



International Travel Show

ITS 2012

AI4EXPO presents a once in a lifetime opportunity for Travel Agencies to exhibit and showcase leading products, services and packages at the (**International Travel Show** ITS) This exclusive B2B and B2C exhibition space offers a unique opportunity to directly connect with some of the World's leading and diverse Travel & Tourism organizations. The prospects are further enhanced by the converge of the event through our international media.

ITS 2012

The ITS takes place on the 5-7 April 2012 at the Cairo International Conference Center. This three-day convention is a unique opportunity for Travel and Tourism industry experts to promote business services, learn new best practices, exchange ideas and network with over 300 attending delegates. Serving to attract enthusiastic businesses, corporations, government organizations and other respected bodies,

ITS 2012 will serve as the central hub to bring together Egyptian travel experts from Europe, North America and the rest of the world. The ITS exhibition space is made available for the following :

Exhibitors Industry categories & sectors :

- Airlines
- Telecom Service Providers
- Destination Management Companies
- Hotelier
- Tour Operators
- Government Organizations
- Banks
- TV & Media Companies

By attending ITS 2012, exhibitors have access to more than 100 Travel & Tourism Destination Managers, Tour Operators, representatives from Egyptian Ministry of Tourism and key decision-makers from within the sector.

Why participating in ITS 2012:

With a strong service delivery, ITS offers a unique business environment for exhibitors to:

- Sign valuable deals
- Meet top buyers to generate sales leads
- Seek new customers
- Explore and enter new markets
- Gain brand exposure
- Showcase services and sell products
- Reinforce existing relationships
- Launch new offerings
- Spot key trends for 2012 and beyond
- Gain PR exposure

Objectives

To explore best practices in the planning and management of travel packages, To facilitate Business to Business networking forums for Egyptian and Europe's foremost Travel & Tourism service providers, Showcase products, services and ideas towards the development of the Travel & Tourism industry, Recognize the Ministry of Egyptian Tourism 's contribution in facilitating the Travel & Tourism , Provide a learning exchange platform, and get in close contact to customers in a form of B2C business opportunity.



Who should attend ITS 2012:

- Travel & Ticketing agencies, Tour Operators, Transportation Agencies, Airlines, Hotels of all categories, Beach Resorts, Health & Spa resorts, Medical and Therapeutic Resorts, Limousine agencies, Traditional products bazaars

Delegates Invited:

- Ministry of Tourism Representatives
- Egyptian Travel Agents Association
- Egyptian Hotel Association
- Embassies
- Oil & Gas Companies
- Syndicates
- Clubs
- Governmental Associations
- Banks and Businesses
- Businessmen Associations
- Egyptian Trade Points
- Media and Public Relations

Media and PR:

- The Online Media Centre will bring you the latest news and information on the International Travel Show 2012.
This is your exclusive portal for access to press releases and publicity material.
- Journals and Newspaper coverage
- Specialized Television and Radio coverage
- DESIGN & PRINT: Data CD of all participants,
20.000 printed invitations (sent by courier)
0.000 flyers and brochure
- PR & MARKETING: e-marketing campaign to covering 400.000 emails, and 20.000 SMS

Venue and Registration:

- ITS is held at one of the Middle East most prestigious venues. in Cairo International Convention & Exhibition Center.
- Frontal space: 300.00USD /M²
- Posterior space: 270.00USD /M²
- A4 full color special Adv in ITS CD 500.00USD

Space and Stand:

- Decorations included: Business names banner, 1 table, 3 chairs, 3 spot lights for every 12m²
- 24 hours Security provided
- Meet & Assist and room reservations provided with prior reservation.

For more details, floor plan and registration; please contact:

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Sincerely,

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