

2023

# LARTI

CONVENTION

## SPONSORSHIP AND TRADE EXHIBITION PROSPECTUS

### AUSTRALIAN REGIONAL TOURISM CONVENTION

NEWCASTLE, NSW  
10 - 12 OCTOBER 2023



Australian Regional Tourism (ART) is the national body representing regional tourism at the national level, to the Federal Government. ART is a conduit for knowledge transfer, networking of regional practitioners and solution generation. ART, on behalf of its members, advocates for the recognition of good practice regional tourism development

## CONVENTION

The Convention is the most significant annual event for industry, practitioners and government agencies engaged in regional tourism throughout Australia. The Convention provides a forum to discuss, debate and investigate solutions to issues, challenges and opportunities facing regional tourism. It is for all sectors of the tourism industry to exchange ideas about ways to grow a sustainable regional destination and to showcase best practice success. The inaugural Convention was held in Port Macquarie, New South Wales, in September 2001. Subsequent events have been held in Longreach, Hobart, Lorne, Busselton, Norfolk Island, Canberra, the Barossa Valley, Alice Springs, the Yarra Valley & Dandenong, Townsville, Launceston, Margaret River, Port Stephens, Victor Harbour, Roma, Canberra, The Weed, Davenport and virtually in 2020. In 2021 it was cancelled due to COVID restrictions and held in Ballarat Victoria in 2022.

2023 Australian Regional Tourism Convention will be hosted by the City of Newcastle, NSW.

## TARGET AUDIENCE

ART members are practitioners, organisations and operators who are intrinsically connected to the visitor economy in regional Australia. Those who attend, both members and non-members, attend because the Convention provides opportunities to be part of the solution and to network and gain first hand knowledge from those who are at the grass roots of tourism experience delivery in regional Australia.

## PROGRAM

**TUESDAY 10  
OCTOBER**  
5pm - Welcome  
Reception

**WEDNESDAY 11  
OCTOBER**  
8.30am - Convention  
City Hall, Newcastle

**THURSDAY 12  
OCTOBER**  
8.30am - Convention  
City Hall, Newcastle  
& 7pm - Conv. Dinner

# MESSAGE FROM ART CHAIR

Thank you for considering an event partnership with Australian Regional Tourism (ART) for our industry's most significant learning and networking opportunity of the year.

The Australian Regional Tourism Convention 2023 will bring tourism, business and government professionals together under one roof to discuss the latest ideas and innovations in regional tourism, network and learn from peers, and debate and investigate solutions to shared industry challenges.

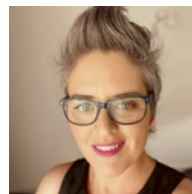
Building on the success of our previous conventions, this year's event is already attracting great interest and enthusiasm from across the regional tourism sector. As a valued event partner, you will have countless opportunities to connect with key players in the tourism industry and share your organisation's work with an engaged audience.

Importantly, you will also be contributing to the sustainability and vibrancy of Australia's local communities.

Please take this opportunity to review the partnership packages available on the following pages. Alternatively, our event management team can work with you to create a tailored partnership package that suits your needs and budget.

On behalf of Australian Regional Tourism, thank you for seeking to work with us to make this convention a great success for regional tourism.

With thanks,



Coralie Bell  
ART CHAIR



	PLATINUM	GOLD	SILVER	BRONZE
	CONVENTION PARTNER	NETWORKING SPONSOR	TRADE SPONSOR	CONVENTION SPONSOR
	<i>(limited availability)</i> AU \$10,000 <small>ex GST</small>	<i>(two opportunities available)</i> AU \$3,750 <small>ex GST</small> AU \$6,500 <small>ex GST</small>	<i>(opportunities as required)</i> AU \$3,500 <small>ex GST</small>	<i>(opportunities as required)</i> AU \$3,000 <small>ex GST</small>
<b>CONVENTION WEBSITE</b>				
LOGO RECOGNITION ON HOME WEBPAGE with hyperlink to business website	✓			
LOGO RECOGNITION UNDER SPONSOR WEBPAGE with hyperlink to business website	✓	✓	✓	✓
<b>DIGITAL MARKETING</b>				
FEATURED SPONSOR SPOTLIGHT IN EDM	✓ X2	✓ X1	✓ X1	✓ X1
SOCIAL MEDIA POST across all ART social media platforms – including LinkedIn and Facebook	✓ X4	✓ X2	✓ X1	✓ X1
<b>PROGRAM</b>				
<b>SESSION PRESENTATION</b> Invitation to put forward an EoI to present at Convention. <i>Presentations need to be relevant to the overall theme and subject to approval by the ART Chair.</i>	✓			
<b>NAMING RIGHTS</b> – Welcome Reception \$3750 OR Convention Dinner \$6500		✓		

