Work Health Safety Regulations 2011 (Cth) and companies and individual participants acknowledge their responsibilities and liabilities imposed upon them under this legislation.