

## important information

#CanadaCorroboree

### Deadlines

DUE DATE	EXPLANATION	CORRESPONDING PAGE NUMBER
28 September	Confirm your registration online at: <a href="http://www.eiseverywhere.com/canadacorroboree2019">http://www.eiseverywhere.com/canadacorroboree2019</a>	12
28 September	Book flights and accommodation	8
26 October	Email your current company logo and images to <a href="mailto:mel@ewm.com.au">mel@ewm.com.au</a> (if you haven't already provided this via the registration site)	11
31 October	Email your prize winner letters to Nathan McLoughlin at Destination Canada	8
31 October	Registration Payment Deadline	3
31 October	Submit Presentation outline to <a href="mailto:kathryn@35degreesnorth.com.au">kathryn@35degreesnorth.com.au</a>	5
30 November	Return completed B2B Event Form to Nathan McLoughlin at Destination Canada	7
7 December	All collateral, including game prizes, to arrive at TIFS	9
11 January	Submit Presentation content to Kathryn Duell via hightail link	5
20 January	Update your current company information for the Corroboree Online Platform	11
1 February	Media presentation files to be provided to Kathryn Duell via hightail link	6

## What is Corroboree?

Canada Corroboree is a major roadshow held in Australia targeting travel agents, tour operators, wholesalers & media. It is an opportunity to present to approximately 800 retail travel agents highlighting the amazing experiences Canadian destinations and product have on offer. At dedicated media events in Sydney and Melbourne you will meet with Australian Trade Media always keen to hear the latest story angles and travel news. The B2B (supplier/DMO to wholesaler) event in Sydney is held to maximise the exposure of Canadian sellers to the Australian market and to expand the Canada content in the Australian partner catalogues.

### Tradeshaw Events:

The retail travel agent events are held in the evening from 5.30pm to 9.00pm. There are 2 levels of participation for Canadian suppliers – as a stage presenter or as a tabletop participant. Maximum time is given for 'one on one' talk time with the agents, along with the 5 minute 'stage' presentations.

### Media Events:

The media lunch events are held in Sydney and Melbourne with key media invited to attend as guests of Corroboree 2019. Canadian presenters have 2 minutes presentation time and should highlight their destination with new and interesting product focus using video, graphics or something completely out of the box!

### B2B Event:

The day long B2B event is held in Sydney and is an opportunity for one-on-one 14 minute set appointments with wholesalers & tour operators to discuss new product and marketing activities for the year.

## Dates & Locations for Corroboree 2019

Please refer to website [Canada Corroboree 2019](#) for full details.

## How much does it cost?

Participation fees for Canada Corroboree are outlined below.

### 1. Full Participation

This option is only available to Canadian partners. With a limit of 18 spots, we are unable to accept individual product(s) or seasonal only products; however, we will consider an amalgamation of products under one banner.

AUD \$7,500 + GST (includes 5 minute stage time and half trestle display at the Tradeshows in all cities, Sydney and Melbourne media events (including 2 min presentation at each), B2B event, 1 themed shirt)

### 2. Canadian Table Top with Representative

AUD \$3500 + GST (includes half trestle display at the Tradeshows in all cities, B2B event, 1 themed shirt)

### 3. Media Function

Sydney Media Function (attendance only and no presentation time): AUD \$195 + GST

Melbourne Media Function (attendance only and no presentation time): AUD \$195 + GST

Sydney and Melbourne Media Function including 2min presentation time at both: AUD \$750 + GST (Available to Canadian Partners only)

**NOTE:** 1 x Sydney & Melbourne Media Functions (with 2min presentation) are including for Full Participation (Canadian Presenters)

## Invoicing and Payment

Once your registration is completed you will be guided through the payment process and options, including Credit Card. All payments must be made in Australian Dollars including all cheques and electronic transfers.

Deadline for payment is 31 October 2018.

For any queries on this process, please contact Kristina Griffiths from EWM ([kristina@ewm.com.au](mailto:kristina@ewm.com.au)).

## Theme & Event Concept for 2019

### CANADA - If Only You Knew What's New!

*A play on the words New and Knew.*

**The Host** – Our MC Donald Mackee will host the evenings presentations to make sure the event keeps moving and the educational points are delivered.

