

AITCAP 2022

Sponsorship Packages





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TO BECOME A SPONSOR

Submit this [online form](#)

or copy the following URL in your web browser

<https://bit.ly/aitcap2022sponsors>

For any enquiries email aitcap@getaboutable.com



WELCOME TO AITCAP

OUR MISSION

The Accessible & Inclusive Tourism Conference in the Asia-Pacific (AITCAP) helps the tourism industry to understand and cater to a huge, under-served and fast-growing market: people with mobility, hearing, vision and other accessibility needs.

AITCAP 2022 will continue on the success of AITCAP 2021, showing how catering to the valuable accessible & inclusive tourism market promotes sustainable growth and faster tourism recovery.

OUR 2022 PROGRAM

May 2022

Tuesday 17th

Thursday 19th

Tuesday 24th

Thursday 26th

100%

Virtual &
Accessible

8 hours

Short & Sharp
sessions

Learning sessions & networking events



BE PART OF OUR SUCCESS

AITCAP 2021

1st edition: 58 speakers, 20h of content



Over 600 views
of content in
May 2021
access ongoing

9.6 / 10
Average
satisfaction rate



AITCAP 2021 was a massive, very well executed event thanks to the whole organisation team. I am waiting for the rolling credits at the end of the film! **It set the standard for all accessible tourism conferences!**

Ivor Ambrose ENAT



3 networking events
& hundreds of
interactions in our
accessible chat

A great diversity of attendees



40%
had a disability or were carers
of people with disabilities



45%
worked in the tourism & travel
industry

2/3 Australia &
New Zealand



1/3 rest of the
world





WHY SPONSOR US?

TARGET A VALUABLE MARKET

AITCAP gives you access to a highly targeted audience in a very attractive market

At least **20%** of travelers have accessibility needs

Growing **3x** faster than other tourism markets

Huge market value, worth over:



€352 bn



\$10 bn

LEARN & NETWORK

AITCAP speakers deliver great quality content and this is your chance to connect and learn

300+ fellow sponsors, speakers and attendees

“It’s the awareness you have just given me. As an able person within the tourism sector, your presentation has brought so many un-thought of areas to my attention from accommodation to attractions, to my own tours!

AITCAP 2021 Attendee

A GETABOUTABLE EVENT

We offer cross-promotion to increase awareness for your brand across social media channels and our website

10,000+ Engaged members in our audience



SPONSORSHIP PACKAGES

3 PACKAGES

Details are in the following pages

From \$ 250 AUD

Around \$ 180 USD or € 155 Euros

Quick implementation

Session sponsor

Promote your product or destination with an ad at the beginning of one specific session

From \$ 750 AUD

Around \$ 540 USD or € 460 Euros

Limited availability

Demonstrator

Promote your product or destination by presenting a short demonstration

From \$ 1,500 AUD

Around \$ 1,085 USD or € 925 Euros

Conference Partner

Sponsor the whole AITCAP event and get recognition in all AITCAP communications and materials

- **Silver** - From 1,500 AUD
- **Gold** - From 3,000 AUD
- **Diamond** - From 5,000 AUD

We offer discounts for for Small companies and Non-for-Profit



SPONSOR AITCAP 2022

TO BECOME A SPONSOR

Submit this [online form](#)

or copy the following URL in your web browser

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Details for each package are in the following pages

We would appreciate it if you could complete the form
by 15 December 2021

For any enquiries email us at aitcap@getaboutable.com

Thank you!



SESSION SPONSOR PACKAGE

Quick implementation and great benefits

\$ 250 AUD

Around \$ 180 USD or € 155 Euros

Promote your product or destination with an ad at the beginning of one specific session

- **1 Full registration (access to all sessions & recordings)**
- **1 Static ad at the beginning of the relevant session**
 - Image Powerpoint slide format, including Logo and hyperlink*
 - Inclusion of brand name and link in the relevant session captions and transcript
 - Verbal acknowledgement as Session Sponsor

*Can be a QR-code, a short sentence to indicate a specific promotion, or an image including the logo

- **Logo and hyperlink included in the wrap-up email sent to registered attendees at the end of the relevant day**

Additional options

- **Replace static ad with 1-minute video** **+ \$ 200 AUD**
Around \$ 145 USD or € 125 Euros
- **Specific advertising insert on AITCAP website (sponsor to provide artwork)** **+ \$ 200 AUD**
Around \$ 145 USD or € 125 Euros
- **Repeat promotional material (up to 3 additional sessions)** **+ \$ 150 AUD / session**
Around \$ 110 USD or € 90 Euros

Small companies and Non-for-profit

Basic Package
Options

\$ 150 AUD
- 30%

Around \$ 110 USD or € 90 Euros



DEMONSTRATOR PACKAGE

Limited availability, don't miss out!

