



# ATE INTERNATIONAL MEDIA MARKETPLACE

9-11 MAY 2014 • PALM COVE, QUEENSLAND



# **ATE14 International Media Marketplace Event Policies**

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## **1.0 INTRODUCTION**

This policy forms part of the terms and conditions of participation at the ATE14 International Media Marketplace that will take place from 9-11 May 2014 in Palm Cove, Queensland, Australia.

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 exhibitors must adhere to any and all policies distributed by Tourism Australia (TA) and TravMedia. Participants who agree to the ATE14 International Media Marketplace Exhibitor Terms and Conditions (the Terms and Conditions) at the time of application are also acknowledging and accepting to adhere to these policies.

## **2.0 DEFINITION OF TERMS**

### **Exhibiting company**

An exhibiting company is a product or service promoting Australian tourism products or services. This also includes Public Relations agencies or Public Relations Sole Operator representing an Australian tourism product or service. Any company applying to exhibit at ATE14 International Media Marketplace must be an Australian registered company and pay applicable taxes in Australia.

### **Exhibiting delegate**

An exhibiting delegate is a representative of the exhibiting company attending the event. An exhibiting delegate must be directly employed or contracted by the exhibiting company to attend the event.

### **Exhibitor space**

Only one exhibitor space option per organisation or representative agency is available for purchase for the International Media Marketplace component of the program taking place on Saturday 10 May 2014. Exhibitors are free to promote their brand as they wish using presentational collateral and showreel presentations. Custom built booths are not available at ATE14 International Media Marketplace.

### **Exhibitor selection criteria**

A list of requirements a company must meet to be considered for participation. These criteria are outlined in clause 3.2 of this policy.

### **Media delegate**

A media delegate is someone who is directly employed as a journalist, reporter or editor or contracted to provide freelance writing services for a recognised media publication or outlet; a blogger, digital opinion leader or social media expert who has a recognised social media profile or platform to post stories, content, photos or videos on their networks or recognised social media platforms.

### **Media selection criteria**

A list of requirements a media delegate must meet to be considered for participation. These criteria are set out in clause 4.1 of this policy.

## 3.0 AUSTRALIAN EXHIBITORS

### 3.1 Exhibitor companies

- i. Companies that apply to attend ATE14 International Media Marketplace must meet the exhibitor selection criteria outlined in section 3.2. Not all companies that apply to attend the event will be automatically accepted to attend. All applications will be evaluated by Tourism Australia using Tourism Australia's Exhibitor selection criteria and will be subject to the ATE14 International Media Marketplace event policies. All applications will receive notification regarding the outcome of the assessment when acceptances open, as stated in key dates and deadlines on [www.travmedia.com/immate](http://www.travmedia.com/immate). Tourism Australia is under no obligation to accept any application.
- ii. Companies that apply to attend the event must purchase one participation package as a minimum. Details of participation packages can be found at [www.travmedia.com/immate/imm-for-exhibitors.html](http://www.travmedia.com/immate/imm-for-exhibitors.html).
- iii. ATE14 International Media Marketplace 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 event program, collateral used and distributed at the event and any digital signage (e.g. plasma presentations) onsite at the event. Tourism Australia reserves the right to assess 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.

### 3.2 Exhibitor selection criteria

- i. Exhibitors can participate at the ATE14 International Media Marketplace either as a:
  - a. Tourism product or service;
  - b. Public Relations agency or Public Relations Sole Operator representing an Australian tourism product or service; or
  - c. State, Territory or Regional tourism association (or other relevant industry member).
- ii. Tourism Australia and TravMedia reserves the right to select the appropriate products for the event. Consideration will be given to the following important factors during the selection/assessment process of products and services:
  - a) A mix of products and services are presented to ensure media satisfaction;
  - b) Level of demonstrated experience in handling international tourists and the relevant market; and;

