



Australian Tourism Exchange 2017
Buyer 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 2017 (ATE17). The policies as detailed in this document are in place to protect the investment of those companies and their delegates who have paid to attend the event. All delegates must adhere to any and all policies distributed by Tourism Australia. Participants who agree to the ATE17 Terms and Conditions at the time of application are also acknowledging and accepting to adhere to these policies.

2.0 DEFINITION OF TERMS

Additional delegate

An additional delegate is another registered delegate of a company other than the primary delegate (see primary delegate under Definition of Terms) who is eligible to attend the entire ATE program. Additional delegates are not listed in the Directory of Buyers and are not included in participation packages.

Buyer early bird registration

An invited Buyer who completes an online application prior to the early bird registration deadline. This deadline is determined by Tourism Australia and is stated in the Buyer key dates and deadlines on www.tradeevents.australia.com.

Buyer 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 www.tradeevents.australia.com and govern Buyer participation in this event.

Buyer standard registration

An invited Buyer who completes an online application after the early bird registration deadline but before the standard registration deadline. This deadline is determined by Tourism Australia and is stated in the Buyer key dates and deadlines on www.tradeevents.australia.com.

First time Buyer delegate

A first time Buyer delegate of ATE17 is a delegate representing a company that has not previously attended ATE. A first time Buyer must have their own appointment schedule i.e. be a primary delegate. Tourism Australia reserves the right to assess this on a case-by-case basis.

Hosted buyer delegate

A Hosted Buyer delegate is invited by Tourism Australia to attend ATE17 and is a representative of an international Buyer company or an online Buyer company. A Buyer delegate must be directly employed by the company and must have received an invitation from Tourism Australia inviting them to attend ATE17 as a Buyer.

Inbound Tour Operator (ITO) and National Tour Operator (NTO)

An inbound tour operator (ITO) and a National Tour Operator (NTO) 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. They must meet the Buyer selection criteria which can be found at www.tradeevents.australia.com.

International Buyer company

An international Buyer company is the term given to retail and wholesale travel companies that work with the Australian tourism industry to brochure/package and sell Australian tourism products and/or services within overseas markets. For a company to be eligible to attend ATE17 to conduct business with the Australian tourism industry, they must meet the Buyer selection criteria.

Online travel companies

Online/dot com travel companies are companies that package and sell Australian tourism products and services solely via the internet to overseas markets. They must meet the Buyer selection criteria which can be found at www.tradeevents.australia.com.

Online Booking Platform (B to B)

Online booking platform (B to B) provide product with an online booking option which can link to global distributors. They must meet the Buyer selection criteria which can be found at www.tradeevents.australia.com.

Primary delegate

A primary delegate is the main contact for ATE17 and is included in all participation packages. The primary delegate is responsible for the application, appointment schedule, ensuring all deadlines are met and will be listed in the Buyer Directory. The primary delegate must attend the entire ATE program.

Product Representation Company (PRC) and General Sales Agent (GSA)

A Product Representation Company (PRC) or General Sales Agents (GSA) represent and sell product offshore. They must meet the Buyer selection criteria which can be found at www.tradeevents.australia.com.

Specialist Buyer delegate

A specialist Buyer delegate is the representative of a niche Buyer company invited to attend ATE17 for part of the program. Appointment schedules are based on one-way preferencing enabling them to meet with relevant Australian products.

State Tourism Organisations (STO)

A State Tourism Organisation 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.

Unhosted Buyer delegate

A buyer delegate that does not receive an invitation to attend ATE17, who applies and is accepted to attend ATE on an appointment schedule with accommodation and flights excluded.

3.0 BUYERS

3.1. Hosted Buyer delegates

- i. A hosted Buyer delegate must be directly employed by the international Buyer company or the online travel company.
- ii. A hosted Buyer delegate must meet the Buyer selection criteria. The Buyer selection criteria can be found at www.tradeevents.australia.com.
- iii. A hosted Buyer delegate must have received an invitation from Tourism Australia inviting them to attend ATE17 as a Buyer, prior to applying to attend the event.
- iv. A hosted Buyer delegate must attend the entire ATE17 program. Exception applies to specialist Buyer delegates.
- v. All hosted Buyer delegates are encouraged to attend as a primary delegate. Exceptions to this rule apply for:
 - a Senior staff such as Managing Directors or equivalent
 - b Key distribution partners introducing new buyer delegates.
- vi. International and/or domestic flights to and from the host ATE17 city are not included in the participation fee. Sponsored flights may be available and if so, will be communicated by the TA regional contact.
- vii. Accommodation will be included in the participation fee for all hosted Buyer primary and additional delegates, excluding those based in the host city.

