TRAVEL X

PRODUCT EXCHANGE COLLABS · GIFTED, NOT PAID

Creator Collab Agreement

Travel X inflatable sleepers and travel essentials, for families who fly.

A NOTE FROM ME

Hi, I'm Lou, founder of Travel X.

I've spent over a decade in family travel, and everything we make has one job: helping little ones (and their parents) actually rest on long flights. I'd love your family to try it for real and tell your audience what you think.

Our collabs are product exchange only, so there's no fee either way. Every collab starts with our airline quiz and a flight in the next 60 days. The more we send, the more content we ask for, and it's all set out in these pages.

Lou
Founder, Travel X

START HERE · 10 SECONDS

Take the airline quiz →

Shows what works on your airline.

4 tiers
set by the retail value of what we send.

60 days
Every collab needs a 4+ hour flight booked within 60 days of application.

HOW IT WORKS

1

Take the quiz
Do our 10-second airline quiz so we both know what works on your airline.

2

Apply online
Fill in our collab form and sign. Your quiz results feed through automatically.

3

We ship it
Dispatched from the Gold Coast after we approve the collab.

4

Create and post
Share your content by the due dates, tagged and disclosed.

WHAT WE EACH GIVE

The tiers

Your tier is set by the total RRP (AUD) of the products we send. The more product we send, the more content we ask for.

EVERY COLLAB

- Airline quiz done before you sign
- Travel X can use your content anywhere, any time, including paid ads
- 4+ hour flight booked within 60 days of application
- Content not provided? Invoiced at full RRP plus postage

TIER 1

Fly Light

Up to $100 RRP

4+ hour flight within 60 days of application

YOU CREATE

- **1 Story set** (3+ frames) from your flight: setup and the product in use, with a link sticker to our airline quiz

DUE

Within 7 days after your flight.

Example pack: Plane Foot Cushion · $89.95

TIER 2

Fly With It

$100 to $200 RRP

4+ hour flight within 60 days of application

YOU CREATE

- **1 Reel** (30 to 90 seconds), with captions if you're talking: setup and how it went on your flight
- **1 Story set** (3+ frames) from travel day, with a link sticker

DUE

Story set within 7 days after your flight. Reel within 14 days of your return flight.

Example pack: Snoozer Set (Plane Bunk, Rapid Pump and Go Bag) · $139.00

TIER 3

Family Flight

$200 to $350 RRP

4+ hour flight within 60 days of application

YOU CREATE

- **Pre-trip Reel:** packing, setup or couch practice
- **Travel-day Story set** (3+ frames) from the flight
- **Post-trip Reel or carousel:** your honest verdict

DUE

Pre-trip content before you fly. The rest within 14 days of your return flight.

Example pack: Plane Bunk, Plane Foot Cushion, Rapid Pump and 2 Go Bags · $259.75

TIER 4

Full Kit Partner

$350 to $500 RRP

8+ hour flight within 60 days of application

Experienced creators only, with examples of content you're proud of 😊

YOU CREATE

- **Everything in Tier 3**
- **1 extra Reel or carousel:** tips, what you packed, or a follower Q&A
- **5 to 10 raw vertical clips**, unedited, uploaded. Let us know when you send them if there's anything you want excluded.

DUE

Same as Tier 3. Raw clips within 14 days of your return flight.

Example pack: Self-Inflating Plane Bunk, Self-Inflating Foot Cushion, Sky Cocoon, Activity Tray, Seatbelt Extender and 2 Go Bags · $469.65

AT A GLANCE

How the tiers compare

What changes with each tier, plus the conditions that apply to every collab.

	TIER 1 Fly Light	TIER 2 Fly With It	TIER 3 Family Flight	TIER 4 Full Kit Partner
Product value (RRP)	Up to $100	$100 to $200	$200 to $350	$350 to $500*
Pieces of content	1	2	3	4, plus raw clips
Flight needed	Mid or long haul flight booked (4+ hour flight) within 60 days of application			Long haul flight booked (8+ hour flight) within 60 days of application
Raw clips for Travel X	Optional	Optional	Optional	5 to 10
Airline quiz	Completed, with results fed through to the form, every tier			
How Travel X can use it	Anywhere, any time, including paid ads. No time limit.			
If content isn't provided	Invoiced for the full RRP of the products plus postage. Returns aren't accepted once we've sent your package, unless it isn't delivered before your departure date (then return it to us unopened, in its original packaging, when you get back).			
Add-on options	Extra Reel	Extra Reel	Extra Reel, giveaway	Extra Reel, giveaway
Affiliate program	Earn cash by joining our affiliate program			

Tier 4: experienced creators only, with examples of content you're proud of ☺

EVERY TIER

How we use your content

- From Travel X's own accounts: social posts, our website, emails and paid ads.
- As partnership ads from your account: when we ask, switch on partnership ad permission for your collab content in Instagram, and leave it on.
- We may trim, crop, make small edits, or add subtitles, text or our logo.