**The Story** – Using a variety of presentation styles to bring this idea to life, we will be packing as much 'change' into the show as we can for audience engagement. The three acts of the show will be treated as three separate stand-alone presentation styles. By offering 3 presentation styles participants will be able to present in a style that suits both their content and personality. Once all participants are confirmed and initial content ideas known we will work with each presenter to allocate a presentation style that suits them and supports their specific content.

#### Act 1: GREAT DEBATE

A third of the Canadian Reps would be involved in a debate on "If only we Knew!" or "What is New". They will be split into two teams to argue / present what makes their destination so attractive and what's new. Each presenter will be prompted to stand/come forward for their individual presentation time within this format and the MC will play the role of debate adjudicator.

#### ACT 2: LET ME EXPLAIN

A third of the Canadian Reps would present from a podium, individually presenting in the style of a candidate speech or holding a news conference. They would treat the audience as if they are the media. The MC along with a few other of the Canadian Reps will slip into the audience and act as journalists / news reporters, interjecting and asking pre-determined (leading) questions of the presenters on the podium. The questions will give the presenter a chance to answer what there is to know about their destination and what's new.

#### Act 3: IN REVIEW

A third of the Canadian Reps will sit in armchairs presenting a Movie or Book Review style presentation. The MC will be the show host and the Canadian Reps act as authors/directors. Canadian Reps will be prompted by our MC to individually present scenes (videos) or read out passages of what makes their destination so attractive to people etc...

**The Presenters** – Canadian Presenters will each be given a 5min presentation time slot. The DC Team and Event Planner will work closely with all Canadian presenters to ensure that presentations are vibrant, educational and deliver their key messages.

**Pre Event Promotion** – Canadian Presenters will be asked to provide a couple of photos to highlight their product/destination to be featured in a 1 min clip to be distributed out pre-event to all pre-registered agents to encourage them to attend the event.

**Audience Seating** - Tables will be set as 'open rounds' with approximately 8-9 seats per table. Food will be served at these round tables as agents are being seated.

## Event Format

The travel agent events are held in the evening from 5.30pm to 9.00pm in order to maximise agent attendance.

All participating companies will have half a tabletop booth at the venue. As travel agents arrive they will have the opportunity to move around the room collecting brochures and meeting with exhibitors for the first hour of the night and then again after the formal presentations end, up until the event closes at 9.00pm.

The formal “presentation” part of the evening starts at 6.30pm and will run for approximately two hours.

Audience participation plays a fun and inclusive part to Corroboree and this will remain part of the event. We will be developing some game segments providing plenty of audience interaction.

One major prize including flights and accommodation will be given out each evening (x4 cities) along with two land and discounted air prizes (x4 cities). Additional smaller prizes will be given out during the game breaks to keep the evening flowing.

Participants will be provided with themed T-shirts to be worn during the Corroboree events – the fee for these is included in the registration.

## Briefing

A 30 minute compulsory event briefing will be held on Tuesday 5th February at 11am sharp in the Ballroom at Hilton Brisbane.

**This session must be attended by ALL presenters and tabletop participants.**

## Tabletops

Trestle tables will be set for the exhibition. One trestle table for every two companies will be available for displaying brochures and marketing materials.

Tabletop Mingling Sessions:

The mingling sessions are an opportunity for agents to move around the room to meet with exhibitors and should be seen as an educational session – time for agents to meet with all Canadian partners and Australian Tour Operators.

Session 1 – 5:30pm to 6.30pm

Before the stage presentations commence an hour has been allocated for the pre-event Tabletop Mingling session.

Session 2 – 8:30pm to 9pm

After the formal presentations 30mins has been allocated for the post-event Tabletop Mingling session.

In order to make the mingling session more valuable a device will be set in play to encourage the agents to visit each Canadian partner during this time. This concept is currently being developed and further details will be included in the next update.

## Presentations

Below is the current list of the 18 presenting companies. (Note – this list is not in any specific order, the order of presenting will be confirmed once we have received all presentation overviews.)

