

THE

EXCHANGE

2019 Exhibitor & Partnership Prospectus



DESTINATION  
MELBOURNE

**THE**

**EXCHANGE**

is the key annual tourism industry expo, showcasing Victorian and Melbourne metropolitan tourism operators and destinations, to those key visitor-facing word of mouth influencers and frontline staff.

Brought to you by Destination Melbourne, The Exchange is a premium B2B event, exclusive to tourism industry businesses and professionals, providing an exclusive networking opportunity with the broader Victorian tourism industry.



## Your invitation to participate

**THE EXCHANGE • 3 SEPTEMBER 2019**

The Exchange is the only exhibition of its kind and is a must attend event for businesses and destinations seeking to launch a new product, reposition their offering, or simply ensure they maintain key relationships, develop new contacts, and hold a top of mind position across Melbourne's visitor industry.

The Exchange also encourages and facilitates networking amongst the exhibitors, with a view to building new contacts and meet with other exhibitors and exploring opportunities to collaborate and support each other's businesses.



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## VENUE FOR 2019

Due to exceptional feedback about last year's venue, we are pleased to announce that The Exchange will again be held at the Melbourne Room of the Melbourne Convention and Exhibition Centre.

The Melbourne Convention & Exhibition Centre (MCEC) is the largest convention venue in Australia, located on the south bank of the Yarra River and just 20 minutes' walk from the city centre. True to its name, the Melbourne Room foyer offers unparalleled views of the city as well as the stunning Yarra River. With a world first 6-Star Green Star environmental rating, MCEC continuously raises standards in technology and sustainability and sets the benchmark for venue service.

"Fantastic opportunity to network and learn more about local tour operators and their offerings in a single event."

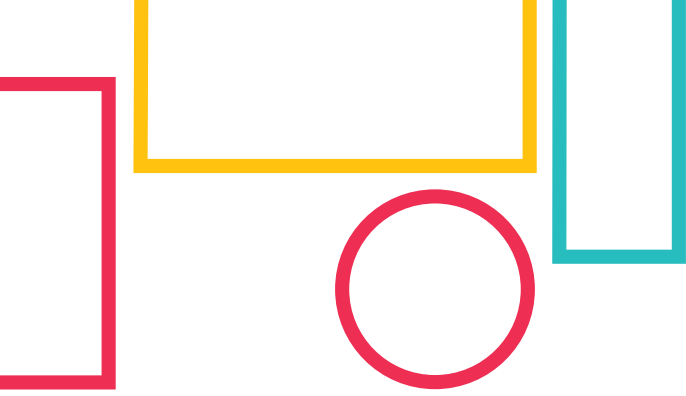
JESSICA GILBERT, G ADVENTURES

"One can view products online but being able to have a face to face with product suppliers is important. Allows the buyer, tour guide, small company operator to be more open to opportunities when having a portfolio of products all under one roof. The opportunity to meet team members from businesses that otherwise are only names via a phone or email. Well done! Excellent trade event."

JEANETTE ADAMS, HOLIDAYS ON LOCATION

**FACT: 90% of exhibitors in 2018 said the event met or exceeded their overall expectations.**

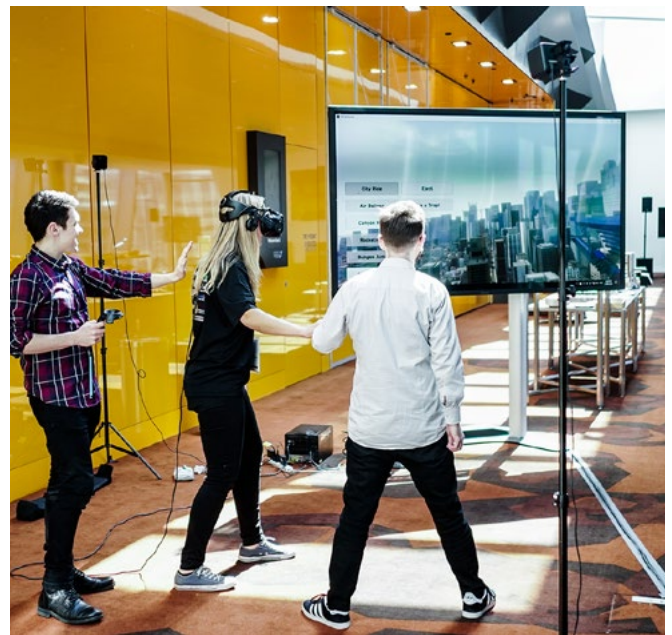




## WHO WILL BE AT THE EVENT?

The event will be open to the following attendees and we anticipate a minimum of 500 delegates. Invitations will be issued to proactively prompt attendance by key stakeholders.

