



Belek, Antalya, Turkey

Promotional Opportunities

10-12 October 2012



The Travel Convention

The Travel Convention is the most significant event of the year for UK travel industry professionals and related suppliers.

Organised by ABTA – The Travel Association – the Convention attracts 800-1000 delegates including national, consumer and travel trade media, who come together to listen, learn and network over a three-day period.



Promotional Opportunities

The Travel Convention provides a unique opportunity for your organisation to influence the industry's leaders by promoting your brand, products and/or services.

Delegates comprise ABTA's Members – travel retailers, tour operators, cruise lines and associates of ABTA's Travel Industry Partners scheme – with the remaining delegates being from organisations outside of membership including airlines, hotels, ancillary services, media and journalists.

On average, at least 40% of delegates are C-Level (CEOs, Chairmen, Managing Directors, Owners). There is no other UK travel industry conference that delivers as many senior people in the same place at the same time.

There is also no other UK travel industry conference that is attended by 40+ travel journalists. **There really is no better opportunity to promote your organisation than at this leading-edge event.**

Promotional Opportunities

Full details can be viewed by clicking on the Sponsorship or Advertising option of your choice. To discuss these and any other promotional opportunities you have in mind, please contact Carl Richardson on 01920 873006 or email CarlR@DellarDavies.com.

Sponsorship

Sponsorship	Price	Quantity	Status
Lead Partner	POA	1	Sold
Headline Partner	£30,000	5	Four Sold
Badges & Lanyards	£12,000	1	Sold
Keynote Speaker	£10,000	2	Available
Delegate Folders	£8,000	1	Available
Convention App & SMS Updates	£7,750	1	Available
The Convention Bar	From £6,500	3	One Sold
Guest Speaker	£5,000	3	One Sold
Specialist Sessions	£1,250	4	One Sold
Registration Brochure	£1000	1	Available
Speaker Brochure	£750	1	Available

The two all-inclusive resorts housing delegates this year provide opportunities for a range of sporting and social activities. If you wish to organise an activity at one of the official Convention resorts, please contact Carl Richardson on the details shown above.

Look out for new packages coming soon, including; web streaming, voting system, resort activities and more.



Advertising

Advertising	Price	Size
Convention Programme	£1,750	Inside front cover – SOLD
	£1,500	Outside back cover – Full page
	£1,250	Inside back cover – Full page
	£500	Run of House – Full page
	£300	Run of House – Half page
	+20%	Premium Position
Convention Website	£300	Skyscraper Advertisement 160 (w) x 600 (h) pixels
	£200	Skyscraper Advertisement 160 (w) x 300 (h) pixels
	£500 for 4 weeks	Home page banner advertisement 468 (w) x 100 (h) pixels
	£500 for 4 weeks	Bottom banner advertisement (appears on all pages, bar Homepage) 468 (w) x 60 (h) pixels
Convention E-News (bi-weekly e-blast)	£250	Banner Advertisement with 50 word editorial feature

Some of the benefits of the highest profile opportunities are highlighted in the pages that follow – for full details of these and all other sponsorship and advertising options, please click on the relevant links. >>>

Promotional Highlights

Headline Partner

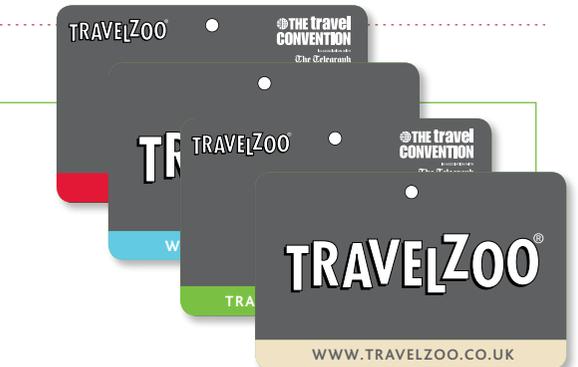
Up to five companies will have the exclusive opportunity to be a Headline Partner of this year's Travel Convention.

Headline Partners can be from any sector of the industry from Turkey specialists to multi-destination tour operators, online retailers, airlines, cruise lines, CRS, car rental, hotel group, financial services, legal services etc.

As a Headline Partner, a wide and high profile range of branding opportunities will be available prior to and during the Convention, including:

- » your logo on all event materials before and during the Convention, including the stage
- » exclusive networking opportunities
- » editorial coverage in Convention publications and e-flyers
- » an 'exclusive' branded area within the Convention Centre
- » advertising opportunities
- » complimentary registrations for you and your colleagues
- » and much more...

[Click here to view the full package details.](#)



Badges and Lanyards

Travel Convention delegates must wear their badge at all times to gain access to Convention business sessions and social events, and to be able to enter the Cornelia Resort where the Convention is taking place.

The badges will be plastic, single-sided and credit card size with each delegate status (member, press etc) having a different colour coded badge.

