



EXHIBITOR PROSPECTUS

2024 Art of Attraction

BE INVOLVED IN AUSTRALIA'S ONLY
ART TOURISM / MATURE-AGE TOURISM
CONFERENCE

6 - 8 March 2024

The Events Centre Caloundra
Sunshine Coast QLD

Opportunity Overview

The Art of Attract Tourism Summit is a national conference built on the premise of sharing information and advocating for fair opportunity. It is the only tourism conference in Australia that addresses the needs of destinations and operators that work to attract two key segments – over 55 visitors and art-loving Australians.

What does the conference achieve?

Attendees connect with, learn from and become inspired by leaders at the very forefront of:

- Using street, public and silo art as a strong economic driver and visitor attraction mechanism.
- Harnessing the loyalty of Australia's most mobile, wealthiest and fastest growing visitor segment - over 55s.

"I have the simplest tastes. I am always satisfied with the best."

- Oscar Wilde

Highlights

- Two full days of speaker sessions
- Streams focussing on regional, rural and metropolitan street and public art
- Special over 55s visitation sessions
- A bonus free Street Art Walking Tour
- Meet the Street Artists session
- A fun themed welcome reception
- Meals amongst the exhibitors
- Gala Awards dinner.



www.artofattraction.com.au

2024 Snapshot

Who attended?

Where did they come from?

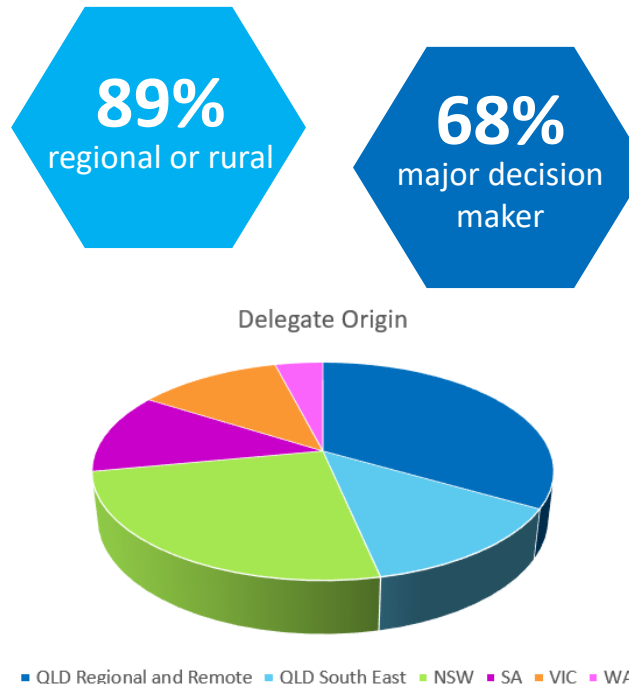
What did they say?

Be with the people who make the decisions.

More than two-thirds of the attendees at the previous Art of Attraction had direct purchasing responsibility. Their role titles included:

- Head of Economic Development
- Director Regional Development
- Director or CEO, Tourism
- General Manager
- Mayor or Councillor
- Public Art Curator
- Caravan Park Proprietor
- Festival Director.

The perfect opportunity to reach people from across Australia.



“The Summit provided practical learnings and direct connections that proved so valuable.”
- Bron Scholes, Corporate Services Manager, Yorke Peninsula Council (SA)

“I loved that predominantly those who spoke were ‘doers’ with real experience and advice to share. The conference offered a fantastic opportunity to exchange ideas, share advice and problem solve collective challenges, especially those experienced by rural and remote areas.”
- Rhianna Pezzaniti, Senior Project Manager, FORM (WA)

“So much valuable information gained and so much fun!”
– Tiffany Thornton, Tourism & Economic Development Manager, Narrandera Shire Council (NSW)

Partner Benefits

14.1K
unique
visitors

4.9M
social media
reach

6.4M
media reach

8.3%
social
engagement

Exhibit with Us

The Art of Attraction offers an excellent opportunity to exhibit at an event created to fill a gap and offer real solutions to Councils, tourism operators and art sector professionals.

Our delegates are hungry for solutions to their problems and meet suppliers who do not typically travel into the far corners of the country - places that our delegates call home.

By becoming an exhibitor you are not only reaching typically hard-to-access tourism professionals, but you are also helping destinations throughout regional and rural Australia become stronger and more resilient.

Along the way you will enjoy the benefits of:

- Brand association with high credibility events
- High profile exposure
- New stakeholder relationships
- Protected investment by meeting decision makers
- Purely domestic perspective - no international tourism waste of time or money
- Cost effective sales opportunity
- Social and networking opportunities for relaxed business.