\$ 750 AUD

Around \$ 540 USD or € 460 Euros

Promote your product or destination by presenting a short session as part of our program

- **1 Full registration** (access to all sessions & recordings)
- **1 Speaking opportunity of up to 10 minutes to deliver**
 - A product / service demonstration of your innovation that helps foster the growth of accessible & inclusive tourism
 - A presentation of you accessible & inclusive destination or venue
- **Acknowledgment in all communications regarding the relevant session including:**
 - Social-media posts mentioning the session
 - Conference Program in the Attendee Brief
 - Wrap-Up email of the relevant day
 - Conference Program on AITCAP website

Additional options

- **Get an enhanced listing on getaboutable.com**
Turn this promotion into a long-term one
- **Specific advertising insert on AITCAP website**
(sponsor to provide artwork)

First year free

SPONSOR OFFER
\$390 value

+ \$ 200 AUD

Around \$ 145 USD or € 125 Euros

Small companies and Non-for-profit

Basic Package
Options

\$ 500 AUD
- 30%

Around \$ 360 USD or € 310 Euros



CONFERENCE PARTNER PACKAGE

Sponsor the whole AITCAP 2022 event and get recognition in all communications and materials

	Silver \$ 1,500 AUD Around \$ 1,085 USD or € 925 Euros	Gold \$ 3,000 AUD Around \$ 2,170 USD or € 1,850 Euros	Diamond \$ 5,000 AUD Around \$ 3,610 USD or € 3,085 Euros
<ul style="list-style-type: none"> • Acknowledgment in all communications including: <ul style="list-style-type: none"> ◦ Social-media posts ◦ Attendee Brief ◦ All AITCAP 2022 official emails ◦ AITCAP website 	Yes	Yes	Yes
<ul style="list-style-type: none"> • Full registrations (access to all sessions & recordings) 	2	3	4
<ul style="list-style-type: none"> • Verbal acknowledgement as Conference Partner 	Opening & Final address	Each day	Each day
<ul style="list-style-type: none"> • 1 -minute promotional video included or static ad 	-	1 static ad	1 min video, or 3 static ads
<ul style="list-style-type: none"> • Specific advertising insert on AITCAP website (sponsor to provide artwork) 	-	Yes	Yes

Small companies and Non-for-profit

\$ 500 AUD discount for each package
Around \$ 360 USD or € 310 Euros

TERMS & CONDITIONS

BOOKINGS & PAYMENTS

Acceptance of Terms and Conditions

AITCAP is organised by GetAboutAble Pty Ltd which is referred to as the Organiser. The Organisation listed on the sponsorship online form will be referred to as your Organisation or collectively as sponsors, supporters or partners. By completing the on-line sponsorship form for AITCAP 2022 you are accepting these terms and conditions. NB: your booking is not confirmed until you have received an email of acceptance by the Organiser.

Acceptance of Applications

The Organiser will issue a Tax Invoice once a Sponsorship application has been accepted. All submissions are not an offer capable of acceptance. The Organisers reserve the right to decline any sponsorship application.

GST and AUD

All costs are listed in Australian Dollars. If GST applies to your business, prices will include GST. All amounts converted in other currencies in all sponsorship related documentation are purely indicative

Payments

Payment is required within 14 days of us issuing your Tax Invoice to confirm your **sponsorship** application. Sponsorship entitlements, including any sponsorship opportunities do not commence until payment has been received.

Cancellation of Sponsorship

Once a sponsorship application has been accepted all payments are non-refundable. If you are a Demonstrator and no longer able to deliver your 10-minute presentation, please contact us to discuss your participation. For other sponsorship opportunities please contact us to discuss your participation.

