

The Accessible & Inclusive Tourism Conference

Melbourne Convention Exhibition Centre

27 August 2024
Melbourne/Naarm

Proudly supported by our Event Partners



Southbank

Photo Credit: Jim Zapsalis - Walking Perspective, courtesy of Visit Victoria

Thank you for your interest in sponsoring AITCAP 2024

Did you know?



**20% of the Australian population
have a disability**

Even more have access requirements - travellers with
young kids, mature travellers...

Yet, this opportunity is under-served



**Less than 30%
of tourism businesses**

list themselves as accessible in the
Australian Tourism Data Warehouse

**The Accessible & Inclusive Tourism Conference addresses the need for accessible and inclusive tourism.
The event provides operators with the knowledge and networks to improve their offerings
as well as to confidently serve and capitalise on this market.**



What is the Accessible & Inclusive Tourism Conference?

An opportunity to...

LEARN

Learn. Improve. Build. Discover.

These are the four pillars on which we base a rich program providing valuable insights and actionable items to attract this highly valuable and under-served tourism market.



1 in 5
travellers have a disability



\$13.5 billion AUD
is the value of Accessible & Inclusive
Tourism in Australia alone



+ 28 % in revenue
for organisations that prioritise
people with disabilities

CONNECT

**Fostering collaboration is the heart of
the conference.**

Tourism providers, DMOs, academics, advocates and travellers come together to scope opportunities, build connections and develop new offerings.



Doubling
our number of attendees since 2021



75%
work in the tourism & travel industry
and related public organisations



300+
fellow sponsors, speakers and
attendees expected in 2024



**This conference is going to be a
must-attend in future years**
for all those who want to take
advantage of the incredible
opportunity accessible and inclusive
tourism represents!

Leigh Sorensen - Tourism Australia

Message from the Victorian Tourism Industry Council



Victoria is thrilled to have won the right to host this important event in 2024.

The Accessible and Inclusive Tourism Conference Asia Pacific is a crucial platform for illustrating to industry the opportunities presented by attracting and servicing this important market.

People travelling with accessibility needs already represents over \$13 billion in revenue for our national visitor economy. As this market grows in coming years, so too will the value to our sector. It's imperative that Victoria is seen as leaders in catering for the accessibility requirements of our visitors and works to prepare the industry to cater for this important market.

With accessibility and inclusivity having been identified as central to the core of the 5 key pillars of the State Government's Experience Victoria 2033 Strategy, this is the ideal event to align with in positioning Victoria's commitment to servicing this sector.

Regards,
Felicia Mariani
CEO of the Victorian Tourism Industry Council



We celebrate 3 successful years and we're preparing for a fourth one

The Accessible & Inclusive Tourism Conference is a world-class event and a leading resource to support the tourism industry learn, improve, build and discover how to cater to and capitalise on the accessible and inclusive market.

The conference was held as an all-virtual event in 2021 and 2022. In 2023, we took the conference to the next level and introduced it as a hybrid event with 1 day in person and 1 day virtual.

Our partners will have **exclusive opportunities** to network and connect with speakers and attendees, as well as **preferential access** to our events. The hybrid format allows us to make the **best of both worlds**, making it accessible and inclusive for all!

In 2024 A truly hybrid event

1-Day Hybrid Conference



300+ delegates

In Person
& Livestreamed
with recordings available

Includes a dedicated
networking event



Side Events



Held pre and post conference
to highlight local operators
who deliver leading examples
of access and inclusion.

AITCAP 2024 at a glance

Key Attendees

The AITCAP primary target audience is the Australian tourism industry including:

- Accommodation providers
- Attraction operators
- Destination marketing organisations
- Tourism industry councils
- Local and state governments
- Researchers and academics

Attendees also include individuals and organisations from within the disability sector who are involved with advocating for increased accessibility in the tourism industry or learning about what accessible options are currently available for disabled travellers.

Key Topics

A day of engaging sessions will provide delegates with practical knowledge, and resources to immediately improve accessibility and inclusiveness in their organisation. Topics will cover:

- Accessibility information
- Co-designing with people with disabilities
- Best practice accessibility - Moving beyond compliance
- The power of inclusive employment
- Making your marketing inclusive
- Leveraging grants and funding
- Universal Design - The key to inclusive tourism
- Panel discussion - travelling with a disability



Sponsorship Options & Inclusions

No matter your budget, we have opportunities to showcase your brand and demonstrate your commitment to access & inclusion!