- + Members of Parliament with an interest in small business, tourism, events, art/culture
- + Visit Victoria Management and team members
- + Melbourne Convention Bureau team members
- + City of Melbourne Visitor Economy Branch and city volunteers (Red Coats)
- + Victorian Tourism Industry Council team and VTIC members
- + Melbourne Airport customer service and volunteers
- + Transport for Victoria, PTV, Yarra Trams and V/Line
- + Tourism Accommodation Australia (TAA) & The Accommodation Association of Australia (AAoA) members
- + Travellers Aid staff and volunteers
- + Hotel Managers, Les Clefs d'Or, concierges and hotel frontline guest service professionals
- + Metropolitan and Regional Visitor Information Centre staff and volunteers
- + Key Victorian tourism and travel industry stakeholders
- + Inbound tour operators (including cruise agents) and travel agencies
- + Conference organisers
- + Restaurant and café staff
- + Tour Coach drivers and guides



## THE EXCHANGE SCHEDULE

<b>8.30am-10.30am</b>	Bump in
<b>10.45am-11.30am</b>	Exhibitor networking
<b>11.30am-11.45am</b>	Group photo & Event briefing
<b>11.45am-12.45pm</b>	VIP Networking lunch for Exhibitors & Special Guests
<b>1.00pm-3.30pm</b>	The Exchange open to industry
<b>3.30pm-4.30pm</b>	Bump out

# Event Partnership Opportunities at The Exchange

We seek event Partners who are truly motivated towards encouraging collaboration and the development of new networks across our industry. Our Partners are provided with guaranteed exposure and exclusive opportunities.

Partner with us at The Exchange if you aim to:

- + Align with Destination Melbourne and our vision to sustain a thriving visitor economy across Greater Melbourne and in to regional Victoria
- + Build connections and showcase your unique product or brand to a large audience of tourism and hospitality professionals, and associated industries
- + Increase the visibility of your brand as supporting the development and improvement of Melbourne's reputation for a world class innovative visitor destination
- + Foster closer ties between your business and key visitor industry stakeholders across Melbourne, by actively supporting The Exchange



## PARTNERSHIP DURATION

Marketing of The Exchange will occur over a **three month** timeframe, and exposure for Partners will be inclusive of:

- + Event Launch **June 2019**
- + Event Marketing to prospective delegates  
July / August / September 2019
- + Post Event Wrap Up Communications & Survey  
Mid to late September

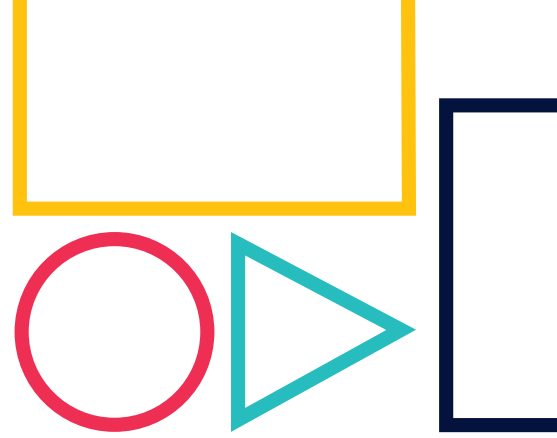
## OUR BUSINESS TO BUSINESS AUDIENCE

Destination Melbourne is an all-inclusive tourism industry body, casting a wide net to involve more businesses and organisations in the discussion about our visitor economy. We have relationships with business including but not limited to the following sectors: state Government, local government, events, attractions, aviation, transport, hospitality, accommodation, art/culture, education, retail, industry bodies, OTAs, business precincts, destinations, recreation, sport and more.

## DESTINATION MELBOURNE B2B AUDIENCE REACH

- + Corporate site 90,000 views / year
- + Corporate e-news 2,500+ subscribers,  
28% AOR, 6.2% CTR
- + Corporate Social Channels: Twitter 4,300,  
Facebook 3,130, LinkedIn 3500
- + **Plus** significant extended reach via our partner and stakeholder networks.

# The Exchange 2019 Partnership Tiers



Principal Partner	\$14,000 ex GST
Custom – Category Specific Partnerships e.g. Education Partner	\$10,000 ex GST
Major Partners	\$8,000 ex GST
Supporting Partners	\$3,500 ex GST



## PARTNERSHIP INCLUSIONS

It goes without saying that Partners will receive branding across event communications, on event website pages, mentions in speeches, along with access to the delegate guestlist (name and organisation).

All Partners will receive an included Exhibitor Stand in a best available location, and access to the VIP Networking Lunch. We will work with our Premium tier Partners to tailor Partner packages which align with their level of support, along with premium stand locations. Depending on level of support, this may include the following:

- + Guest Speaker opportunity
- + Access to the Exhibitor list (name and organisation)
- + Branding on VIP invites
- + Additional ticket to the VIP Lunch
- + Logo Inclusion on all event communications
- + Activations via social media

Contact us to discuss how we can best collaborate across a Partnership at The Exchange 2019.

## PARTNERSHIP CONTACTS

### Tina Seirlis

*Director of Sales and Partnerships*

E [tina@destination.melbourne](mailto:tina@destination.melbourne)

T 03 9869 2408

M 0450 603 086

### Emma Gray

*Business Development Manager*

E [emma@destination.melbourne](mailto:emma@destination.melbourne)

T 03 9869 2408

M 0450 603 086

# Exhibitor Opportunities

We welcome expressions of interest from visitor facing tourism destinations, events, products and experiences, and tourism operators.