HOW WE SET THESE

Every tier is set by the retail value of the pack, so you know exactly what you're getting and what we're asking for in return. The more product we send, the more content we ask for.

EXTRAS ON TOP OF YOUR TIER

Add-ons and affiliate program

Optional extras you can choose on your collab form, on top of what your tier asks for.

ADD-ON OPTION

An extra Reel

At any tier. One per collab.

YOU GET

If we accept your Reel, we will give you a **$100 credit note** for yourself, or you can pass it on to a friend.

ADD-ON OPTION · TIERS 3 AND 4

Run a giveaway

For creators with an engaged following on socials.

- Run a giveaway on your socials, with following **@travelx.store** as one of the conditions of entry.
- The prize is what you chose for yourself: the same products, or a store credit of the same value so the winner can choose products that suit them.
- The prize value matches your pack ($500 maximum).
- We'll take a look at your socials to see if you're a good fit for the giveaway.

AFFILIATE PROGRAM · EVERY TIER

Get even more from working with us

Join our affiliate program and earn cash when your followers shop through your link.

Become an affiliate & earn cash →

ON YOUR COLLAB FORM

How to choose them

Tick the add-ons you'd like in the Your pack section. The giveaway unlocks once your pack reaches Tier 3 or 4, and the prize value fills in automatically. Your affiliate link goes in the Due dates and links section.

DISCLOSURE, HONESTY AND SAFETY

Keeping it honest

When a brand gives product in exchange for content, Australian Consumer Law and the advertising industry code treat the post as advertising, even with no money involved. These steps keep you, us and your audience on the same page.

EVERY TIME

How to disclose every post and Story

1. Turn on Instagram's **Paid Partnership label** and tag **@travelx.store**. We'll approve the request on our end.
2. End your caption with **#ad** and say it was gifted, for example: **"Gifted by @travelx.store #ad"**. For Stories, include **#ad** or **#gifted**.
3. In video, say it early, e.g. **"Travel X sent us these to try."**
4. Sharing on Facebook too? Use the paid partnership label there as well.

"Thanks @travelx.store" on its own isn't clear enough. Use #ad or #gifted.

HONEST CONTENT

Your opinion is yours

- We want your real experience, not a script, but if you get stuck we have some examples you can play around with. **Click here to see some ideas**.
- If something isn't working, message us and we'll help you sort it. We'll never ask you to hide a problem.
- Website reviews aren't part of this collab, but they are always appreciated 😉

PRIVACY

Your children, your call

- You decide how your children appear on camera.
- We'll never ask for your child's school or where you live, and it's your choice if you want to mention their name/s.
- By signing, you confirm you're the parent or guardian of any child shown, or have their parent or guardian's consent, and agree to Travel X using that content as set out in this agreement.

GETTING IT RIGHT

Airline claims and safety on camera

- Only choose products your airline quiz results show for your airline.
- Airline rules vary and can change, so please don't say a product is approved on "every airline", or use phrases like "allowed on all flights". You can say "most major airlines" or "The Plane Foot Cushion is approved on every Australian airline".
- The **Travel X Plane Foot Cushion** is approved on Qantas and Jetstar. The **Self-Inflating Foot Cushion** is too, on the condition that its pump is removed, but our self-inflating products aren't included in collabs on Qantas, QantasLink or Jetstar flights.
- The **Plane Bunk** isn't approved on Qantas or Jetstar, and battery pumps can't be used in the cabin on those airlines. Emirates doesn't allow inflatables at all.
- Seatbelts fastened whenever the sign is on, crew instructions come first, and set up as shown in our product instructions. Practise at home first so it looks effortless in your in-flight footage.
- Send your audience to our 10-second airline quiz: add the link as a sticker in your Stories and in your bio for Reels: **travelxstore.com.au/pages/airline-quiz**. Or use your unique affiliate link if you've signed up.

IDEAS, NOT A SCRIPT

Content that works

You know your audience best. Use these as a starting point and make it yours.

NEED MORE IDEAS?

Hooks, Reel ideas, Story sets and caption examples, all in our Content Ideas guide.

Open the guide →

Before you fly

- Unboxing and first impressions
- Couch practice: set it up at home so travel day is easy
- Packing it all into the Go Bag
- Taking our 10-second airline quiz

On travel day

- How long setup took
- The moment they lie down, seatbelt on around their waist, not their chest
- Sleeping shot and your real reaction
- Pack-down before landing

After you land

- Your verdict: what worked, what you'd do next time or recommend others do
- Who it suits: ages, seat type, airline
- Tips for other parents
- Answering your followers' questions

THE BASICS

FORMAT
Vertical 9:16 for Reels and Stories

CAPTIONS
Plenty of people watch on mute, so we ask that captions or on-screen text are always used when posting.