<b>CONTINUED...</b>	<b>CONVENTION PARTNER</b>	<b>NETWORKING SPONSOR</b>	<b>TRADE SPONSOR</b>	<b>CONVENTION SPONSOR</b>
<b>PRINTED PROGRAM</b>				
LOGO RECOGNITION under list of Sponsors	✓	✓	✓	✓
<b>IN PERSON CONVENTION</b>				
VERBAL ACKNOWLEDGMENT in Opening Session & Closing Session by Convention MC	✓	✓	✓	✓
PPT HOLDING SLIDE ACKNOWLEDGMENT throughout Convention	✓			
PPT SPONSORSHIP SLIDE ACKNOWLEDGMENT	✓	✓	✓	✓
BANNER DISPLAY at the Convention entrance	✓	✓		✓
BANNER DISPLAY at the sponsored session/event	✓	✓		
DELEGATE HANDOUT for delegates by table drop at sponsored session/ event OR displayed in common areas	✓	✓		
WELCOME DELEGATES to the Sponsored Social Event (2-5 minutes). Sponsor Representative and/or advert played on screen <i>(Content provided by sponsor to be pre-approved by the Organising Committee)</i>		✓		
<b>TRADE DISPLAY</b>				
TRADE DISPLAY (2x2m space allocated with trestle table and chairs)	✓		✓	

<i>CONTINUED...</i>	<b>CONVENTION PARTNER</b>	<b>NETWORKING SPONSOR</b>	<b>TRADE SPONSOR</b>	<b>CONVENTION SPONSOR</b>
<b>REGISTRATION &amp; TICKETS</b>				
<b>FULL CONVENTION REGISTRATION – COMPLIMENTARY</b> <i>(Note: FULL Convention Registration includes a Welcome Reception and Convention Dinner Ticket)</i>	✓ X2	✓ X1	✓ X1	✓ X1
<b>CONVENTION DINNER TICKET – COMPLIMENTARY</b> <i>in addition to FULL registration(s)</i>	✓ X1			
<b>WELCOME RECEPTION TICKET – COMPLIMENTARY</b> <i>in addition to FULL registration(s)</i>	✓ X1			
<b>ADDITIONAL REGISTRATIONS AND SOCIAL EVENT TICKETS – 20% DISCOUNT</b>	✓	✓	✓	✓

<b>SPONSORSHIP Add-ons</b>				
<i>*Additional cost</i>				
Additional sponsorship opportunities are available to boost your sponsorship package. If you are looking for a point of difference, a way to stand out amongst other sponsors or wanting to create a tailored package, consider the additional opportunities below:				
<b>BARISTA COFFEE SPONSOR - \$4500</b> <small>ex GST</small>	✓			
<b>LANYARD SPONSOR- \$3500</b> <small>ex GST</small>	✓		✓	
<b>SACHEL SPONSOR - \$3000</b> <small>ex GST</small>	✓	✓	✓	✓
<b>NOTEPAD &amp; PEN SPONSOR - \$1750</b> <small>ex GST</small>	✓	✓	✓	✓
<b>DELEGATE HANDOUT - \$550</b> <small>ex GST</small>		✓	✓	✓

# FOR ENQUIRIES, CONTACT US

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Request more information or book your package today via the link [here.](#)

[contact@eventstudio.com.au](mailto:contact@eventstudio.com.au)