- Atlantic Tours Limited
- Banff & Lake Louise Tourism
- Blachford Lake Lodge & Wilderness Resort
- Calgary Stampede
- Discover Banff Tours & Banff Trail Riders
- Destination Greater Victoria
- Farewell Harbour Lodge
- Pursuit
- Rocky Mountaineer
- Sparkling Hill Resort Hotel and Spa
- Tourism Calgary
- Tourism Whistler
- Tourism Vancouver
- Tourism Yukon
- Manitoba Group (2 x presenter allocations)
  - Travel Manitoba
  - Frontiers North Adventures
  - Churchill Wild
  - Lazy Bear Expeditions
- V2V Vacations
- Via Rail Canada

Please Note: As we have a larger number of presenters this year it is extremely important that you stick to your allocated 5-minute presentation. Unfortunately, if you go over this time, you may be asked to wrap up your presentation early on stage.

### Summary of the requirements:

1. By **31st October** – submit a brief overview of your presentation content and flow / the main points you wish to focus on for your presentation. How your presentation will tie into the theme and what visual content you plan to use – video, PPT slides of imagery etc. Please submit this to [kathryn@35degreesnorth.com.au](mailto:kathryn@35degreesnorth.com.au)
2. By **30th November** – email [kathryn@35degreesnorth.com.au](mailto:kathryn@35degreesnorth.com.au) to advise of your preferred pre-rehearsal meeting time on Monday 4th February (see details below)
3. By **11th January** – upload your final presentation including any video and visual support material direct to our Hightail account at: <https://spaces.hightail.com/uplink/35degreesnorth>  
**FILE REQUIREMENTS:** Movies should be .mov or mpeg4 format, images must be high resolution jpeg file (not pulled off the internet), all content must be in 16:9 format, participants should use their own corporate PowerPoint (ppt) template for any ppt presentations.
4. **At Corroboree** – 10 small giveaway prizes (if you can) to put in the special prize bags for the audience participation games (4 per city), please provide these to Nathan from Destination Canada in each city. If you prefer to ship these items rather than bring them with you this will be at your own expense, please refer to the below Shipping of Collateral section of this update for details.

### Pre rehearsal in Brisbane

Donald and Kathryn will meet with everyone individually the day before the first event, Monday 4th February, for a 15 minute timeslot at the Hilton Brisbane hotel to run through your content and ensure you are comfortable and show ready.

We will start at 2:30pm, then 2:45pm, 3:00pm, 3:15pm etc until the last one ending at 7pm (i.e. 15minute timeslots from 2:30pm onwards).

Please email your preferred time to [kathryn@35degreesnorth.com.au](mailto:kathryn@35degreesnorth.com.au) and Kathryn will revert back with confirmation of time and location at the hotel. First in will be more likely to get their preferred time.

## Agenda

Briefing & Rehearsal	11.00am** (Brisbane only – Tuesday 5th February 2019)
Setup	3.00pm - 4.00pm
Guest arrival	from 5.00pm
Tabletop Mingling Session	5.30pm - 6:30pm
Stage Presentations	6.30pm - 8.30pm
Tabletop Mingling Session	8.30pm - 9.00pm
Pack down	9.00pm – 9.30pm

- The 30 minute briefing & rehearsal must be attended by ALL presenters and tabletop participants.
- Presenters will then take place for a rehearsal, to ensure you are all comfortable with your presentation and the evening format. Please note lunch will not be provided.
- Time will also be allocated for each presenter to meet with the MC and Kathryn Duell to run through the final content of your presentation on Monday afternoon 4th February at the Brisbane venue. We will be in contact closer to Corroboree to arrange a suitable time and the exact location.
- One trestle table for every two companies will be available for displaying brochures and materials. The exhibition area will be open to guests prior to and after the presentations.
- The presentation room will be set cabaret style (round tables with 8-9 seats per table).
- Food and beverage will be served to the Travel Agents as part of the event. Catering will not be made available for Presenters and Wholesalers unless there is surplus at the end of the evening.
- You are required to have your table top area set up by 4.00pm each evening on the day of the agent presentation.
- All companies exhibiting at the show must maintain their booth set-up until the conclusion of the evening. If you need to leave early, please appoint a representative to take over your booth and pack down on your behalf.

