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# SELLER

Bula Fiji Dive Industry,

Welcome to Fiji's largest in country Dive marketing Event ever!

## **Tourism Fiji Dive Fiji Fiesta 2018**

The 14<sup>th</sup> **Tourism Fiji Dive Fiji Fiesta** will take place in Fiji from 03<sup>rd</sup> – 10<sup>th</sup> March 2018. The event is aimed specifically at showcasing Fiji's awesome diving to key wholesalers and media from Fiji's key dive source markets. The **Tourism Fiji Dive Fiji Fiesta** has shaped up to be the biggest dive event in Fiji's yearly calendar with over 20 Buyers.

In 2018 the itinerary will be aimed at the Sun Coast and Pacific Harbour / Beqa area. These agents will also get access to the dive operators at the FHTA Dive Fiji EXPO to give them a wider range of properties to speak to.

Tourism Fiji is on board with helping to run this event as this market is one of the major drives for TF going forward. The **Tourism Fiji Dive Fiji Fiesta** is made possible through the collaboration of Fiji Airways (Fiji's national airline carrier), Tourism Fiji and Fiji dive operators through the FHTA DiveComm.

## **FHTA Dive Fiji EXPO 2018**

This event is aimed specifically at showcasing Fiji's awesome diving to key wholesalers and media from Fiji's key dive source markets. FHTA Dive Fiji EXPO has shaped up to be the biggest dive event in Fiji's yearly calendar with over 15 Buyers and 20 Fiji Dive Operators, and despite a 2 year gap, 2018 could be MUCH bigger!

The FHTA Dive Fiji EXPO 2018 will be held on **Friday, 09 March 2018** at the **Sheraton Fiji Resort on Denarau in Nadi, Fiji** following the Tourism Fiji Dive Fiji Fiesta from 03 – 10 March 2018.

## **EXPO Coordinator**

The EXPO Trade Show Event Coordinator at FHTA is;

**Cheryl Chow-Fong**  
Administration & Events Officer  
Fiji Hotel and Tourism Association  
Tel: [\(+679\) 3302980](tel:+6793302980)  
42 Gorrie Street, SUVA  
Email: [admin@fhta.com.fj](mailto:admin@fhta.com.fj)

*All communications should be directed through Cheryl.*



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## Buyer Profiles

As a registered Seller you will receive the Buyer prospectus. The prospectus will be compiled containing company details of all Buyers/Sponsors registered for FHTA Dive Fiji EXPO 2018. The details will provide key information about each Buyer and Sponsor company attending which will assist you in contacting them.

A final list of the Buyers will be distributed to Sellers at the Dive EXPO on Friday, 9<sup>th</sup> March 2018.

All Buyers will be supplied with a USB Memory Stick with information on each Seller.

All Sellers have been allocated a 250MB folder on the USB Memory Stick for their use. It is recommended that you provide the following for inclusion:

- Rates sheets
- Photos/pictures
- Brochures & Sales information

It is also recommended that you maximise use of the USB Memory Stick by compressing all files into a ZIP file to make them smaller and allow more of your info to be included. Please put your property name (not the event name!) in the file name!

## Event Schedule

After extensive feedback from both buyers and sellers at the 2015 event, this year's schedule and format is as follows:

1. Each Seller will have a designated space assigned within the expo venue. Sellers **MUST** have their allocated space completely set up by 6:00pm on Thursday, 8<sup>th</sup> March.
2. On Friday, 9<sup>th</sup> March the event will start on stage with a 10 minute introduction to all Buyers highlighting the main dive areas in Fiji and other key and essential information required by all buyers to set the Fiji scene for the day.
3. Immediately after, appointments for the expo will commence. All registered delegates must have the authority to negotiate contracts on behalf of the company they represent
4. Breaks will occur for hosted morning tea and hosted lunch and end with an afternoon by the pool for our Buyers.



## Registration Details

Seller registration fees are as follows;

- FHTA Members: 1 Delegate @ F\$500 VIP
- Non-FHTA Members: 1 Delegate @ F\$900 VIP

Additional Delegates/Partners are welcome at a cost of F\$250 VIP which must accompany your registration form.