For businesses and destinations who would like a premium or bigger stand location, and would seek to stand out above and beyond having an exhibitor stand, please also explore our Event Partnership opportunities.

If you are a supplier to industry and would like to take part to show support for the event and our industry, and align with Destination Melbourne, then please also consider our Event Partnership opportunities.

## Exhibitor Options

### EXHIBITOR - FULL STAND

**Full stand – Per Individual Business or Organisation** **\$945 ex GST**

- + 1x trestle table – 2m (L) x 0.61m (W) x 0.72cm (H)
- + Backing board – 2m (H) x 2.4m (W)
- + Black table cloth
- + 2x chairs
- + Access to Wi-Fi – please note this is restricted to basic web browsing and emails only. A dedicated internet cable can be organised.
- + Access to power
- + 2x invitations to the VIP Networking Lunch

*\*Only two people can be present at the exhibitor stand at any one time. We apologise in advance that exhibitors are unable to purchase tickets for additional lunch attendees due to the networking lunch event already being at capacity.*

### EXHIBITOR - HALF STAND

**Half stand – Per Individual Business or Organisation** **\$575 ex GST**

- + Half a shared trestle table – 1m (L) x 0.61m (W) x 0.72cm (H)
- + Half a shared backing board – 2m (H) x 1.2m (W)
- + Black table cloth
- + 1 x chair
- + Access to Wi-Fi – please note this is restricted to basic web browsing and emails only. A dedicated internet cable can be organised.
- + Access to power
- + 1 x invitation to the VIP Networking Lunch

#### Optional inclusions

*Please advise if there is a business you'd hope to be paired up with. Alternatively, we'll use our discretion to match you with a suitable partner.*

*\*Only one person can be present at the exhibitor stand at any one time. We apologise in advance that exhibitors are unable to purchase tickets for additional lunch attendees due to the networking lunch event already being at capacity.*

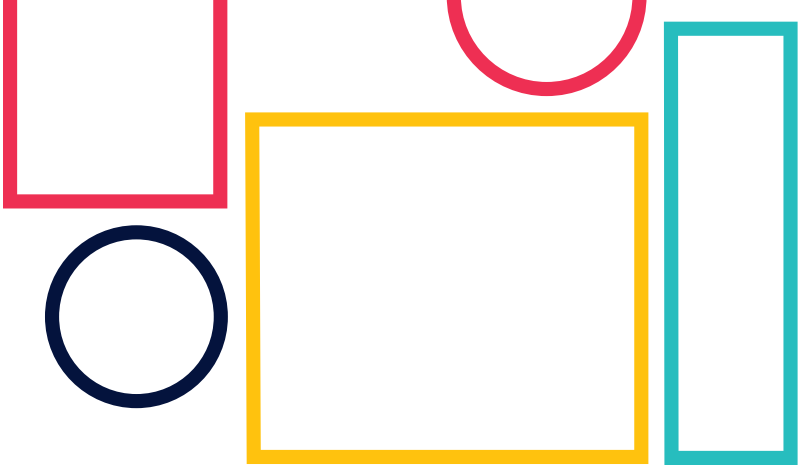
### OPTIONAL PAID EXTRAS

Audio visual equipment:

Equipment for hire includes, and can be ordered after your exhibitor stand booking is confirmed:

- + Presentation laptops from \$124
- + LCD screens & stands from \$140
- + Dedicated internet cable from \$90

**Note:** Please note that all electronic equipment, including laptops and I-Pads, are requested by the Convention Centre, to be tested and tagged before coming onsite.



## SUBMITTING YOUR EXHIBITOR STAND EXPRESSION OF INTEREST

Due to the popularity of the event and to ensure that attendees are experiencing the wealth of products and services available across Greater Melbourne and regional Victoria, applications are available to industry via an Expression of Interest process.

Expressions of interest are sought from Melbourne and the surrounding region's visitor attractions, key events and experiences, art and culture venues, retail and restaurants, tour and transport operators, councils and tourism boards wanting to promote their region, and any other business that provides direct services to visitors. Exhibitors need to provide an engaging stand with new information for those attending.

Please note that Destination Melbourne reserves the right to accept or reject any EOI application. Submission of an expression of interest does not guarantee acceptance.

If you'd like to exhibit at The Exchange in 2019, please complete your exhibitor online EOI by **31 June 2019**.

[CLICK HERE TO SUBMIT YOUR EXHIBITOR EOI](#)

### EXHIBITOR BOOKINGS CONTACT

Costanza Rivarossa

*Business Development Coordinator*

E [costanza@destination.melbourne](mailto:costanza@destination.melbourne)

T 03 9869 2415

### EVENT COORDINATION CONTACT

Michelle Dall'Ava

*Industry Development Coordinator*

E [michelle@destination.melbourne](mailto:michelle@destination.melbourne)

T 03 9869 2419

