



TOURISM AUSTRALIA

Australian Tourism Exchange 2020
Seller and Solutions Hub 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 2020 (ATE20). 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 sellers must also adhere to any and all policies distributed by Melbourne Convention and Exhibition Centre. Participants who agree to the ATE20 Terms and Conditions at the time of application are also acknowledging and accepting to adhere to these policies.

2.0 Definition of Terms

Seller / Exhibitor

A Seller or Exhibitor is a company exhibiting a product or service promoting Australian tourism at ATE20. Any company applying to exhibit at ATE20 must be an Australian registered company and pay applicable taxes in Australia. A seller wishing to exhibit at ATE20 must also meet the [seller selection criteria](#).

Solutions Hub exhibitor

The Solutions Hub is a boutique concept at ATE, designed for an eligible business to access a qualified target audience in the travel industry. Businesses that do not fit within the traditional framework of the ATE 'seller' or 'buyer' may apply to exhibit as a Solutions Hub exhibitor. Qualifying businesses will offer solutions for the tourism industry in Australia for example; financial, marketing, education and digital organisations.

Delegate

A delegate is a representative of the seller or Solutions Hub exhibitor attending ATE20. A 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 Organisations (RTOs), Product Representation Companies (PRCs) and Associations.

Exhibition Space

Two exhibition space options are available for sellers at ATE20. Participation packages include a sole booth space measuring 3 metres wide by 3 metres deep by 2.5 metres high, and a share booth space of the same dimensions shared with another seller company.

The Solutions Hub exhibition space is a sole booth space measuring 2.2m wide by 2.5m high.

All booths are shell scheme, which are provided by Tourism Australia's Exhibition Manager. Custom built booths are not possible for exhibiting seller companies at ATE20. Exceptions to this are the State Tourism Organisations (STO) cafes as outlined in the STO prospectus.

New seller

A new seller at ATE20 is a company that has not participated at an ATE under the existing company name before or for the last four years i.e. 2016, 2017, 2018 or 2019.

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 seller

A national seller is an Australian based tourism product or service that has major operations in three or more states or territories. Exceptions to this may be made at Tourism Australia's discretion.

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 Organisation (RTO)

A Regional Tourism Organisation (RTO) 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 [ATE20 website](#) 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 or Solutions Hub exhibitors)

3.1 Seller Companies

- i. Companies that apply to attend ATE20 must meet the [Seller Selection Criteria](#). Not all companies that apply to attend the event will be automatically accepted to attend ATE20. All applications will be evaluated by Tourism Australia in conjunction with the relevant State Tourism Organisation (STO), using Tourism Australia's [Seller Selection Criteria](#) and subject to this Seller Event Policy. All applications will receive notification regarding the outcome of the assessment when acceptances open, as states in the [seller key dates and deadlines](#).
- ii. Companies that apply to attend the event must purchase one participation package as a minimum. For more information regarding participation packages refer to clause 3.4 *Seller Participation Packages*.

- iii. ATE20 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 Directory 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. Tourism Australia reserves the right to decline or waitlist organisations that are promoting individual tourism products as part of a wider brand. If individual tourism products do apply to attend on their own (and not by their parent company), the application will be assessed by TA on a case by case basis. If the Event is oversubscribed, Tourism Australia has the right to require the organisations with individual tourism products to consolidate their registration and be represented by the marketing/parent company in one application. 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 ATE20, 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 [Seller Selection Criteria](#).

3.2 Solutions Hub Companies

- i. Companies that apply to attend ATE20 as part of the Solutions Hub must not meet the typical 'seller' or 'buyer' framework. If exhibiting in the Solutions Hub, you cannot also attend the event as a seller or buyer.
- ii. Spaces are limited to 10 organisations and spaces allocated on a first in basis.
- iii. All applications will be evaluated by Tourism Australia. All applications will receive notification regarding the outcome of the assessment when acceptances open, as states in the [key dates and deadlines](#).
- iv. Companies that apply to attend the event must purchase the Solutions Hub participation package. For more information regarding participation packages refer to clause 3.4

Participation Packages.

