

Atlantic Indigenous Tourism Summit 2022
Dance to the Beat of Our Drum

MarketPlace Application Outline

**HOSTED BY NOVA SCOTIA INDIGENOUS
TOURISM ENTERPRISE NETWORK**

VIA ZOOM | MARCH 29 5-7PM

DEADLINE: FRIDAY, MARCH 25 5PM



MarketPlace Trade Show Outline

The 2022 Atlantic Indigenous Tourism Summit will bring together participants from across the Atlantic Region such as business owners, industry representatives, government departments, corporate organizations and community leaders with the collective effort to discuss ways in which we can continue building on the growing Indigenous tourism industry across Canada.

As part of this growth here in the Atlantic Region, we would like to create more opportunities to highlight our Indigenous businesses, artists and crafters from across the Atlantic Region to be showcased in our online MarketPlace Trade Show area.

The host organization for the event is the Nova Scotia Indigenous Tourism Enterprise Network (NSITEN) which was established in 2017 to help support the growth of Indigenous tourism sector opportunities in the region. With support from the Atlantic Canada Opportunities Agency (ACOA), the Indigenous Tourism Association of Canada (ITAC) and our sister Indigenous Tourism Associations across the Atlantic Region, we have combined our efforts to help ensure the success of this event.

One of the key priorities these new regional organizations such as NSITEN is to help educate the Indigenous communities on the potential opportunities that exist in the tourism industry for new jobs, the growth of new businesses as well as increasing the Indigenous contribution to the overall GDP revenues in the region.

We also need to find ways to educate government and industry partners on how we need to work together to create investment opportunities that are sustainable and contribute to the cultural resurgence of the Indigenous people across the Atlantic.

By doing so and building on the capacity needs of Indigenous business owners, individuals and community based enterprises that would like to get trained in the tourism industry and helping to build community and joint venture business opportunities, we will all work towards meeting common goals and objectives.

We believe that we are building on some of the key items outlined in the ninety-four (94) Calls to Action as outlined by the Truth & Reconciliation Commission (TRC) and that these initiatives are all a part of Reconciliation in Action.

MarketPlace Criteria

The following is an outline of the key criteria that will be taken into consideration as we evaluate the registrations for the sixteen (16) selected candidates to be part of the 2022 AITC MarketPlace Trade Show Vendor participants.

Key points for review:

1. Vendor must be majority Indigenous owned (51% or more) and be able to show Indigenous/Metis status on request.
2. Your artistic arts/crafts products/experiences must clearly reflect the Indigenous community's authentic history, traditional story and connection to the culture.
3. Your raw materials should be sourced locally (if possible) with the intention of creating authentic arts, crafts and traditionally linked presentations.
4. It is strongly recommended for each vendor in the MarketPlace to be able to provide sales with credit card purchases. This is not mandatory. Vendors should also have backdrops with black drapery available for their business ready to utilize for their online vendor rooms. If possible, updated website/social media links would be recommended.
5. MarketPlace vendors must register online for the 2022 AITC on their own and complete the online registration form. Registration is free and open to the first ten (10) registrations from each of the four (4) Atlantic Regions (NS, NB, PEI, NL).
6. The 2022 AITC will offer Free Online MarketPlace Registration, which includes a Free Registration to the 2022 AITC Summit. Set up for all vendors will be Tuesday, March 29th from 1pm-4pm. Vendors will be assigned a Room # that will be used to identify and promote them during the 2022 AITS. The MarketPlace will take place from 5pm-7pm via online Zoom. All virtual rooms will close at 7pm so all sales are final before this time. No exceptions.
7. The forty (40) selected Indigenous Online MarketPlace Vendors are also encouraged to participate in the 2022 AITS.

How to Register

All participants must register online at www.NSITEN.com.

Deadline for applications is March 25.

For more information, please contact us at: 2022AITC@gmail.com