* Projected based on achieved 121% mean growth, 2.9M media reach, 2.3M social media reach and 6.4K unique web visitors

Conference and Exhibition Outline

Day 1 - Wednesday

- Exhibition bump in
- Off-site Welcome Reception

Day 2 - Thursday

- Exhibition
- Plenary and breakout sessions
- Panels and poster session
- Happy Hour - grey nomad style! TBC

Day 3 - Friday

- Exhibition
- Plenary and breakout sessions
- Conference close
- Exhibition bump out
- Gala awards dinner (attendance fee)

Targeted Marketing



Exhibition Information

All day breaks, meals and the Happy Hour event will be held around the Exhibition area, providing exhibitors with an excellent opportunity to meet and liaise with delegates.

There are a limited number of exhibition booths available, with shell scheme or “space only” options. The following are included in the Exhibition Shell Scheme:

- 3 x 2m standard exhibition booth with 2.4m high walls.
- 1 x power point – located in rear corner of stand as per diagram.
- Booths are white and chrome Octonorm.
- Fascia signage - Organisation names will be installed over each open aisle fascia. Lettering will be computer cut vinyl in black on the fascia board. Each sign can be a maximum of 30 characters.
- Lighting - mounted inside the fascia. Extra and custom lighting available.
- Flooring - The venue’s faux-wooden flooring will be used. Alternatively, carpet tiles or custom flooring is available at an additional cost.
- Listing of 75 words plus logo in the Program.
- Registration for one person to the Summit sessions, Welcome Reception and Happy Hour event.

Want something eye-catching, custom and different? Portable Creations’ award-winning design team will create the graphics and stand design to your precise brief. Contact them at www.portablecreations.com.au or phone them on 1300 136 005.

Prices GST inclusive	Early Bird before 30 November 2023	Standard after 30 November 2023
3 x 2 Package	3,990	4,990
6 x 2 Package	6,990	8,990
9 x 2 Package	9,990	11,990
3 x 2 Space Only	2,990	3,990
6 x 2 Space Only	5,990	6,990
9 x 2 Space Only	8,990	9,990

Australian dollars and GST inclusive

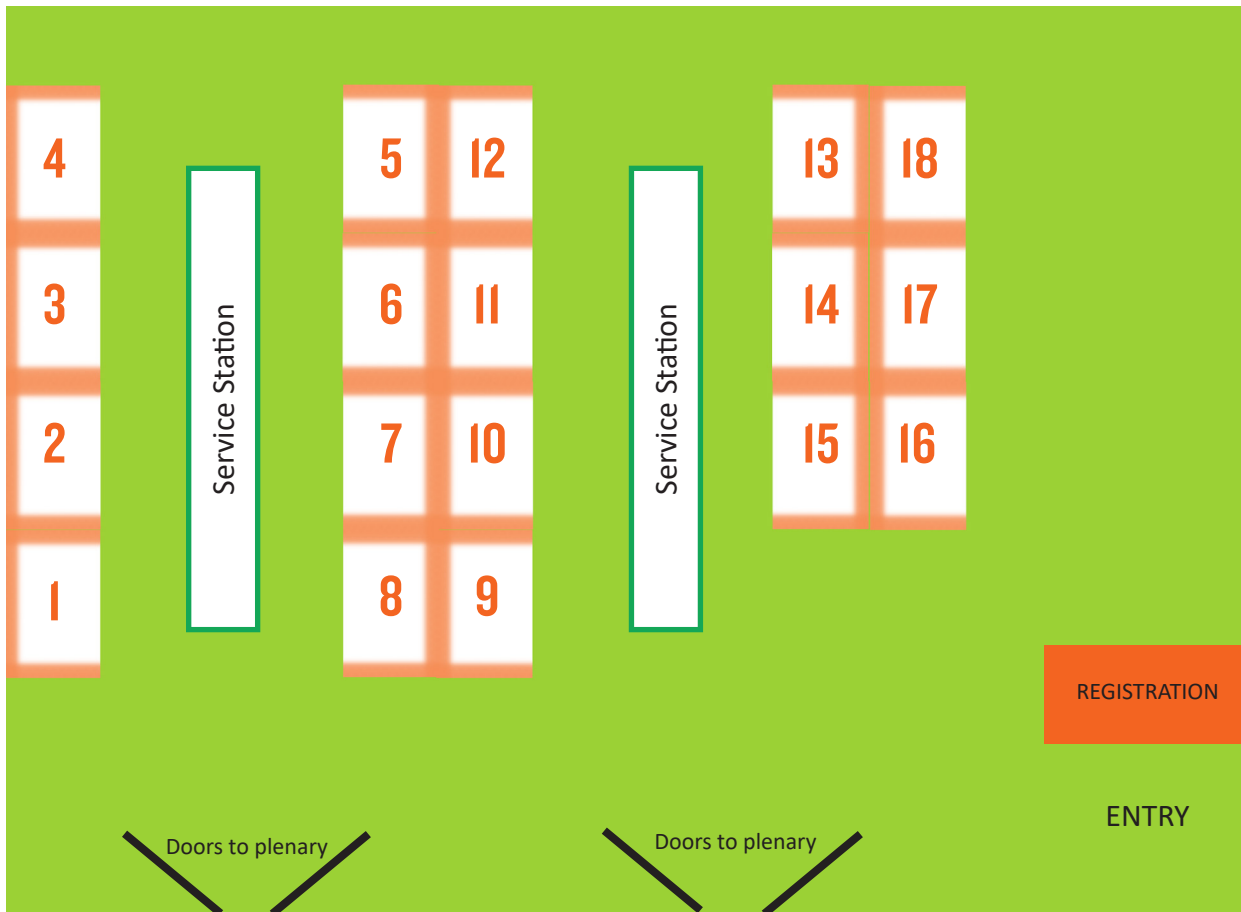
Items not to be used standard booth walls:

