**Experience the Northern Rivers Launch
A celebration to launch the new Northern Rivers Visitor Guide**

When: Monday 5 August 2019 | Setup for 12.00pm –2.00pm
Where: Ballina Visitor Information Centre, 6 River Street Ballina

The Ballina Tourism Team will launch the latest Northern Rivers Visitor Guide on Monday 5 August and are inviting the public to come celebrate with the local businesses featured within the guide to share the spirit of collaboration that has enabled this project to come together.

**>> What benefits will exhibiting bring my business?**

The media and public launch will expose your businesses product offering to event organisers, other tourism and hospitality providers, local hosts of visiting friends and relatives and the general public.

This is a great opportunity to receive forward bookings for further business. The expected audience size at the launch is in excess of 250 people. Plus the media have been invited to attend.

There will be media opportunities and exposure of the exhibitors in the lead up to the launch.

**>>Examples of what can you do to promote your experience at the launch.**The guide showcases over 260 experiences that visitors and locals can enjoy across the Northern Rivers. We will celebrate the new guide and provide advertisers with the opportunity to promote their offer and provide opportunities to taste a little of what the guide is showcasing – where to play, eat, enjoy, experience, shop, drink etc.

You could set up a display, provide samples or giveaways, information or special offers to encourage visitation to your business. The idea is to make it as engaging as possible so people can ‘experience’ or have a ‘taste’ of what our region (and your business) has to offer!

**>> How can businesses participate?**All advertisers are invited to participate. We ask that you express your interest by completing the attached form and returning it by 22 July 2019. Spaces are limited, so if you are interested in promoting your business on the day, get in quick.

**>> Who is being invited to the celebration?**
The whole community is being invited to come along. The visiting friends and relatives market accounts for 30% of visitors that come to the Northern Rivers, it is important that we engage with locals to help promote what’s on offer. Local businesses, advertisers in the visitor guide, media, the Mayor, Ballina Council staff, State Government, Destination North Coast, Dept Primary Industries, Tourism Managers in neighboring local government areas and tourism volunteer ambassadors will all be invited to attend the launch.

**>> How will it be advertised?**
There will be a media campaign to promote the new visitor guide and the launch. The media campaign will also provide opportunity to promote your business in addition to the guide itself. The launch will also be promoted and shared through social media, special invitation and through Ballina Tourism industry database of over 600 contacts.

**>> Where can I set up my display and when?**We have 1.8-metre testle tables and black tablecloths available should you require this. Food stalls can set up outside on the front grass or inside. Spaces will be allocated by the Tourism Team and confirmed with you prior to the launch. You would need to be fully set up on the day by 11.50am. Industry guests and media will arrive from 12.15pm, with the public being invited from 12.30pm.

**>> Will there be power?**Power can be supplied to some sites, please let us know of your requirements to ensure you are allocated to a site where we can supply power. You will need to ensure that any electrical equipment is tagged and tested prior to using it.

**Will there be parking?**There is parking directly behind the Ballina Visitor Information Centre in regatta Ave as well as along River Street.
 **Expression of Interest - Please return by 22 July 2019 via email to discover@ballina.nsw.gov.au**

Name:

Business:

Phone:

What will you showcase at the launch?

How will you make it interactive to engage with the public?
(Free samples, demonstrations, competition, special offers and giveaways)

Will you require power?

Do you require a trestle table?

Additional comments:

Thank you for your expression of interest and being part of the launch celebrations!

**If you have any further questions, please contact the Ballina Tourism team on 1800 777 666 or via** **discover@ballina.nsw.gov.au** **Registration process > submit EOI > Staff at Ballina VIC will inform you if you have been successful on or before 23 July > Prepare to set up if approved to display.**