- v. ATE20 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 Solutions Hub Directory, in the artwork of the booth graphic 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.
- vi. 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.
- vii. Tourism Australia reserves the right to decline or waitlist individually managed products including hotel properties that are marketed as part of a wider brand or are a subsidiary of a parent company. If individual tourism products do apply in their own right, the requests will be assessed on a case by case basis. In the event of an oversubscription, Tourism Australia reserve the authority to ask the individual tourism products to consolidate their requests and be represented by the marketing/parent company. 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 ATE20, Tourism Australia reserves the right to cancel an accepted seller's application where the company will be represented by the new parent company.

3.3 Participation Fees

- i. A complete list of seller participation fees is available on [ATE20 website](#). Solutions Hub participation fees are also listed on the [ATE20 website](#). Both seller and Solutions Hub participation fees are divided into three components:
 - a) Participation packages (including booth, appointment schedule and primary delegate)
 - b) Trade show passes (including additional delegate and day passes)
 - c) Networking event passes
- ii. Seller organisations that apply to exhibit at ATE20 must purchase a minimum of one participation package.
- iii. New sellers may apply to exhibit at ATE20 as a new seller which entitles the exhibitor to a 10% discount off the total participation package cost. Eligibility for this discount is subject to meeting the new seller criteria and acceptance by Tourism Australia. The new seller discount does not apply to the Solutions Hub.

3.4 Participation Packages

- i. Sellers can request one or more of the following packages:
 - a) Standard Appointment Schedule / Sole Booth Package
 - One sole booth space (3m wide by 3m deep by 2.5m high) for exclusive use by a seller company
 - One primary delegate
 - Standard appointment schedule which can achieve the maximum 100% of the possible pre-scheduled appointments. Note that the maximum number of pre-scheduled appointments is driven by buyer demand and although Tourism Australia will do its best to accommodate your preferences, pre-scheduled appointments are not guaranteed.
 - b) Half Appointment Schedule / Sole Booth Package
 - One sole booth space (3m wide by 3m deep by 2.5 high) for exclusive use by a seller company
 - One primary delegate
 - Half appointment schedule which can achieve the maximum 50% of possible pre-scheduled appointments. Note that the maximum number of pre-scheduled appointments is driven by buyer demand and although Tourism Australia will do its best to accommodate your preferences, pre-scheduled appointments are not guaranteed.
 - c) Standard Appointment Schedule / Share Booth Package
 - One sole booth space (3m wide by 3m deep by 2.5m high) for shared use with another seller company
 - One primary delegate
 - Standard appointment schedule which can achieve the maximum 100% of the possible pre-scheduled appointments. Note that the maximum number of pre-scheduled appointments is driven by buyer demand and although Tourism Australia will do its best to accommodate your preferences, pre-scheduled appointments are not guaranteed.
 - d) Half Appointment Schedule / Share Booth Package
 - One sole booth space (3m wide by 3m deep by 2.5 high) for shared use with another seller company
 - One primary delegate
 - Half appointment schedule which can achieve the maximum 50% of possible pre-scheduled appointments. Note that the maximum number of pre-scheduled appointments is driven by buyer demand and although Tourism Australia will do its best to accommodate your preferences, pre-scheduled appointments are not guaranteed.
- ii. Solutions Hub sellers can request the following package only:
 - a) Solutions Hub Booth Package
 - One sole booth space (2.2m wide by 2.2m high) for exclusive use by a Solutions Hub exhibitor
 - One primary delegate

- Access to online messaging which will allow the delegate to request appointments with sellers after preferencing
- iii. For companies wishing to purchase more than one participation package, consideration will be given to companies with multiple international brands and proven buyer demand at previous events. Allocation is at the sole discretion of Tourism Australia and subject to availability. Solutions Hub exhibitors cannot request more than one booth.
- iv. Only one Share booth participation package is available per company. There are no share booth packages available for Solutions Hub exhibitors.
- v. Half schedule participation package will not be provided for more than one booth for applications with multiple booths. There are no half schedule participation packages available for Solutions Hub exhibitors.
- vi. Any damage caused to booth space supplied by the Exhibition Manager during ATE20 will be the responsibility of the seller or Solutions Hub exhibitor, who will be required to pay the cost of all damages to the Exhibition Manager.
- vii. All sellers and Solutions Hub exhibitors are responsible for the storage of their collateral during the event and its removal at the conclusion of the event.
- viii. 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.

