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Explore with confidence

AITCAP

ACCESSIBLE & INCLUSIVE TOURISM CONFERENCE IN THE ASIA-PACIFIC

Sponsorship packages

MAY 2021

4 THURSDAYS

4 THEMES

HUNDREDS OF ATTENDEES

WELCOME AITCAP 2021

The **Accessible & Inclusive Tourism Conference in the Asia-Pacific (AITCAP)** is a virtual event running across May. Accessible & inclusive tourism for people with mobility, hearing, vision and other accessibility needs is a huge, fast-growing and underserved market and this conference is a unique opportunity to reach out to this sector.

EVERY THURSDAY MAY 2021
4 DAYS - 4 THEMES
100% VIRTUAL - 100% ACCESSIBLE & INCLUSIVE



AITCAP 2021 is open to both:

- The **general public** looking for accessible & inclusive tourism & leisure experiences ;
- Tourism **industry experts** both specialised in accessible & inclusive tourism and from the mainstream tourism industry with an interest in improving their accessible & inclusive tourism offerings.

AITCAP 2021 is organised by **GetAboutAble**, an Australian social enterprise focused on improving travel and leisure options for people with disability.

This Conference was born thanks to GetAboutAble's vision and scores of supporters, including large sponsors and members of the accessible tourism community, who believe, like we do, that it is time the Asia-Pacific region caught up with the US and Europe on accessible & inclusive tourism.

We thank all of our existing supporters

A UNIQUE SPONSORSHIP OPPORTUNITY

AITCAP 2021 is about giving you access to a targeted group of accessible tourism customers and influencers of this growing and underserved tourism market and giving exposure to your support of accessible & inclusive tourism within the wider tourism sector.

Making your touristic experience, destination, product or service truly accessible & inclusive for people with mobility, vision, hearing and other accessibility needs is **not only a way to position your brand as a socially responsible business but also a huge opportunity for growth.**

Being an AITCAP 2021 Sponsor is your opportunity to:



Promote your accessible & inclusive experience or destination and/or products or services in front of a **highly targeted niche audience of hundreds of attendants to the Conference** with a great variety of sponsorship package options



Learn and share the best practices and ideas to cater for a huge underserved market worth **more than \$ 10 billion dollars in Australia alone** and **growing up to 3 times faster than the rest of the tourism market** with full access to all our content, live and recorded



Network with the **50+ industry leaders** that will be amongst our speakers, sponsors and attendees



Increase awareness about your brand via cross media promotion and special discounts for getting listed on getaboutable.com with an **audience of 10,000+ engaged members**

SPONSORSHIP PACKAGES

We offer 4 different packages and a wide-range of additional options for each. See details in the following pages.

Session Sponsor - \$ 250 AUD

Around \$ 195 USD or € 160 Euros

Quick implementation

- Promote your product or destination at the beginning of one specific session

Session Supporter - \$ 500 AUD

Around \$ 385 USD or € 320 Euros

- Promote your accessible & inclusive product or destination by leading a short session or organising a product demonstration

Session Supporter Plus - From \$ 750 AUD

From around \$ 580 USD or € 480 Euros

- Combine Sponsor & Supporter packages with the possibility to sponsor multiple sessions

Conference Partner - From \$ 1,500 AUD

From around \$ 1,665 USD or € 965 Euros

- Silver - From 1,500 AUD
- Gold - From 2,500 AUD
- Diamond - From 5,000 AUD

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

We offer discount for Small companies* and Non-for-Profit.

See detailed offers on the following pages.

* Small corporate defined as less than 15 employees (Fair Work Australia) and/or less than \$2million revenue turnover (ATO). This offer does not apply to subsidiary companies of multinationals.

Each package is detailed in the following pages.

To become a sponsor, you must submit [this online sponsorship form by clicking here](https://forms.gle/Lu6LMAbx6krGgmeV7) or copying the following URL in your web browser
<https://forms.gle/Lu6LMAbx6krGgmeV7>
before April 15th 2021

Session Sponsor

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

Session Sponsor package \$ 250 AUD ≈ \$ 195 USD or € 160 Euros

Small companies
 and non-for-profit

\$ 150 AUD ≈ \$ 115 USD or € 95 Euros

Quick implementation and great benefits

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

*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

To convert this one-time promotion into a long-term one, you get **10% discount on your first year of premium / enhanced listing or marketplace registration** on getaboutable.com

Additional options - Session Sponsor package

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> → Replace static ad with 1-minute video to be shown at the beginning of the relevant session → Logo and hyperlink included in the Attendees final e-Brief → Sponsor up to 5 additional sessions | <p>+ \$ 200 AUD</p> <p>+ \$ 150 AUD</p> <p>+ \$ 150 AUD / session</p> | <p><small>Small and non-for-profit</small></p> <p>+ \$ 130 AUD</p> <p>+ \$ 100 AUD</p> <p>+ \$ 100 AUD / session</p> |
|--|---|--|

Session Supporter

Promote your product or destination by leading a short session or delivering a product demonstration