- c) Consistency with the objectives of this event and the objectives of Tourism Australia and Tourism Australia's obligations.
- iii. If the number of companies meeting the selection criteria exceeds supply for the event, Tourism Australia and TravMedia has the right to apply any or all of the following:
  - a) Category and geographic limits in order to maintain a balanced representation of product; and/or
  - b) 'First in best dressed' limit based on the date an application is submitted prior to the deadline; and/or
  - c) Priority will be given to Exhibitors who are also participating in the Australian Tourism Exchange 2014.
- iv. Tourism Australia and TravMedia reserves the right to not consider any applications or part thereof submitted after the application deadline for the event.
- v. All products and services, Public Relations Agencies and State and Territory Tourism Organisations and Regional Tourism Organisations applying to attend the ATE14 International Media Marketplace must demonstrate in their application that they comply with each of the following selection criteria. TA reserves the right to waive any of these criteria at its discretion and/or amend or reject any product or service, which is inconsistent with the criteria. The mandatory requirements for exhibitors are as follows:
  - a. Must be an **Australian registered company** paying applicable taxes in Australia;
  - b. Must have **public liability insurance to a minimum of \$5,000,000**. Evidence of the following information must be provided within the company's application:
    - o Name of policy provider
    - o Policy number
    - o Policy expiry date
    - o Policy territorial limits
  - c. Approved creditor status with Tourism Australia including, without limitation, no bad debts;
- vi. Tourism Australia reserves the right to cancel the participation of an organisation that has an outstanding account with Tourism Australia and/ or the payment of which has not been cleared seven working days prior to the commencement of the event. You acknowledge that if this should occur, you have no right of action, claim, proceeding or demand against Tourism Australia for such cancellation.

### 3.3 Exhibitor participation packages

- i. A complete set of exhibitor participation packages are available on [www.travmedia.com/immate/imm-for-exhibitors.html](http://www.travmedia.com/immate/imm-for-exhibitors.html). exhibitor participation fees are divided into the following components:
  - a. STO Program
  - b. IMM Only (includes welcome cocktail party and gala event)
  - c. IMM and New Media Workshop: (includes welcome cocktail party and gala event)
  - d. New Media Workshop only

- ii. Companies that apply to attend the event must purchase one participation package as a minimum.
- iii. All companies are responsible for sourcing their own accommodation and flights to attend ATE14 International Media Marketplace.

### 3.4 Exhibitor delegates

- i. A number of delegate options are available as below:
  - a) **Primary delegate** – Registered delegate responsible for the exhibitor application and appointment schedule. This delegate is the primary point of contact for all communications and must attend the entire program as outlined in the participation packages.
  - b) **Additional delegate** – Registered delegate other than the Primary delegate that is eligible to attend the entire program as outlined in the participation packages.
- ii. There is a maximum of two delegates permitted in the exhibitor space for the International Media Marketplace component of the program taking place on Saturday 10 May 2014 at any time. This can be made up of a combination of primary and additional delegates.
- iii. All delegates must be directly employed or contracted by the company accepted to exhibit at the event. Tourism Australia and TravMedia 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.
- iv. 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.
- v. 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 clause 9 of this Policy would apply.
- vi. Name changes of delegates are not subject to a fee.
- vii. Due to the business nature of the event, persons under the age of 18 are not allowed to participate in the official ATE14 International Media Marketplace program.

### 3.5 Exhibitor bump in/bump out requirements

- i. Exhibitors will be able to access the venue to decorate their booths from 7:30am on Saturday 10 May.
- ii. Exhibitors must have all decorations and promotional material cleared from the venue by 6:30pm on Saturday 10 May.
- iii.

- iv. All parties working within the venue during the bump in and bump out of the event are required to wear enclosed shoes at all times.
- v. Any damage caused to the exhibitor space supplied by Tourism Australia and TravMedia during ATE14 International Media Marketplace will be the responsibility of the exhibitor, who will be required to pay the cost of all damages.
- vi. All exhibitors are responsible for the storage of their collateral during the event and its removal at the conclusion of the event.