3.5 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 ATE20 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.
 - c) **Day pass delegate** – 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 purchased and do not include access to the networking events, such as the welcome or farewell event. Day passes are not refundable if unused.
 - d) **Welcome event delegate** – Registered delegate of an accepted company that is eligible to attend the Welcome Event on 11 May 2020.
 - e) **Farewell event delegate** – Registered delegate of an accepted company that is eligible to attend the Farewell Event on 14 May 2020.
- ii. All delegates, including additional, day pass and networking event pass delegates must be directly employed or contracted by the company accepted to exhibit at the event (STO, RTO, 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, RTOs, 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/RTO/Association/PRC (as appropriate) represented on their name badge, and not their individual company name.
- v. Seller companies requiring the services of a translator will be required to register the interpreter as an additional delegate on their application.
- vi. Any person required on an exhibiting company's booth, who is providing a service and not there to conduct business (such as a barista or bartender), may be eligible for an exhibitor contractor pass. Refer to clause 4.2 Exhibitor Contract Pass.
- vii. All payments must be paid in full, Tourism Australia do not accept split payments.
- viii. Seller companies must register and pay for additional delegates, day and networking event passes by the deadline indicated on the [event 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. Credit card merchant fees will be absorbed by Tourism Australia.
- ix. All additional delegate/day pass/networking event pass need to be added to your application no later than 9 April 2020. Any requests received from 10 April 2020 onwards will be subject to a \$50 (including GST) late administration fee. No additional delegate/day pass/networking event passes will be processed after 24 April 2020, however you can purchase these onsite (subject to availability).
- x. The following cancellation fees will apply for additional delegates and day passes:

Cancellation of additional delegate/day pass/networking event pass up to and including 27 March 2020	No cancellation fee
Cancellation of additional delegate/ day pass/networking event pass from 28 March 2020 onwards	100% cancellation fee (including any 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 on the [event](#)

[website](#) would apply.

- xi. Delegate name changes are not subject to a cancellation fee, however we ask that changes are made as soon as possible to ensure the correct information appears in event collateral such as the Directory of Australian Sellers.
- xii. 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 ATE20 program.

3.6 Bump In / Bump Out Requirements

- i. If a seller requires access to their booth any time during bump in (i.e. on Sunday 10 May 2020) or during bump out (i.e. after 6.45pm on Thursday 14 May 2020), they must wear a safety vest and enclosed footwear (no open-toe shoes). During this period the venue is considered a construction site.
- 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.
- iii. No person under the age of 18 will be permitted on the trade show floor during bump in/bump out.

3.7 Display Materials

- i. Each seller booth will feature a front graphic panel, which will include an image as well as the seller's application name and booth number. Solutions Hub exhibitors will not have a front panel and instead have fascia signage displaying the application name.
- ii. Back graphic panel upgrade options are available. Full details will be advised post offer acceptance.
- iii. Rigging of banners and signage is only permitted by TA, STOs and major Event Partners in designated areas.
- iv. Any seller or Solutions Hub 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 expense.
- v. Due to the standardised nature of the exhibition, display vehicles (including segways) cannot be exhibited on the trade show floor.
- vi. Sellers and Solutions Hub exhibitors are not permitted to showcase any dangerous items, this includes sharp objects or burning candles.

3.8 Product Representation Companies

- i. Product Representation Companies (PRC) that are only representing a single company at ATE20 can exhibit using the company name and operation type of the product they are representing.
- ii. A PRC representing a single company at ATE20 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 ATE20 must register under the PRC name, which will appear on all event material and 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 Directory of Australian Sellers.

4.0 Passes

4.1 Delegate Passes

- i. Delegate passes are not transferable and delegate name badges must be worn at all times during the trade event and any networking event within the official program.
- ii. Delegates will not be permitted to enter ATE20 without their name badge being displayed.
- iii. Delegates will only be permitted to collect their own name badge and not those of other delegates regardless of whether they are from the same company unless prior arrangement has been made and agreed with Tourism Australia
- 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 networking event 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 the [ATE20 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 ATE20 and found without a name badge or with another delegate's name badge on the trade show floor and/or any networking event 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 networking event.

