

# Canada

Corroboree 2017

## Corroboree 2017

### important information

#### Deadlines

DUE DATE	EXPLANATION	CORRESPONDING PAGE NUMBER
9 September	Confirm your registration online at: <a href="http://www.etches.com/canadacorboree2017">www.etches.com/canadacorboree2017</a>	3
29 September	Book flights and accommodation	4

## 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 700 retail travel agents highlighting the amazing experiences Canadian destinations and product have on offer. There is the opportunity to meet with many Australian media at dedicated media events in Sydney and Melbourne with attendees always keen to hear the latest story angles or 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.

The retail travel agent events are held in the evening from 5.00pm to 9.00pm. Maximum time is given for 'one on one' talk time with the agents, along with the 'stage' presentations. Before and after the formal presentations travel agents have the opportunity to move around the room collecting brochures and meeting with exhibitors.

## Media & B2B Events

### Media Events:

The media events are held in **Sydney and Melbourne** with key media invited to attend as guests of Corroboree 2017. **Canadian 'presenters' have 2 minutes presentation** time to highlight their destination's new and interesting product. If any of the Australian participants wish to attend, a fee will be applicable (they will not be granted any time to present).

### 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.

**Note** – For our Australian partners, this event is designed for your Product and/or marketing managers and Destination Canada will invite them separately for this event.

## Dates & Locations for Corroboree 2017

Canada Corroboree 2017 will be held in the below mentioned 4 cities next year.

*Please note - the event alternates between Perth & Adelaide each year, thus Corroboree 2018 will be held in Adelaide instead of in Perth.*

01 Feb	Wednesday	Perth evening trade event
02 Feb	Thursday	Melbourne evening trade event
03 Feb	Friday	Melbourne Media Lunch
06 Feb	Monday	Brisbane evening trade event
07 Feb	Tuesday	Sydney evening trade event
08 Feb	Wednesday	Sydney B2B event
09 Feb	Thursday	Sydney Media Lunch

Please refer to website ([www.etches.com/canadacorboree2017](http://www.etches.com/canadacorboree2017)) for full details.

## How much does it cost?

Participation fees for Canada Corroboree are outlined below.

**1. Table Top with Representative** AUD \$2480 + GST (includes trestle display in 4 key cities, 2 themed shirts & B2B event)

### 2. 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

## Registration Confirmation

To register please go to [www.etches.com/canadacorboree2017](http://www.etches.com/canadacorboree2017) and complete the registration process.

## 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.**

For any queries on this process, please contact Donna Larson from **To A T Productions** (dlarson@toat.com.au).

## Theme 2017

The Theme and structure of the event is currently being developed and will be shared with all participants in due course.

## Event Format

The travel agent events are held in the evening from 5.00pm 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 will start between 6pm & 6.30pm and will run for approximately one and a half to two hours.

**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).

Participants will be provided with 4 themed T-shirts to be worn during the Corroboree events – the fee for these is included in the registration.

## Agenda

Setup	3.00pm - 4.00pm
At tabletop	4.45pm
Guest arrival	5.00pm - 6:30pm
Presentations	6.30pm - 8.30pm
Tabletops	8.30pm - 9.00pm
Pack down	9.00pm - 9.30pm

- One trestle table for every two companies will be available for displaying brochures and displays. The exhibition area will be open to guests prior to and after the presentations.
- The presentation room will be set theatre style.
- 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.

## 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 by mid-September 2016 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 website ([www.etches.com/canadacorroboree2017](http://www.etches.com/canadacorroboree2017)) for all information.

## Air Travel

Please refer to website ([www.etches.com/canadacorroboree2017](http://www.etches.com/canadacorroboree2017)) for all information.

## Pop up banners

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 at all events.

## Event Contacts

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

**Donna Larson**

To A T Productions Pty Ltd  
Event Coordinator  
Ph – 0406 500 411  
Email – [dlarson@toat.com.au](mailto:dlarson@toat.com.au)

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 **Corroboree** enquiries please contact:

**Toni Brasch**

To A T Productions Pty Ltd  
Producer  
Ph – 0417 282 227  
Email – [toni@toat.com.au](mailto:toni@toat.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 **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)

# 2017 Canada Corroboree Roadshow

## 2017 CANADA CORROBOREE DATES

001 Feb Wednesday	Perth evening trade event
02 Feb Thursday	Melbourne evening trade event
03 Feb Friday	Melbourne Media Lunch
06 Feb Monday	Brisbane evening trade event
07 Feb Tuesday	Sydney evening trade event
08 Feb Wednesday	Sydney B2B event
09 Feb Thursday	Sydney Media Lunch

PARTICIPATION LEVEL	COST (ALL COSTS IN AUD)
Australian Table Top – All Venues - with one representative - No media functions	\$2,480 +GST
Media Function – Sydney (attendance only)	\$195 +GST
Media Function – Melbourne (attendance only)	\$195 +GST

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

### Important Dates

Registration Deadline by 09 September 2016

### Cancellation Policy

We will invoice you on registration to participate in Corroboree 2017 for the full participation fee.

Cancel prior to 30 September 2016	Full refund
Cancel prior between 30 September – 31 October 2016	50% refund
Cancel after 31 October 2016	No refund

Register online at [www.etches.com/canadacorboree2017](http://www.etches.com/canadacorboree2017)