### **3.6 Display material**

- i. Exhibitors are free to promote their brand as they wish using presentational collateral and showreel presentations.
- ii. Due to limited booth space, promotional equipment (e.g. surfboards or other props) is not permitted. Tourism Australia however reserves the right to review requests on a case by case basis.
- iii. Exhibitors must not obstruct the view of adjoining exhibitors nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibitors. Video, sound and other technical equipment must be operated in a manner that is acceptable to the Organiser.
- iv. All materials used for building, decorating or covering stands 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.
- v. Rigging of banners and signage is not permitted.
- vi. 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 and TravMedia will have it removed at the exhibitor's cost.
- vii. Tourism Australia and TravMedia accept no responsibility for lost or damaged materials for the duration of the event, including bump in and bump out periods.

## **4.0 MEDIA**

### **4.1 Media delegates**

- i. Participation by international and domestic media at the ATE14 International Media Marketplace is by invitation from Tourism Australia and TravMedia only. There is no cost to media delegates to attend the event.
- ii. All international media who are invited to and accept to participate in the ATE14 International Media Marketplace program agree to participate in the media program including all official events.
- iii. A media delegate must be :
  - a. Directly employed as a journalist, reporter or editor or contracted to provide freelance writing services for a recognised media publication or outlet.
  - b. Be a blogger, digital opinion leader or social media expert who has a recognised social media profile or platform to post stories, content, photos or videos on their networks or recognised social media platforms.
- iv. A media delegate must have received an invitation from Tourism Australia and TravMedia inviting them to attend ATE as a media delegate prior to applying to attend the event.
- v. Accommodation will be provided for media delegates in Palm Cove. Details will be provided upon acceptance of media invitation. The core dates of accommodation provided for media are Friday 9 May to Monday 12 May 2014.
- vi. International and domestic flights will be provided for media delegates to Palm Cove at a class determined by Tourism Australia. Details will be provided upon acceptance of media invitation.
- vii. Coach transfers to and from Cairns Airport to Palm Cove will be provided for all media delegates.

### **4.2 Media appointment schedule**

- i. It is compulsory for media delegates to each have their own appointment schedule. Tourism Australia and TravMedia reserves the right to assess this on a case by case basis.
- ii. Media are not permitted to engage in marketing, sales or advertising activities on behalf of their publication or organisation and must not promote, prospect, solicit or seek advertising revenue or business opportunities during appointments. This includes the distribution of rate cards, contracts, brochures or any material deemed to promote sales. Failure to comply may result in immediate disqualification from attending ATE 14 International Media Marketplace as a media delegate. Any promotional material such as rate cards, contracts or brochures will be confiscated and returned at the end of the event.



### **4.3 No Shows and cancellation of appointments**

- i. Media are discouraged from cancelling prescheduled appointments with exhibitors prior to or at the event without a legitimate reason.
- ii. Media cancelling prescheduled appointments without a legitimate reason risk not being invited to attend future events.
- iii. Media are required to attend all prescheduled appointments unless they have cancelled the appointment with the exhibitor 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 media participating at ATE14 International Media Marketplace.

## **5.0 PASSES**

### **5.1 Exhibitor and media delegate passes**

- i. Delegate passes are not transferable and delegate name badges must be worn at all times during the event and any function within the official program.
- ii. Delegates will not be permitted to attend any of the event program without their name badge being displayed.
- iii. Any individuals from a company not registered to attend ATE14 International Media Marketplace and found without a name badge or with another delegate's name badge will be required to leave immediately.

## **6.0 APPOINTMENT SCHEDULES**

### **6.1 Appointment schedule allocation**

- i. A standard appointment schedule means that the Exhibitor can achieve the maximum number of 21 prescheduled appointments. The final number of prescheduled appointments will be dependent on the media demand during preferencing.
- ii. Appointment schedules are based on both media and exhibitor preferences.
- iii. A maximum of two delegates from the same company can share an appointment schedule.
- iv. Tourism Australia and TravMedia reserve the right to assess allocations on a case by case basis.