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. baristas, chefs, massage therapists, characters, artists, bar staff etc.).
- ii. The seller company commissioning the assistance of exhibitor contractors will be required to complete a contractor registration form, outlining the details of the contractor, prior to the additional delegate deadline (9 April 2020).
- iii. Exhibitor contractors are not permitted to attend or participate in the official lunches, morning and afternoon teas, happy hours or any 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), the Australian Tourism Export Council (ATEC) 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, ATEC 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 any 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 ATE20 are eligible for a half or standard appointment schedule based on the participation option selected. Requests for multiple schedules will be considered for companies with multiple international brands and subject to proven buyer demand at previous events
- ii. New sellers are only eligible for one appointment schedule. Multiple schedules are not permitted. Tourism Australia reserves the right to assess on a case by case basis.
- iii. All seller companies are required to select the participation package/s to suit their preferred appointment schedule type/s in their application. For participation package types refer to *clause 3.3 Seller Participation Packages*.

5.2 Solutions Hub Schedule Allocation

- i. All Solutions Hub exhibitors accepted to attend ATE20 are eligible to participate in online messaging to seller companies only.
- ii. Solutions Hub exhibitors are only eligible for one appointment schedule. Multiple schedules are not permitted. Tourism Australia reserves the right to assess on a case by case basis.
- iii. Any confirmed appointments between Solutions Hub exhibitors and sellers should be conducted at the seller booth.

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. Sellers 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. The allocation of state areas on the floor plan is managed by the relevant STO within the designated footprint.
- v. 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 is subject to availability and cannot be guaranteed.
- vi. Wherever possible, Tourism Australia and respective STOs will endeavour to accommodate requests for share booth partners however this is subject to availability and cannot be guaranteed.

7.0 Invoicing

7.1 Invoicing

- i. Participation costs for ATE20 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 9 April 2020 (the delegate deadline) will need to be settled with credit card payment at time of purchase.
- iii. Cancellation after the specified deadline will result in cancellation fees. For more information regarding cancellation deadlines refer to [event website](#).
- iv. No seller delegate will be able to register at ATE20 if their company has not paid their ATE20 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 [ATE20 seller team](#).

- ii. 50% and 100% cancellation fees for sellers accepted to attend ATE20 are outlined on the [event 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.
- v. Cancellation after the 100% deadline will incur a cancellation fee equivalent to 100% of the total cost of participation.
- vi. Any seller additional delegate, day pass or networking event pass cancellations made after the additional delegate/day pass/networking event pass deadline will be charged a 100% cancellation fee.
- vii. By agreeing to the terms and conditions of participation in your application you are agreeing to the cancellation policy of ATE20.
- viii. Once offer to attend ATE20 is accepted, cancellation fees are payable regardless of whether any monies have been paid.
- ix. Refunds will be processed within the following month of the cancellation date.
- 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.

9.0 Functions, Events and Familiarisations

- i. Sellers and Solutions Hub exhibitors are not permitted to host external events or functions for buyers or media during the [official ATE20 program](#). The official ATE20 program includes appointment sessions, morning and afternoon tea breaks, lunches, Happy Hour and the official welcome and farewell events hosted by Tourism Australia. Seller companies wishing to host events or functions outside of the official program need to register their unofficial function with Tourism Australia.
- ii. Any seller, Solutions Hub exhibitor or STO found to be hosting a function or event during the official ATE20 program will risk not being allowed to participate in ATE the following year.
- iii. Any seller, Solutions Hub exhibitor 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 permission of Tourism Australia and the Melbourne 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 Victoria under the Gambling Regulation Act 2003 (*Vic*) and Gambling Regulations 2015 (*Vic*) for any sweeps, raffles, door prizes, Calcutta's etc. held during ATE20. Tourism Australia is not a Promoter of any competitions held by sellers or Solutions Hub exhibitors and must not be referenced in any competition terms and conditions without its prior written consent.

For any further queries, please contact the Victorian Commission for Gambling and Liquor Regulation on:

Phone: 1300 182 457

Website: www.vcglr.vic.gov.au

12.0 Code of Conduct

- i. Companies are responsible for all delegates representing them at ATE20 and related events. All participants must adhere to the [Tourism Australia Event Code of Conduct](#), 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 ATE20 event (official, unofficial or related events) and prohibit them and/or their company from participating in the remainder of ATE20 (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 ATE20 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 ATE20.

- 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 ATE20. 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.