



November 2015

## Invitation atb\_sales 2016

Dear Sir/Madam,

from **24<sup>th</sup> to 26<sup>th</sup> January 2016**, when atb\_sales opens its doors at the Austria Center Vienna (ACV), around 600 Austrian exhibitors will present their tourism products to up to 400 international buyers. This makes atb\_sales 2016 not only the **largest tourism event** in the country, but also a fixture for domestic tourism businesses who want to ensure maximum exposure for their business and products before an audience of international travel experts.

**What makes atb\_sales so special?** It's an exclusive tourism marketplace at which exhibitors can deliver bookable offers directly to top decision-makers. It's also an important idea generator and popular meeting place for the industry—an ideal platform for domestic and foreign attendees to make new contacts, hatch new business ventures, or further strengthen existing client relationships.

Use the atb as a tourism marketplace, industry meeting point and for setting new trends. **More than 600 business partners** are at your disposal, helping you provide your clients with exclusive products, unique offers and special rates. Booking your appointments well in advance will guarantee the most productivity for your visit to the fair.

Furthermore, you can take part in one of the **Pretours** organized on Sunday, 24<sup>th</sup> January in order to explore the Austrian regions.

Requirement for participation at atb\_sales 2016 is the **direct or indirect sale of the destination Austria** to foreign markets.

Please find attached any further informations regarding the trade show.

We look forward to welcoming you at the atb\_sales 2016 in Vienna.

Yours sincerely,

Michael Strasser  
Region Manager Italy, Spain, France, Turkey and Brasil

Denise Mielniczek  
Marketing and Sales

**The details of the 2016 atb\_sales are as follows:**

### **Atb\_sales Registration**

For show and registration details, please visit [https://atbsales.austriatourism.com/atb\\_sales-2016-en/](https://atbsales.austriatourism.com/atb_sales-2016-en/) the event's official homepage, and click 'Participation' in the menu bar, then click 'participation as a buyer' and enter all your data. Registration deadline is **16<sup>th</sup> December 2015**.

Once you've registered online and received confirmation from us, you're approved for participation in atb\_sales 2016. The various conditions for participation are available to download [link](#). **Cancellations** can only be accepted in writing and should be sent directly to our attention. Deadline is **4<sup>th</sup> January 2016**.

### **Service package**

Atb\_sales Buyer Package

**The participation fee amounts to € 260 plus tax and includes the following services:**

- 2-day admission to the trade show
- Invitation to the Pretours for buyers, Welcome reception in the Vienna City Hall, networking party and
- Overnight stay including breakfast (maximum of 4 nights) in a 4- or 5-star hotel in Vienna (excluding drinks from the mini bar, additional person, change of hotel, extended stay)
- Use of the online appointments timetable
- Catering at the show
- Atb\_sales documents

**We are happy to inform you that you will be invited by the Austrian National Tourist Office to this special event.**

### **Pretours (24<sup>th</sup> January 2016)**

In order to get to know Austria's various products our Pretours will take place on Sunday, 24<sup>th</sup> January 2016 from 8am to 4pm. In order to be able to participate on one of the tours your arrival date should therefore be on Saturday 23<sup>th</sup> January. You can choose from one of the following Short Tours:

#### **Pretour Steyr at national park**

#### **Pretour Time Travel to the "Imperial Austria"**

#### **Pretour Esterházy Castle and Winery**

If you are interested in participating at one of these Pretours, please register through the atb\_sales online-tool or contact our representative in Istanbul:

Ms. Beliz Miller: [Beliz.Miller@advantageaustria.org](mailto:Beliz.Miller@advantageaustria.org). Registration deadline is **16<sup>th</sup> December 2015**.

### **Appointments timetable**

Once your participation has been confirmed you will be able to view your personal timetable online at <http://atbsales.austriatourism.com> to make appointments with exhibitors. The timetable will be launched from mid-November. Exhibitors can also send predefined requests to the buyers via the registration system. To ensure a smooth process, please stick to your timetable appointments.

### **Meeting face-to-face with exhibitors**

Exhibitors will be available on **Monday, 25<sup>th</sup> January 2016, 10am - 6pm** and **Tuesday, 26<sup>th</sup> January 2016, 10am - 2pm**.

## **Exhibitor index**

You will receive the printed exhibitor index and the trade show documents in your dossier at the trade fair. Prior to this, the exhibitor index (updated on a daily basis) is available for download as a PDF or excel file.