

## NT Muster Criteria:

To take part in NT Muster 2026, a non-refundable registration fee of \$1,200 applies. Please note that a maximum of 20 operators can be accepted to attend the NT Muster events.

To qualify as an exhibitor for the roadshow, your business must meet the following criteria:

- Be based in the Northern Territory or have crucial operations in the NT
- Be contracted with at least one of the following national wholesalers:
  - Flight Centre Travel Group
  - Helloworld Group
  - Viva Holidays, Territory Discoveries, AOT or Sunlover Holidays
  - Holidays of Australia / NT Now
- Have an up-to-date ATDW listing
- Contribute product for the prize packages at each event (three prizes in total)
- Attend all three events
- Cover the \$1,200 registration fee, as well as your own travel and associated expenses throughout the roadshow

### **Prize Sponsorship**

As part of NT Muster 2026, each operator is required to contribute product with a minimum value of \$300 per event. This will form part of the prize packages offered at each event, with a total of three prizes for two people per operator. All contributed products will be combined to create a range of compelling NT prize packages for attendees to win.

### **Major Prize Sponsorship**

There is an opportunity for up to three operators to participate as major prize sponsors. Major prizes require a minimum value of **\$3,500** per event (minimum \$10,500 across all three events) and will be packaged with other sponsored products. If you are interested in attending as a major sponsor, please let us know together with your EOI.

### **Major sponsor benefits include:**

- Full-page advertisement in the online NT Muster program
- Company logo featured in the on-screen presentation (displayed throughout the event)
- Recognition as a major sponsor at each event, including preferred table placement

- Opportunity to present (maximum two minutes) when the corresponding major prize is drawn, including presenting prize vouchers to the winner, and a photo opportunity.

For more information, please contact [Trade.TourismNT@nt.gov.au](mailto:Trade.TourismNT@nt.gov.au).