## **7.0 EXHIBITOR SPACE ALLOCATIONS AND FLOOR PLAN**

### **7.1 Allocation of booths**

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

### **7.2 Floor plan**

- i. Exhibiting companies will be arranged where practical in geographical areas as indicated in their application at the time of acceptance. These areas include; Australian Capital Territory, New South Wales, National, Northern Territory, Queensland, South Australia, Tasmania, Victoria and Western Australia.
- ii. 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.
- iii. Wherever possible, Tourism Australia will endeavour not to allocate competing products to booths which are adjacent or directly opposite each other however Tourism Australia cannot guarantee this.

## **8.0 EXHIBITOR INVOICING**

- i. One invoice will be issued to Exhibitors accepted to attend ATE14 International Media Marketplace. Invoice will be raised in Australian dollars. Payment terms are strictly 21 days.
- ii. Payment of invoices must be made by the payment deadline or the company will have its participation at ATE cancelled and cancellation fees applied as per clause 9.
- iii. No exhibitor delegate will be able to register at ATE14 International Media Marketplace if their company has not paid their participation invoice or any other outstanding invoice owing to Tourism Australia.

## **9.0 CANCELLATION**

- i. By agreeing to the terms and conditions of participation in your application you are agreeing to the cancellation policy of ATE14 International Media Marketplace.
- ii. Cancellation fees are payable regardless of whether an invoice has been raised or any monies have been paid.
- iii. All cancellations must be confirmed in writing to Tourism Australia.

- iv. 50% and 100% cancellation dates for companies accepted to attend ATE14 International Media Marketplace are:
  - a. 50% cancellation fee - charged from Thursday 6 February 2014 to Thursday 27 March 2014.
  - b. 100% cancellation fee - charged from Friday 28 March 2014 onwards.
- v. Cancellations prior to the 50% cancellation cut-off can be done without incurring any cancellation fees.
- vi. Cancellation between the 50% and 100% cancellation dates will incur a cancellation fee equivalent to 50% of the total cost of participation. Cancellation after the 100% deadline will incur a cancellation fee equivalent to 100% of the total cost of participation.
- vii. 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.

## **10.0 FUNCTIONS, EVENTS AND FAMILIARISATIONS**

- i. Exhibitor companies are not permitted to host external events or functions for media during the official event program.
- ii. Any exhibitor company or STO found to be hosting a function or event during the official event program will risk not being allowed to participate in the event the following year.
- iii. Any exhibitor company or STO found taking media from the event to conduct product familiarisations without express permission from Tourism Australia and TravMedia will risk not being allowed to participate in the event the following year.

## **11.0 CONDITIONS OF SPONSORSHIP**

- i. Sponsorship opportunities are based on a first in, first confirmed basis. The date is determined by receipt of a signed sponsorship application form.
- ii. ATE sponsorship opportunities are only available to exhibitor companies that Tourism Australia and TravMedia have officially 'accepted' to attend ATE14 International Media Marketplace.
- iii. Sponsorship opportunities are limited to one per company i.e. it is not possible for an accepted company attending the event to purchase more than one sponsorship option. If however, the sponsorship deadline is reached, and a sponsorship item is still available for uptake, Tourism Australia and TravMedia reserve the right to allow an existing sponsor to purchase more than one sponsorship option.
- iv. All sponsorship items provided by sponsors are subject to Tourism Australia's and TravMedia's approval.

## **12.0 CODE OF CONDUCT**

- i. Companies are responsible for all delegates representing them at ATE14 International Media Marketplace. Tourism Australia and TravMedia may, in its sole discretion, refuse a delegate entry into, or remove a delegate and prohibit them and/or their company from participating in the remainder of the event without compensation if Tourism Australia and TravMedia consider, 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, TravMedia or the 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 the event.
- ii. Exhibitor 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).

## **13.0 WORKPLACE HEALTH AND SAFETY**

- i. Health and Safety is each Participant's individual responsibility at ATE14 International Media Marketplace. Tourism Australia and TravMedia 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.