The badges and lanyards will be distributed to delegates approximately two weeks prior to the Convention with their Convention pack. Benefits include:

- » your logo will feature on the badge and lanyard
- » your logo will feature on the Convention website and the Convention Programme
- » advertising opportunities
- » a complimentary registration for the Convention
- » and more...

[Click here to view the full package details.](#)

Promotional Highlights



David Rowan, 2011, Sponsored by Birmingham Airport.

Keynote / Guest Speaker

Sponsorship of one of the Keynote or Guest Speakers is a great way to achieve visibility for your organisation during the Convention's main stage sessions.

Benefits include:



Baroness Susan Greenfield
– 2012 keynote speaker

- » your logo will appear on the screen throughout the presentation
- » your logo will appear alongside the speaker's details on the Convention website and in the Convention Programme
- » a 20 second video commercial will be shown at the start of the sponsored session
- » and more...

Click on the following links to view the full package details:

» [Keynote Speaker](#)

» [Guest Speaker](#)



Convention App and SMS Alerts

The Convention App will enable delegates to download Convention information to their mobile phone from May 2012. During the Convention, the App will provide instant access to the latest event programme as well as easy links to the Convention's Twitter account and an email link to the Convention moderator/conference producers.

SMS Alerts will keep delegates informed throughout the event about any changes to programme times, transfers or breaking news. Benefits include:

- » your logo on the front page of the Convention App
- » your company name mentioned at the end of each SMS alert
- » your logo will appear on the Convention website and within the Convention Programme
- » an editorial feature on the Convention website and on a Convention E-news
- » an advertisement in the Convention programme
- » and more...

Click here to view the full package details.



The Convention Bar

The Convention Bar, which will be situated adjacent to the main lobby at the headquarters Cornelia Diamond Resort, will be exclusively available to Convention delegates on the evenings of Tuesday 9, Wednesday 10 and Thursday 11 October.

The bar will also be available to the bar sponsors for an early evening cocktail reception for up to 120 of your private guests. Sponsorship is available for each or multiple nights. Benefits include:

- » your logo on signage at the entrance to the bar
- » the opportunity to brand the bar
- » private early-evening reception
- » your logo on the Convention website and within the Convention programme
- » an advertisement in the Convention Programme
- » and more...

Click here to view the full package details.

Advertising

You can promote your products and services to delegates before they fly to Turkey, as well as during the Convention, by taking advantage of our many advertising opportunities.

The image shows the cover of the 'Convention Programme' brochure. At the top left is the ABTA logo (The Travel Association). At the top right is 'THE TRAVEL CONVENTION' logo with 'www.thetravelconvention.com' and 'Hosted by The Telegraph'. The central text reads 'Belek, Antalya, Turkey' and '10-12 October 2012'. Below this is 'Hosted By' with the Turkey 2012 logo. The cover features several small images: a group of people in formal attire, a large modern building (the convention center), and a night view of a hotel lobby with a large chandelier. The title 'Convention Programme' is prominently displayed in the center.

Convention Programme

The Convention Programme will be distributed to delegates two weeks prior to the Convention. The Programme will include details on the event including: business sessions, specialist sessions, social events, sporting activities and much more.

[Click here to view further details.](#)

Convention E-News

A promotional database of approximately 9,000 travel industry professionals will receive by e-mail, regular instalments of Convention E-News updating them on the business sessions, specialist sessions, social events, sporting activities and much more.

[Click here to view further details.](#)

This image shows a preview of the 'Convention E-News' email. The header includes the ABTA logo and 'THE TRAVEL CONVENTION' logo. The main headline is 'Unlimited Peace...' with a background image of a resort. Below the headline, there are several sections of text: 'This year's Travel Convention will take place at the stunning five star all-inclusive Corus... Belek Hotel, located in the luxury resort area of Belek in the Antalya province of Turkey.' It also mentions 'The Convention programme will provide plenty of time to explore the resort, for business and social networking as well as over 11 hours of thought provoking business sessions.' There are also sections for 'Programme at a glance' listing daily activities, 'It's all inclusive' details, and 'Registration' information. The footer includes 'For more information visit www.thetravelconvention.com' and logos for 'First Direct', 'The Telegraph', and 'The Travel Association'.

Convention Website

Leading up to the Convention delegates will be visiting the Convention website (www.thetravelconvention.com) for up-to-date information, to book their accommodation and to register.

[Click here to view further details.](#)

This image is a screenshot of the 'Convention Website' for Turkey 2012. The page features a navigation menu with categories like 'HOME', 'PROGRAMME OF EVENTS', 'SOCIAL ACTIVITIES', and 'DIGITAL PUBLICATIONS'. The main content area is titled 'TURKEY 10-12 OCTOBER 2012' and includes a 'OUR HOSTS' section with the Turkey 2012 logo, a '2012 HIGHLIGHTS' section, and a 'DESTINATION 2012' section. The website is branded with the ABTA logo and 'THE TRAVEL CONVENTION' logo. Social media icons for LinkedIn, Facebook, and Twitter are visible at the bottom.



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