Cancellation or Postponement of the Conference

The Organiser does not accept any liability for losses incurred if the conference is cancelled or postponed due to an event that renders proceedings with the meeting inadvisable, illegal, impracticable or impossible. If the conference is cancelled or postponed refunds will not be issued but available funds will be credited towards the rescheduled conference. An unforeseen event could include, but is not limited to, an infectious disease outbreak; industrial disruptions; service provider failures; governmental restrictions or regulations; war or apparent act of war;

terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and/or riots; curtailment, suspension or restriction on transportation; or any other emergency.

GENERAL INFORMATION

Product or Service Endorsement

Sponsorship of any AITCAP activity does not indicate product or service endorsement. Acceptance of all sponsor, demonstrator or partner applications are subject to approval of the AITCAP 2022 Steering Committee.

Disclaimer and Changes

Every effort has been made to present all the information accurately, however no liability is accepted for any inaccuracy and the Organiser reserves the right to change any published information. The Organiser reserves the right to amend, update or delete sponsorship packages.

AITCAP 2022 Program

The exact program for AITCAP 2022, including sessions order and sponsorship material broadcasting timetable, is subject to change without notice.

Correspondence

When applying for sponsorship please appoint a single point of contact within your Organisation. All sponsorship correspondence, including invoices, will be sent to this person.

Allocation of spots within the Conference timetable

The Organiser will allocate specific times to broadcast sponsorship material after taking into account each organisation's sponsorship, the date of application, preferences, and any other matters deemed relevant.

Supply of Goods and Services

The supply of any goods, services, samples or advice is entirely at your Organisation's own risk.

Copyright and Intellectual Property

Your Organisation and The Organiser each retain copyright and intellectual property rights on their respective materials. Your Organisation grants The Organiser the right to use all relevant visual materials, links and brand assets according to the Sponsorship Agreement. The Organiser holds exclusive rights over the broadcasting and recording of AITCAP 2022 content. Both parties agree to maintain IP Moral Rights of all materials by crediting its source.

Disclosure and Use of Confidential Information

Your Organisation grants The Organiser permission to publicise the fact that you are a sponsor, partner or demonstrator of AITCAP 2022 and to publish website/social media activity data. Either party may notify the other of any information that should be treated as confidential. Neither party may use any Confidential Information without prior consent.

No partnership or agency

Nothing contained or implied by a sponsorship deal for AITCAP 2022 will create or constitute, or be deemed to create or constitute a partnership between the parties, a party must not act, represent or hold itself out as having authority to act as the agent of or in any way bind or commit the other parties to any obligation.

Dispute Resolution & Mediation

If a dispute arises relating to the sponsorship deal for AITCAP 2022 either party may not commence any legal proceedings in relation to the dispute, unless the following clauses have been complied with.

- A party to this Agreement claiming a dispute (the 'Dispute') has arisen under the terms of this Agreement, must give written notice to the other party detailing the nature of the Dispute, the desired outcome and the action required to settle the Dispute (the Notice').

- On receipt of the Notice by the other party, the parties must within thirty (30) days of the notice endeavor in good faith to resolve the Dispute "without prejudice."

- If for any reason whatsoever, thirty (30) days after the date of the Notice, the Dispute has not been resolved the parties must either agree to dispute resolution through the mediator services selected by GetAboutAble which will be held in the Australian Capital Territory, Australia.

Both parties are liable for the fees and responsible for equally dividing the costs of the mediation.

If the dispute has not been resolved within thirty (30) days after the start of the mediation, either party may thereafter institute legal proceedings concerning the subject matter of the Dispute.

Governing Law & Jurisdiction

All sponsorship deals are governed by the laws of the Australian Capital Territory and Australia.



ABOUT US

OUR STORY

AITCAP 2022 is organised by **GetAboutAble**, an Australian social enterprise focused on improving travel and leisure options for people with disability.

The Accessible & Inclusive Tourism Conference in the Asia-Pacific is an annual event launched because we wanted to help the industry cater to people with hearing, vision, mobility and other accessibility needs.

CONTACT US

For all enquiries, you can contact the AITCAP team at aitcap@getaboutable.com

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