**NB:** Any leftover brochures will be discarded at the end of each evening. Destination Canada will not ship left over material to the next city.

## Media Events

Canadian presenters each have two minutes to highlight their destination or product. The theme for this year's Corroboree is based around three pillars: Canadian Winter, Culinary Escapades, and Outdoor Adventures. You may choose to base your presentation around one of these themes, or focus on the top selling points for your region/product. Please craft an engaging presentation that you feel will inspire the Australian media.

See the attached media presenting tips to assist your preparation.

On the day:

- Please arrive at both lunches no later than 11:00am (a briefing will be held at the Melbourne venue).
- You are welcome to bring collateral to place in the media bags on the day. It is your responsibility to carry this collateral with you throughout the duration of the road-show.
- Presentations are to be no longer than 2 mins. Please ensure your presentation is engaging and appealing to media – make it entertaining and newsworthy! You might like to include some fun facts, humour or a video in your speech.
- As in previous years each presenter will introduce the next. All presentation files MUST be provided to Kathryn Duell by 1st February 2019 via this hightail link: <https://spaces.hightail.com/uplink/35degreesnorth>
- Please contact Pip Macken on [pip@pipmacken.id.au](mailto:pip@pipmacken.id.au) with any dietary requirements.

### **Corroboree online platform**

Media will be asked to register on the central website: [http://corroboree.travtrade.com/agent\\_registration/register.html](http://corroboree.travtrade.com/agent_registration/register.html)

They will be encouraged to use this website to gather information and imagery about Canadian partners during the Corroboree period and ongoing for the rest of the year.

We encourage you to make the most of the Corroboree online platform by keeping your profile up to date and uploading as many new stories, fact sheets, images and brochures as possible. This is your hub for networking with both trade and media far beyond the 10-day Corroboree period.

### **Media event structure**

As in previous years, we will be implementing 'musical chairs' to allow partners to interact with a larger number of media throughout the lunches. All Canadian Partners will be asked to change seats following the entrée and the first round of presentations. You will settle at a new table for lunch and the remaining presentations.

In this way, attending media will each have greater opportunities for face-time with more Canadian partners, especially those who need to leave the event immediately following the presentations.

### **Canada Corroboree Media Award**

We will once again recognise two writers for their outstanding coverage of Canada with the Canada Corroboree Media Award.

When selecting our Media Award winners we will review our coverage from the past 24 months and make our decision based on writers who have produced multiple engaging stories, including captivating images, and/or video published in Australian, high-circulation media. The winners will be announced at the Canada Corroboree media lunches in Melbourne and Sydney.

If you have any questions, please direct them to Pip Macken: [pip@pipmacken.id.au](mailto:pip@pipmacken.id.au)

## **B2B Event**

The B2B event will be held in Sydney and provides an opportunity to have one on one time (set appointments) with the Australian wholesalers or tour operators to discuss new product and marketing activities for the year.

Please complete and return the provided B2B Event Form to Nathan McLoughlin from Destination Canada ([nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com)) by the 30th November 2018.

**Note** - All Canadian representatives are able to take part in the one day B2B event in Sydney.

## Sales Calls

Should you require any assistance in arranging sales calls with wholesalers or tour operators while you are in Australia please contact Nathan McLoughlin from Destination Canada ([nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com)).

## Accommodation

Please refer to website for current accommodation details. Please note all room rates are subject to availability, and we highly recommend that you book your rooms as soon as possible to increase your chances of receiving the best rate possible.

Feel free to book directly with the hotels or if you prefer you may look for alternative accommodation/rates at [www.expedia.com.au](http://www.expedia.com.au) or [www.wotif.com](http://www.wotif.com)

Please refer to [Canada Corroboree 2019](#) website for all information.

## Air Travel

Please refer to [Canada Corroboree 2019](#) website for all information.

## Trade Prizes

Air Canada will be kindly donating a combination of return economy class tickets as well as discounted airfares for all 3 of our major prizes at the 2019 Corroboree trade shows. Please note the exact detail will be confirmed in the next update.