3.2. Unhosted Buyer delegates

- i. Priority for attendance at ATE17 is given to offshore Buyers from Tourism Australia's key markets.
- ii. Consideration will be given to Buyers to attend as an unhosted Buyer who:

- a). Have not been invited to attend.
 - b). Do not meet the demand for multiple hosted delegates.
 - c). Are a PRC or GSA
 - d). Are an Online Booking Platform (B to B) who demonstrate they have global distributors.
- iii. Standard participation costs apply.
 - iv. Unhosted Buyer delegates are not able to participate in preferencing. One-way preferencing applies whereby Sellers can preference unhosted buyers but not the reverse.
 - v. Accommodation and flights are not included.
 - vi. Invitation to the Buyer function are at the sole discretion of the host STO.

3.3. State and Territory Tourism Organisation (STO) regional Buyer delegates

- vii. A State and Territory Tourism Organisation (STO) regional Buyer delegate must be a representative of an STO and based in a regional office.
- viii. A State and Territory Tourism Organisation (STO) regional Buyer delegate is a delegate who wishes to have an appointment schedule to meet with Sellers.
- ix. A State and Territory Tourism Organisation (STO) regional Buyer delegate will receive inclusions specified in the Buyer delegate participation excluding accommodation and invitation to Buyer functions (at host STO discretion).
- x. Additional delegate passes and day passes are not available for State and Territory Tourism Organisation (STO) regional Buyer delegates.
- xi. International and/or domestic flights to and from the host ATE17 city are not included in the participation fee.

4. Buyer appointment schedule

- i. All Buyer delegates attending the entire ATE17 program are eligible for an appointment schedule to meet with Australian Sellers, with the exception of Buyer delegates attending on a day pass who are not eligible for an appointment schedule.
- ii. All Buyer delegates are encouraged to have an individual appointment schedule. A maximum of two delegates from the same company can share an appointment schedule. Companies with more than two delegates will be allocated multiple appointment schedules based on a maximum of two delegates sharing per appointment schedule.
- iii. Buyer delegates representing first time companies at ATE17 need to each have their own appointment schedule. Tourism Australia reserves the right to assess this on a case-by-case basis.
- iv. All first time Buyer delegates representing a company that has attended ATE17 previously need to have their own appointment schedule i.e. be a primary delegate. Tourism Australia reserves the right to assess this on a case-by-case basis.
- v. A standard appointment schedule means that the Buyer can achieve the maximum number of prescheduled appointments. The final number of prescheduled appointments will be dependent on the Seller demand during preferencing.
- vi. Prescheduled appointments are based on both Buyer and Seller preferences, with the exception of unhosted and specialist buyers who are eligible for one-way preferencing only.
- vii. Tourism Australia reserves the right to assess allocations on a case by case basis.

- viii. Buyers are not permitted to sell media and/or advertising during ATE17. Any Buyer found doing so will be asked to leave ATE17 and risk exclusion from future participation.

5. No Shows and cancellation of appointments

- i. Buyers are discouraged from cancelling prescheduled appointments with Sellers prior to or at the event without a legitimate reason.
- ii. Buyers cancelling prescheduled appointments without a legitimate reason risk not being invited to attend ATE in future years.
- iii. Buyers are required to attend all prescheduled appointments unless they have cancelled the appointment with the Seller through the online messaging system prior to the appointment with a legitimate reason.
- iv. These policies are in place to protect the investment of Australian suppliers who subsidise the cost of Buyers participating at ATE17.

6. Buyer participation fees

Each Buyer company is charged one participation fee per delegate. For more information on participation fees refer to www.tradeevents.australia.com.

There are a number of Buyer delegate participation fees:

Buyer delegate early bird registration – A reduced participation fee is charged for all Buyer primary and additional delegates that apply to attend ATE17 prior to the early bird registration deadline.

Standard Buyer delegate participation – Buyer primary and additional delegates that register after the early bird registration deadline are charged the standard Buyer delegate participation fee.

Late Buyer delegate participation fee – A late fee will be charged for all primary and additional Buyer delegates that submit an application to attend ATE17 or add a delegate after the official closing date for Buyer applications. All late delegates are subject to availability.

State and Territory Tourism Organisation (STO) Regional Buyer participation – A STO regional staff member attending ATE17 as a Buyer and taking an appointment schedule to meet with Australian Sellers will be charged the standard Buyer participation fee. Early bird registration discount does not apply. Accommodation is not included in the participation fee.