Session Supporter package \$ 500 AUD ≈ \$ 385 USD or € 320 Euros

Small companies
 and non-for-profit

\$ 300 AUD ≈ \$ 230 USD or € 190 Euros

- **2 Full registrations** (access to all sessions & recordings)
- **1 Speaking opportunity** of up to 15 minutes, either:
 - ◆ Lead a short-session centered on your accessible & inclusive destination or experience
 - ◆ Deliver a product / service demonstration of your innovation that helps foster the growth of accessible & inclusive tourism
- **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

To convert this one-time promotion into a long-term one, you get **10% discount on your first year of premium / enhanced listing or marketplace registration** on getaboutable.com

Additional options - Session Supporter package

- | | | |
|--|--------------|---|
| → Specific advertising insert (image + hyperlink) in email wrap-up for the relevant session (supporter to provide artwork) | + \$ 150 AUD | <div style="border-left: 1px solid #00a6c9; padding-left: 10px;"> <p style="margin: 0;"><small>Small and non-for-profit</small></p> <p style="margin: 0;">+ \$ 100 AUD</p> </div> |
| → Specific advertising insert (image + hyperlink) in Attendees Brief for the whole event (supporter to provide artwork) | + \$ 250 AUD | <div style="border-left: 1px solid #00a6c9; padding-left: 10px;"> <p style="margin: 0;">+ \$ 160 AUD</p> </div> |

Session Supporter+

Combine Sponsor & Supporter packages, sponsoring multiple sessions

Session Supporter+ package \$ 750 AUD

≈ \$ 580 USD or
€ 480 Euros

Small companies
and non-for-profit

\$ 500 AUD

≈ \$ 380 USD or
€ 320 Euros

- **2 Full registrations** (access to all sessions & recordings)
 - **1 Speaking opportunity** of up to 15 minutes, either:
 - ◆ Lead a short-session centered on your accessible & inclusive destination or experience
 - ◆ Deliver a product / service demonstration of your innovation that helps foster the growth of accessible & inclusive tourism
 - **2 Static ads** at the beginning of 2 other sessions:
 - ◆ Visual slide including Logo and hyperlink* at the beginning of the session
 - ◆ Inclusion of brand name and link in the relevant session captions and transcript
 - ◆ Verbal acknowledgement as Session Sponsor at the commencement of the relevant session
- *Can be a QR-code, a short sentence to indicate a specific promotion, or an image including the logo
- **Acknowledgment** as mentioned in the Session Sponsor & Supporter packages

To convert this one-time promotion into a long-term one, you get **15% discount on your first year of premium / enhanced listing or marketplace registration** on getaboutable.com

Additional options can be picked from the Session Sponsor and / or Supporter packages

Conference Partner

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

	Silver	Gold	Diamond
From	\$ 1,500 AUD ≈ \$ 1,160 USD or € 965 Euros	\$ 2,500 AUD ≈ \$ 1,920 USD or € 1,600 Euros	\$ 5,000 AUD ≈ \$ 3,850 USD or € 3,225 Euros
Small companies and non-for-profit	\$ 1,000 AUD ≈ \$ 775 USD or € 645 Euros	\$ 2,000 AUD ≈ \$ 1,540 USD or € 1,290 Euros	\$ 4 500 AUD ≈ \$ 3,460 USD or €2,900 Euros
Acknowledgment in all communications and materials, including: <ul style="list-style-type: none"> Social-media posts Attendee Brief Emails 	Yes	Yes	Yes
Logo, name and short presentation of the brand on AITCAP website	Yes	Yes	Yes
Full registrations (access to all sessions & recordings)	2	2	4
Verbal acknowledgement as Conference Partner	Keynote sessions	All sessions	All sessions
Specific advertising insert (image + hyperlink) in Attendees Brief for the whole event (partner to provide artwork)	-	1	1
1 -minute video to be shown at the beginning of one keynote session	-	-	1

To convert this one-time promotion into a long-term one, you get **50% discount on your first year of premium / enhanced listing or marketplace registration** on getaboutable.com

BECOME AITCAP 2021 SPONSOR

The form to become a sponsor is available to be completed online **before April 15th 2021.**

To access the sponsorship form,
click here

or copy the following URL in your
web browser

[https://forms.gle/Lu6LMAbx6krGg
meV7](https://forms.gle/Lu6LMAbx6krGgmeV7)

Please note that all payments will be made in Australian Dollars, amounts converted in other currencies in this document and the online form are purely indicative.

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

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 2021 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. Any advertising is not an offer capable of acceptance. The Organisers reserve the right to decline any sponsorship application.

GST and AUD

All costs are inclusive of GST and listed in Australian Dollars.

Payments

Payment is required within 14 days of us issuing your Tax Invoice to confirm your 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 Session Supporter or Supporter Plus and no longer able to deliver your 15-minutes 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, supporter or partner applications are subject to approval of the AITCAP 2021 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 2021 Program

The exact program for AITCAP 2021, 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 2021 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, supporter or partner of AITCAP 2021 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 2021 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 2021 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.



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AITCAP

ACCESSIBLE & INCLUSIVE TOURISM CONFERENCE IN THE ASIA-PACIFIC

We look forward to you working together in raising awareness on the importance of accessible & inclusive travel

Don't forget to submit the online sponsorship form

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