We invite you to contribute ground elements to these fabulous agent prize trips to Canada. If you are able to support these prizes you will need to provide 4 prizes and 4 prize winner letters, one for each show, detailing the prize, how to book, contact details etc.

Please email/send your prize winner letters to Nathan McLoughlin by the 30 October 2018 ([nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com)).

Please see below suggested itineraries for the three major prizes at each show, if you are able to offer part of the below that would be greatly appreciated. These are purely suggestions and the exact itineraries will be confirmed once we have all the elements confirmed:

### Suggested Grand Prize:

Return Flights to Vancouver  
2 nights Vancouver  
2 nights Whistler  
2 nights Jasper  
2 nights Edmonton  
2 nights Banff  
Rocky mountaineer from Whistler to Jasper  
Day trips throughout itinerary

### Suggested Second prize – land only:

4 nights Quebec  
4 nights Montreal  
Via Rail between two cities

### Suggested Third Prize – land only:

2 nights Vancouver  
2 nights Whistler  
2 nights Sun Peaks  
2 nights Victoria

Please Note: These prizes are used as suggestions only. If you have something else equivalent you would like to offer please contact Nathan McLoughlin.



## Game Prizes

As done in past years our MC will host audience participation games during the presentation time to help keep the audience engaged and energized during this time. The winner/s of each game will be rewarded with a special prize bag.

If you can, please provide 16 small giveaway prizes (4 per city) to be put in the special prize bags. Please bring your prizes with you to Australia and give them to Nathan from Destination Canada during set up time the day of each Corroboree event.

## List of participants

### Full Participants (Presenters)

- Atlantic Tours Limited
- Banff & Lake Louise Tourism
- Blachford Lake Lodge & Wilderness Resort
- Calgary Stampede
- Discover Banff Tours & Banff Trail Riders
- Destination Greater Victoria
- Farewell Harbour Lodge
- Pursuit (Brewster)
- Rocky Mountaineer
- Sparkling Hill Resort Hotel and Spa
- Tourism Calgary
- Tourism Whistler
- Tourism Vancouver
- Tourism Yukon
- Manitoba Group
  - Travel Manitoba
  - Frontiers North Adventures
  - Churchill Wild
  - Lazy Bear Expeditions
- V2V Vacations
- Via Rail Canada

### Tabletop only Participants

- Adventure Destinations
- Adventure World Travel
- Air Canada
- APT Travel Group
- Canada & Alaska Specialist Holidays
- Canadian Rocky Mountain Resorts
- Capilano Suspension Bridge Park
- Destination British Columbia
- Expedia TAAP
- Fairmont Hotel & Resorts / Accor Hotels
- Great Bear Lodge
- Grouse Mountain
- Harbour Air Seaplanes
- Insight Vacations
- Landsea Tours & Adventures
- Le Boat
- Mayfair Hotels & Resorts
- Memento Travel Service
- Natural Focus Safaris
- Northwest Territories Tourism
- One Ocean Expeditions
- Orca Spirit Adventures
- Pacific Gateway Hotel
- Qantas Holidays, Viva! Holidays and The Cruise Team
- Rail Plus
- Scenic
- Sno'n'Ski
- Sun Peaks Grand Hotel & Conference Centre
- The Butchart Gardens
- Tourism Jasper
- Tourism Sun Peaks
- Wilderness North

## Pop up banners & Brochure Stands

Tabletop participants are welcome to bring their own brochure stand and/or pop up banner to sit next to their allocated table.

Pop up banners are a great way for agents to recognise who you are representing so we highly recommend you bring one to display behind your tabletop at each event.

Please note it is your responsibility to carry/travel, set up and pack down your banner and/or brochure stand at all events.

## Shipping of Collateral

With the introduction and the success of the Corroboree online platform we strongly encourage all partners to look at their collateral requirements upload as much as possible to the online platform to keep your shipping costs down and maybe just look to bring flat sheets/flyers with you.

Please refer to [Canada Corroboree 2019](#) website for all information.