TAG
@travelx.store in the post, plus the Paid Partnership label

LINK
Story link sticker to our airline quiz, or your affiliate link if you have one

NAMES
Make sure to use the correct product names: Plane Bunk, Plane Foot Cushion, Sky Cocoon, Self-Inflating Plane Bunk, and so on

SEND US
Your post links on the day you share, so we can like, comment and reshare

Do	Please don't
Use #ad or #gifted	Say any product is approved on every airline
Show the real setup, bumps and all	Say you bought it, unless you genuinely did!
Show seatbelts fastened (safely around your child's waist, not chest)	Share sensitive information you're not comfortable with in your Travel X content
Use our full and correct product names	
Send us your links when you post	

THE TERMS

The fine print

Short, plain and fair. Here's what we're both agreeing to.

1. **Who this is between.** This agreement is between Travel X Pty Ltd (ABN 51 698 109 063, ACN 698 109 063) ("Travel X", "we" or "us") and the creator named in the collab form ("you").

2. **Before you sign.** Every collab needs two things:
   1. You've completed our airline quiz at travelxstore.com.au/pages/airline-quiz and your results have fed through to your collab form, and you only choose your products from your quiz results.
   2. You have a 4+ hour flight booked within 60 days of application (8+ hours for Tier 4), with every child flying on the same airline.

3. **The exchange.** We send the products listed in your collab form in exchange for the content in your tier. No fee is paid either way, and once your content is posted the products are yours to keep.

4. **Shipping.** We'll dispatch from the Gold Coast after we approve your collab. Allow 8 business days for approval and delivery in Australia and New Zealand, or 15 business days for other countries, so your departure date needs to be after that. Tell us straight away if anything arrives damaged or missing, or if you have any questions.

5. **Timing.** Content is due by the dates listed. Plans change, flights move and little ones get sick, so message us and we'll agree new dates in writing.

6. **If content isn't provided.** If the agreed content isn't posted by the due date, and we haven't agreed new dates in writing, we'll invoice you for the full RRP of the products plus the postage we would normally charge, payable within 14 days. Returns won't be accepted once we've sent your package, unless it isn't delivered before your departure date. If that happens, you can return it to us unopened and in its original packaging when you get back. This applies to every tier.

7. **Keeping it live.** Feed posts and Reels stay public on your profile for at least 6 months.

8. **Who owns what.** You give Travel X a non-exclusive, worldwide, royalty-free licence to use, copy, edit (as set out in clause 10) and share your collab content in any format and on any channel, including our social accounts, website, emails and paid ads. The licence has no end date and can't be withdrawn.

9. **Partnership ads.** When we ask, you'll give Travel X partnership ad permission for your collab content in Instagram (or Facebook), and leave it on.

10. **Edits.** We may crop, resize, trim, add subtitles, text or the Travel X logo, and combine your content with other footage. We'll never change what you said or create a claim you didn't make. Tier 4 raw clips can be edited into Travel X content on the same terms, leaving out anything you've asked us to exclude when you send them.

11. **No pre-approval.** We don't need to approve content before it goes live. If you want to check that your content or feedback is useful before you post, send it to lou@travelxstore.com.au or DM it to us on Instagram, and we'll take a look and give you feedback. After it's posted, we'll only ask for a change for a factual error (like an airline claim), a safety issue or missing disclosure, and ask that it's fixed within 48 hours.

12. **Disclosure.** You'll disclose every post and Story as set out on page 5. If something's missed, we'll ask you to fix it within 48 hours.

13. **Your children.** You confirm you're the parent or guardian of any child in your content, or have their parent or guardian's consent, and you agree to Travel X using that content as set out in clause 8.

14. **Warranty.** Your products have the standard Travel X 12-month warranty. Do the Stress Test and register within 72 hours of delivery to activate it.

15. **Tax.** You're responsible for your own tax. The ATO generally treats products received for content as income at market value, which is why RRP is listed in your collab form.

16. **Ending early.** Either of us can end this by message before content is posted. If we end it, you keep the products and owe nothing. If you end it, clause 6 applies.

17. **Add-ons.** The extra Reel and giveaway on page 4 are optional and only apply once we've accepted them. If you run a giveaway, you publish the entry terms and run it in line with Instagram's promotion rules and the trade promotion laws that apply.

18. **Affiliate program.** Joining our affiliate program is optional and separate to this agreement.

19. **Full agreement.** This Creator Collab Agreement (the same in this PDF and on our Creator Collabs page) and your collab form are the full agreement. Changes need to be agreed in writing, by email or DM. The laws of Queensland, Australia apply.

READY TO APPLY?

Fill in your collab form here