

## 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>	7
28 September	Book flights and accommodation	4-5
26 October	Email your current company logo to <a href="mailto:mel@ewm.com.au">mel@ewm.com.au</a> (if you haven't already provided this via the registration site)	6
31 October	Registration Payment Deadline	3

## 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. Maximum time is given for 'one on one' talk time with the agents, along with the 5 minute '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 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 to highlight their destination with 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 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.

**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 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. Table Top with Representative**

AUD \$3500 + GST (includes half trestle display at the Tradeshaws in all cities, up to 4 themed shirts)

### **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

## 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 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.

**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.

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

## 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. **To avoid overcrowding, please adhere to a maximum of 2 company representatives at your table.**

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 partner during this time. This concept is currently being developed and further details will be included in the next update.

## Agenda

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

- 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.

## 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](http://CanadaCorroboree2019.com) website for all information.

## Air Travel

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

## 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

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

## 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  
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Or

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Account Director Trade  
Ph +61 407 897 814  
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For **Media** enquiries please contact:

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For **B2B** enquiries please contact:

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# 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)
Australian Table – 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

### 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