

NT Muster 2026 – Participation 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.