



Eligibility criteria for ATEC 2024 New Product Pathway

- 1.** Applicant businesses must be eligible based on [ATEC's membership criteria](#) and receive official acceptance as an ATEC Explore NSW & ACT 24 seller from ATEC.
- 2.** Applicant businesses must be first-time sellers to an ATEC B2B trade event.
- 3.** Applicant businesses must be a new member to ATEC.
- 4.** Applicant businesses must demonstrate engagement with one or more inbound tour operators within the 2023/24 financial year.
- 5.** Applicant businesses must demonstrate they are able to provide inbound nett rates for the 2024/25 and 2025/26.
- 6.** Applicant businesses must demonstrate they have participated in an international trade ready program or recognised trade ready program (such as the NSW First Program Inbound Strategy & New Product Workshops delivered by Destination NSW, or ATEC Tourism Trade Ready Program).
- 7.** Product Representation Companies (PRC) are not eligible for a participation subsidy under the ATEC 2024 New Product Pathway. A PRC is a business that represents and acts on behalf of either a sole business or multiple businesses.
- 8.** The DNSW 50% support subsidy for the ATEC 2024 New Product Pathway applies only to the ATEC Explore NSW & ACT 24 registration primary delegate fee and ATEC Provisional Membership until 30 June 2025 (value \$750 + GST). The remaining 50% (\$750+ GST) plus all other expenses (additional travel, etc) are at the expense of the applicant.
- 9.** Applicants who have been successful in receiving other grants (federal or state) to support their attendance at an ATEC event in 2024 are not eligible to apply.
- 10.** Applications will be assessed based on eligibility and on a first come, first served basis. Places are limited to a maximum of 10 ATEC 2024 New Product Pathway recipients.
- 11.** ATEC and Destination NSW will notify successful ATEC 2024 New Product Pathway applicants no later than close of business Wednesday 22 May 2024.
- 12.** To receive the ATEC 2024 New Product Pathway subsidy, successful applicants must provide Destination NSW with a receipt from ATEC for \$750 + GST of the primary delegate registration fee. Destination NSW will then reimburse ATEC for the remaining balance of the program.
- 13.** Cancellation fees for ATEC Explore NSW & ACT 24 will apply as per the [ATEC Terms & Conditions](#).