The registration fee includes:

- Designated space, shared power strip
- Morning coffee/tea on event day
- Full lunch on event day
- Full day of open trade show
- Cocktails on the beach
- Bula Beach Dinner
- New business acquaintances
- Access to sponsoring scuba equipment suppliers
- Info Kit

***We highly recommend bringing your own EXPO/show backdrop display as there is none available on site.***



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## **Please Read Instructions Carefully when Registering**

Unregistered personnel will not be permitted into the **FHTA Dive Fiji EXPO** venue during any of the event or the open floor expo. Ensure you have your **FHTA Dive Fiji EXPO** badge with you at all times.

### **Application**

Once FHTA receives your application we will notify you by email when you have been accepted and the amount you will need to pay. If you do not hear from FHTA 4 days after you submit your registration, it is your responsibility to resubmit and follow-up with FHTA.

Registration biography information must be completed and returned together with **FULL PAYMENT** 14 days before the event.

**If FULL PAYMENT is not received 14 days before the event, a late fee of F\$200 will be charged on top of EXPO fees.**

IT IS YOUR RESPONSIBILITY TO ENSURE ALL RELEVANT INFORMATION AND PAYMENT ARE RECEIVED BY FHTA. You will receive a receipt and note confirming your participation via email once complete registration is received.

### **Final Gala Dinner**

The Final Gala Dinner is the Fiji Dive Industry Social Event of the year.

All attendees/delegates of the **FHTA Dive Fiji EXPO** are pre-booked for the Bula Beach dinner, and the cost is included in the registration fees for the event.

There are no separate dinner tickets, just add on an extra delegate at \$250 per person for access to the whole event.

The entire Fiji Dive Industry is welcome!

### **Accommodation**

Details of FHTA Dive Fiji EXPO special rates will be forwarded once finalized and confirmed with the hosting property.



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## FHTA Dive Fiji EXPO 2018: Programme

This programme should be kept on file for reference when making transfers/flight arrangements, etc.

Any major changes will be advised via e-mail.

### Thursday, 8<sup>th</sup> March 2018

3:00pm-5:00pm	FHTA Dive Open Meeting, (Members only) at the Sheraton Boardroom (afternoon tea provided)
2:00pm-6:00pm	Sellers to set-up allocated space in the Golden Ballroom
6:00pm-7:30pm	PADI Members Forum in the Sheraton Boardroom

### Friday, 9<sup>th</sup> March 2018

8:30am-8:45am	Seller Registrations & Collection of Badges at the Golden Ballroom
8:45am-9:00am	Buyer Registrations & Collection of badges
9:00am-9:10am	Event Introduction by FHTA DiveComm Chair & Tourism Fiji CEO (TBC)
9:10am	Open Floor Expo
10:30am-11:00am	Hosted Morning tea
11:00am-1:00pm	Open Floor Expo
1:00pm-2:00pm	Hosted lunch
2:00pm-3:00pm	Open Floor Expo
3:00pm	Expo wrap up/Buyers drinks by the pool
6:00pm-7:00pm	Pre-dinner Cocktails on the main beach (in front of the main lobby/Feast restaurant)
7:00pm-10:00pm	Bula Beach Dinner on the main beach

*A detailed final program will be included in participants' kits.*

## Terms and Conditions

Entry to the exhibition as well as participation in the program and associated functions is at the discretion of the organizers of the FHTA Dive Fiji EXPO. The organizers reserve the right to refuse entry to the 2018 EXPO.

Participation and or attendance during the FHTA Dive Fiji EXPO is conditional on the inclusion of your name and contact details in the list of sponsors supplied to the FHTA Dive Fiji EXPO 2018 organizers.

## Cancellation Policy

Once registered, if you are unable to attend, or need to change your arrangements, please contact Cheryl Chow-Fong (contacts above) as soon as possible.

The organizers reserve the right to on-charge any costs associated with cancellation of participation in the FHTA Dive Fiji EXPO 2018 less than 30 days prior to this event.