Day Pass participation – Registered delegate that is eligible to attend one day of the program. Multiple day passes may be purchased. Day passes provide access to the trade show only, on the specific date/s of the day pass purchase and do not include function access, accommodation or an appointment schedule. Day passes are not refundable if not used, however they are transferrable to another day, subject to availability, delegate capacities and solely at TA's discretion.

7. PASSES

7.1. Buyer delegate passes

- i. 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 ATE17 without their name badge being displayed.

- iii. Delegates will only be permitted to collect their own name badge and not those of other Sellers or Buyers 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 (not a day pass fee), given a warning and recorded. For more information regarding delegate fees refer to www.tradeevents.australia.com. 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 ATE17 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.

7.2. 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 at any other time.

8. INVOICING

- i. Buyers will receive one invoice per application for all delegates registered to attend ATE17.
- ii. Buyers will receive an invoice from the relevant Tourism Australia office either in Australian dollars or in the equivalent local currency at the predetermined exchange rates listed on the *Participation options* page on www.tradeevents.australia.com.
- iii. Payment of the invoice must be made by the payment deadline or the company may have its participation at ATE17 cancelled and cancellation fees applied.
- iv. No Buyer delegate will be able to register at the ATE17 event if their company has not paid their ATE17 participation invoice or any other outstanding debt owing to Tourism Australia.

9. CANCELLATION

- i. All cancellations must be confirmed in writing to Tourism Australia's ATE17 Buyer team, as indicated on the Contact us page of the website.
- ii. 50% and 100% cancellation dates for companies accepted to attend ATE17 are specified in the event information. For more information regarding cancellation dates refer to www.tradeevents.australia.com.
- 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 Buyers this includes primary and/or additional delegate costs.

- v. Cancellation after the 100% deadline will incur a cancellation fee equivalent to 100% of the total cost of participation. For Buyers this includes primary and/or additional delegate costs.
- vi. Any Buyer day pass cancellations made after Sunday 12 February 2017 but before Thursday 4 May 2017 will be charged a \$50 administration fee.
- vii. Any Buyer day pass cancellations made from Thursday 4 May 2017 onwards will be charged a 100% cancellation fee.
- viii. By agreeing to the terms and conditions of participation in your application you are agreeing to the cancellation policy of ATE17.
- ix. Cancellation fees are payable regardless of whether an invoice has been raised or any monies have been paid.
- x. 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.

10. FUNCTIONS, EVENTS AND FAMILIARISATIONS

- i. A Buyer must attend all functions and events as per the official event program. For further details, refer to the *Program* page on www.tradeevents.australia.com. The official ATE17 program includes appointment sessions, lunches, happy hour and the official functions hosted by Tourism Australia and ATE17 host partner.
- ii. A Buyer delegate that does not attend all components of the official ATE17 program will risk the international Buyer company not being invited to participate in ATE in future years.
- iii. The service of alcohol on the trade show floor is not permitted without the express permission of Tourism Australia and the International Convention Centre Sydney.
- iv. Famils before and after ATE are not part of the official ATE program and are generally owned by the host state. Tourism Australia will not be liable for any loss or damage arising from your participation in famils events before and after ATE. It is the participant's responsibility to register for famils.

11. 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

12. TRADE PROMOTION, LOTTERIES & COMPETITIONS

- i. It is the responsibility of the organiser to comply with the legislative requirements in NSW under the Lotteries and Art Unions Act 1901, the Lotteries and Art Unions Regulation 2014 and the Public Lotteries Act and Regulation for any sweeps, raffles, door prizes, Calcuttas etc. held during ATE17.

For any further queries, please contact Liquor & Gaming NSW on:

Liquor & Gaming NSW

Phone: +61 2 9995 0300

Email: info@olgr.nsw.gov.au

Website: www.liquorandgaming.justice.nsw.gov.au

13. CODE OF CONDUCT

- i. Companies are responsible for all delegates representing them at ATE17 and related events. Tourism Australia may, in its sole discretion, refuse a delegate entry into, or remove a delegate from, any ATE17 event (official, unofficial or related events) and prohibit them and/or their company from participating in the remainder of ATE17 (and/or future ATE events) without compensation if Tourism Australia considers, acting reasonably, that the delegate is acting in 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 ATE17 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 ATE17.

14. WORKPLACE HEALTH AND SAFETY

- i. Health and Safety is each Participant's individual responsibility at ATE17. 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 and Regulations 2011 and companies and individual participants acknowledge their responsibilities and liabilities imposed upon them under this legislation.