All sponsorship levels include:

- Logo recognition on the sponsor webpage with hyperlink to your website
- Communication package to help you share the news about our event with your partners

Additional sponsorship opportunities are available to boost your sponsorship package. If you are looking for a way to stand out amongst other sponsors or wanting to create a tailored package, consider the additional branding and advertising opportunities.



Sponsorship prices at a glance

[Networking Function sponsor](#) \$25,000*

[Livestream Sponsor](#) \$20,000*

[Sponsorship Tiers](#)

| | |
|----------|-----------|
| Platinum | \$15,000* |
| Gold | \$10,000* |
| Silver* | \$5,000* |

PLUS ADDITIONAL

- [At the event branding opportunities](#)
- [Advertising opportunities](#)

Contact us at aitcap@getaboutable.com to discuss tailoring your package

*All prices in Australian Dollars,
+ GST and optional add-ons

Exclusive Networking Function Sponsor

\$25,000 AUD*

1 Available

Exclusively Sponsor our catered conference wrap event

The key social event of the conference, all delegates will be invited to this complimentary function providing maximum opportunity to network with meeting delegates as well as engage in conversation in a relaxed, social environment. This package gives you:

- Everything including in the [Platinum Level Sponsorship](#) tier
- Exclusive naming rights of the function
- Exclusive branding at our networking event including banner/signage provided by you
- Acknowledgement of your organisation any time the networking event is promoted including at the conference and in pre and post-event marketing
- Other branding opportunities by negotiation



* + GST and optional add-ons

Exclusive Livestream Sponsor

\$20,000 AUD*

1 Available

Exclusively Sponsor the Livestream for our fully hybrid event

Live streaming the conference not only ensures it more accessible to everyone, but means we can reach an international audience. Put your brand in front of a global audience with this exclusive opportunity that includes:

- Everything including in the [Platinum Level Sponsorship](#) tier
- Exclusive branding of the live stream with your logo on the live stream overlay
- Acknowledgement of your organisation any time the live stream is promoted including at the conference and in pre and post event marketing
- Other branding opportunities by negotiation



* + GST and optional add-ons

Sponsorship Tiers

| | Platinum AU \$15,000* | Gold AU \$10,000* | Silver AU \$5000* |
|---|--------------------------|----------------------|----------------------|
| In Person Conference | | | |
| Tickets to access the full event | 8 | 6 | 4 |
| Speaking opportunity at the conference | ✓ | | |
| Exhibitor table in Accessibility and Business Hub | ✓ | | |
| Banner(s) displayed in main conference room | ✓ | ✓ | |
| Holding slide acknowledgement throughout conference | ✓ | ✓ | |
| Verbal acknowledgement in Opening Session & Closing Session | ✓ | ✓ | ✓ |
| Sponsorship slide acknowledgement | ✓ | ✓ | ✓ |
| Additional registrations – 20% Discount | ✓ | ✓ | ✓ |
| Marketing | | | |
| Logo on AITCAP website homepage hyperlinked to business website | ✓ | | |
| Static ad OR promotional video displayed at AITCAP 2024** | ✓ | | |
| Brochureware displayed on tables and in common areas | ✓ | | |

➡ More benefits on the next page

Sponsorship Tiers

| | Platinum AU \$15,000* | Gold AU \$10,000* | Silver AU \$5000* |
|---|--------------------------|-----------------------|------------------------------|
| Marketing cont. | | | |
| Featured sponsor spotlight in GetAboutAble Newsletter | ✓ | ✓ | |
| Ad in the printed conference program | Full page | Half page | 1/4 page |
| Spotlight promotion across GetAboutAble's social media | Twice | Once | Once |
| 12 months listing on GetAboutAble's website | Free Premium Listing | Free Enhanced Listing | 50% discount on Paid Listing |
| Logo recognition on sponsors webpage with hyperlink to business website | ✓ | ✓ | ✓ |
| Logo recognition under list of Sponsors in the printed program | ✓ | ✓ | ✓ |
| Merchandise in the conference Delegate Welcome Pack | ✓ | ✓ | ✓ |
| Flyer in Digital Delegate Pack | ✓ | ✓ | ✓ |

* + GST and optional add-ons

At the Event - Branding Opportunities



Barista Cart Sponsor - \$5,000 AUD*

1 available

Melbourne is arguably home to some of the best coffee in the world, so get everyone's attention by putting your brand at this popular hub for conference delegates.