Velcro. Pins. Staples. Screws. Nails. Bolts. Glue. Paint.
Damage to the panels will be charged to the exhibitor.



Exhibition Floor Plan

SERVICE AREA SERVICE AREA SERVICE AREA SERVICE AREA SERVICE AREA SERVICE AREA



Please note: While everything possible will be done to assign you your preferred booth, the Organiser reserves the following rights in regards to the exhibition space. To:

- Modify the floor plan at any time
- Allocate booths in received order of receipt
- Re-allocate booths after initial allocation
- Retain specific booths and positions within the floor plan for principal partners.

Where multiple requests are received for a specific booth, preference will be given to the first booking received except where a principal partner is involved.

Bookings are confirmed once the full deposit is paid.



Terms and Conditions

1. Insurance

The Organisation agrees to carry a minimum of TWENTY MILLION DOLLARS (\$20,000,000) in public liability, protecting itself against any claims arising from any activities conducted during the Summit.

2. Claims and Disputes

In the event of any dispute, controversy or claim arising out of or relating to this Exhibitor Agreement, or the breach, termination or validity of it, the parties shall first attempt to resolve the matter over a period of at least 30 days before resorting to formal dispute resolution, except that equitable remedies may be sought immediately. The parties agree that any dispute in any way arising out of or relating to this Agreement will be resolved pursuant to the law of the state where the Organisation is located, and through arbitration, with each party responsible for their own attorney fees.

3. Period of Exhibition

Installation of “space only” custom stands will be from 9.00am to 2.30pm on Wednesday 6 March 2024, with pack down occurring between 3.30pm and 5.30pm on Friday 8 March or by written arrangement. Exhibitors with a shell scheme can access their stands from 3.30pm on Wednesday 6 March, and must have vacated their stand no later than 3.30pm on Friday 8 March.

4. Conditions of exhibiting

The exhibitor shall not hold itself out to the public as having authority to act on behalf of the Art of Attraction or Awards Absolute by virtue of this Exhibitor Agreement. The Exhibitor acknowledges that by accepting this offer that neither the Art of Attraction nor Awards Absolute is endorsing the exhibitor’s products, services or business activities.

5. Exhibitor Rights

Awards Absolute grants to the Exhibitor the exhibiting rights set out in Booking Form and Terms and Conditions only. All advertising and promotional materials produced, published, broadcast, displayed or exhibited by the Exhibitor about the Summit and under the exhibitor rights shall first be approved by Awards Absolute in accordance with the Conference policy and guidelines and such approval shall not be unreasonably withheld.

6. Confidentiality

The Exhibitor hereby indemnifies Awards Absolute from any costs, losses or expenses arising from any wrongful use, duplication or disclosure of any information relating to the Art of Attraction obtained pursuant to this Agreement. The obligations set out in this clause shall apply at all times during and after the termination or conclusion of the term of this Exhibitor Agreement.

7. Assignment and Variation

Any variation to this Exhibitor Agreement shall only be valid if it is in writing and signed by both parties. Neither party shall assign, transfer, change or purport to assign, transfer or change this Agreement or any rights or obligations without the prior written consent of the other party, which shall not be reasonably withheld.



Contact Details

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