



PRESS RELEASE - 16 APRIL 2010

## Exhibitor/Agent Training announced for Sydney expo

**Expo organizers announce that Exhibitor/Agent Training will be incorporated into the Sydney Adventure Travel & Backpackers expo (6-7 November 2010).**

After listening to comments from exhibitors over the last few years, the expo organizers today announced that a structured Exhibitor to Agent event will be run on the Friday (the traditional "set-up" day of the expo) from 5.30pm to 7pm.

"In previous years, when the expo was at Town Hall over 3 days (Friday to Sunday), many exhibitors used the Friday (the quietest day) as a quasi-training day...they would ask travel agents to come in and discuss their product and what was new etc. But it was always a bit messy and ad hoc.

We are fortunate that we have a central venue (Town Hall) that allows for something to be run in the venue, but not during the days of the expo itself, therefore allowing exhibitors to concentrate on talking to visitors.

We are also very keen to give exhibitors another reason to come to the expo and so we decided to have a structured exhibitor-agent event, which was really something that exhibitors did anyway" says Managing Director, Andrew Paltridge. "We all know what a great week the "Adventure/Backpacker Week" is in Sydney in early November. Apart from the expo over the weekend, there are the 3 big Business-to-Business events - the ABIC Conference, Golden Backpack Awards/Dinner, and the Independent Travel Exchange (ITE). We feel the Agent/Exhibitor training event will sit nicely between all of these events.

The confirmed format will be advised in the near future, but will involve an initial start of nibbles and drinks followed by product presentations to the agents as a group.

"Our goal is to keep the presentations short and sharp. We would look at an immediate after work start time of around 530pm running until around 700pm. We will open the training up to all travel agents in the Sydney area. It seems such a great opportunity for the agents, as this is the one time of year experts from all over the world and the country are in Sydney at the one time.

"We will also commit resources to make sure agents are aware that the event is on and that they should come along and be informed.

"There will be no cost to either exhibitors nor the agents, but Paltridge urges that space for exhibitors wanting to present their product to the agents will be limited. He also notes that it will be open for both inbound and outbound exhibitors.

"There will be a cap on the number of exhibitors who will be able to present due to time constraints – we will have further details over coming weeks.

More details will be released soon.