Sponsorship package includes:

- Logo recognition on the barista stations
- Opportunity to display one (1) banner next to barista stations
- 2 conference registrations
- Logo on our website
- Inclusion in our program
- Recognition as 'barista cart sponsor' with company logo on the sponsors holding slide
- Opportunity to showcase brochureware/marketing collateral on cart
- Opportunity to provide branded coffee cups and/or sleeves



Lanyard Sponsor - \$4,000 AUD*

1 available

Gain high-level visibility with your logo prominently displayed and distributed to each delegate at registration.

Sponsorship package includes:

- company logo to appear on all conference lanyards
- 2 conference registrations
- Logo on our website
- Inclusion in our program



Battery Charging Stations Sponsor - \$4,000 AUD*

1 available

Who hasn't needed to recharge their phone at a conference? Yours will be the brand they see when looking for this essential item.

Sponsorship package includes:

- 2 registrations
- Your branding on the charging stations
- Logo on our website
- Inclusion in our program

At the Event - Branding Opportunities



Exhibitor Table - \$3,500 AUD*

8 available

Engage with conference delegates throughout the day by showcasing your organisation's products and services in the Accessibility and Business Hub (where breaks are held).

Sponsorship package includes:

- 1 Table with two chairs in the foyer for the duration of the conference day
- 2 conference registrations
- Merchandise in delegate Welcome Pack
- Logo on our website
- Inclusion in our program

Product Demonstrator - \$2,500 AUD*

2 available

Showcase your product to delegates looking for innovative ways to improve their accessibility.

Sponsorship package includes:

- 10-min speaking opportunity
- 1 conference registration
- Logo on our website
- Inclusion in our program



Session Sponsor - \$2,000 AUD*

5 available

Put your brand front and centre with session naming rights with your organisation's logo on the session slide.

Sponsorship package includes:

- 2 conference registrations
- Verbal acknowledgment by MC at the beginning of the session
- Handout by table drop at sponsored session
- Logo on our website
- Inclusion in our program

Additional Advertising Opportunities



Welcome pack bag sponsor- \$5,000 AUD

Everyone loves a good swag bag, and with delegates carrying them around all day your brand will enjoy visibility not only at the conference but where ever else they go.

Merchandise in welcome pack- \$500 AUD*

Ensure your organisation remains at the forefront of delegates minds long after the conference with a branded practical gift they will continue to use.



Advertise in the Conference Program

The event program is what every delegate will keep referring to throughout the day, from looking up speakers and what's next to making notes. It will often find its way into the hands of colleagues who couldn't attend, so make sure your organisation gets noticed!

| | |
|--------------------------------|----------|
| Outside Back cover – Full page | \$2,000* |
| Inside Front cover – Full page | \$1,000* |
| Inside Back cover – Full page | \$1,000* |
| Full page | \$750* |
| Half page | \$500* |
| Quarter page | \$250* |

* + GST

The Accessible & Inclusive Tourism Conference



About GetAboutAble



GetAboutAble is an **Australian social enterprise**, founded in 2015. We are a leading Australian accessible tourism consultancy, supporting travel and leisure businesses to improve their access and inclusion and confidently serve the \$13.5 billion accessible and inclusive tourism market.

In 2021, the year we launched the first Accessible & Inclusive Tourism Conference in the Asia-Pacific, GetAboutAble also:

- was runner-up in the prestigious Social Entrepreneurship in Tourism Competition
- launched Australia's first destination marketing campaign aimed at the accessible & inclusive market "Canberra More Than Inclusive, More Than Accessible" - which was recognised by the Canberra Region Tourism Awards in 2022.

For more information see our website www.getaboutable.com



The Accessible & Inclusive Tourism Conference



**READY TO PUT YOUR ORGANISATION
AT THE FOREFRONT OF ACCESSIBLE
& INCLUSIVE TOURISM?**

Contact us!

Julia Svaganovic - AITCAP Coordinator
aitcap@getaboutable.com

All sponsorship offers are subject to approval

PARTNER WITH US AND BE PART OF OUR SUCCESS!