## Corroboree Online Platform

- The introduction of the platform through TravTrade in recent years and the improvements made since Corroboree 2015 means you can stay in touch with your clients all year round. All agents attending Corroboree have to register on the platform so you will be able to stay in touch with every agent who registers.
- Please utilise the platform throughout 2019 to upload brochures, press releases, product news and images. This new platform allows you to interact with agents and wholesale partners on a regular basis, far beyond the 10-day Corroboree period.
- We will provide an information sheet for agents as they enter each event, explaining “How to access the Corroboree TravTrade site” and “What information you can find on this site”.
- Ensure that your profile is always kept up-to-date to get the most out of the Corroboree Online TravTrade Platform as a useful networking tool.

## Other Sponsorship Opportunities

There is an option this year for *Canadian Participants* to Sponsor the supply of merchandise items handed out to all attendees at each of the Tradeshow & Media events. We are looking for:

- Tote Bag Sponsor/s - either a single or dual Sponsorship, includes logo & branding on bag (either side), production and ordering to be coordinated by the DC Team, costs are as follows:
  - AUD\$3,000 + GST per Sponsor, based on dual Sponsorship
  - AUD\$6,000 + GST based on single Sponsorship
- Pen Sponsor - to supply approx 1000 branded pens, and distribute required quantities to each city

The following conditions apply:

- Spaces are limited and will be confirmed by the DC Team on a ‘first in first served’ basis
- Sponsorship fee for the Tote Bags is based on the Sponsor/s providing print ready artwork to the required specifications (if unable to, additional design charged will apply)
- Only companies participating at Corroboree 2019 Tradeshow events in all 4 cities are eligible to apply

If you are interested in taking up either of these opportunities please contact Nathan from the DC Team for further details via [nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com).

## Event Contacts

For **Registration and Invoice** enquiries please contact:

**Mel Taylor**

EWM

Event Manager

Ph +61 2 9557 7752

Email [mel@ewm.com.au](mailto:mel@ewm.com.au)

For **Corroboree** enquiries please contact:

**Kathryn Duell**

35 Degrees North

Producer

Ph +61 404 841 737

Email [kathryn@35degreesnorth.com.au](mailto:kathryn@35degreesnorth.com.au)

Or

**Nathan McLoughlin**

Destination Canada GSA

Account Director Trade

Ph +61 407 897 814

Fax +61 2 9819 7537

Email [nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com)

For **Media** enquiries please contact:

**Donna Campbell**

Destination Canada GSA

Managing Director

Ph +61 2 9819 7632

Fax +61 2 9819 7537

Email [donna@dcaworldwide.com](mailto:donna@dcaworldwide.com)

For **B2B** enquiries please contact:

**Nathan McLoughlin**

Destination Canada GSA

Account Director Trade

Ph +61 407 897 814

Fax +61 2 9819 7537

Email [nathan@dcaworldwide.com](mailto:nathan@dcaworldwide.com)

# 2019 Canada Corroboree Roadshow

## 2019 CANADA CORROBOREE DATES

05 Feb Tuesday	Brisbane evening trade event
06 Feb Wednesday	Melbourne evening trade event
07 Feb Wednesday	Melbourne Media Lunch
11 Feb Monday	Adelaide evening trade event
12 Feb Tuesday	Sydney evening trade event
13 Feb Wednesday	Sydney B2B event
14 Feb Thursday	Sydney Media Lunch

PARTICIPATION LEVEL	COST (ALL COSTS IN AUD)
Canadian Presenter – full participation (including both media functions)	\$7,500 +GST
Canadian Table Top – All Venues - with one representative - No media functions	\$3,500 +GST
Media Function – Sydney (attendance only)	\$195 +GST
Media Function – Melbourne (attendance only)	\$195 +GST
Media Functions – Sydney and Melbourne (attendance and presentation)	\$750 +GST

**Note** media functions are included in the cost for Canadian Presenters ONLY.

### Important Dates

Registration Deadline by 28 September 2018.

### Cancellation Policy

We will invoice you on registration to participate in Corroboree 2019 for the full participation fee.

Cancel prior to 30 September 2018	Full refund
Cancel prior between 30 September – 31 October 2018	50% refund
Cancel after 31 October 2018	No refund

Register online at the [Canada Corroboree 2019](http://www.eiseverywhere.com/canadacorroboree2019) website