

MEDIA PACK

Promote your brand –
generate more business

ibtm® WORLD

Official show
catalogue &
show preview

Your
dedicated
advisor is:

Lisa Marie McNulty

lisamarie@eventfulpublishing.co.uk

+44 (0)20 7324 4800



Contact Eventful Publishing today for more information

+44 (0)20 7324 4800

lisamarie@eventfulpublishing.co.uk



ibtm events
connections mean everything

Official Organiser

eventful
PUBLISHING

Official Publisher

YOUR COMPLETE SHOW SOLUTION

Dear ibtm world exhibitor

We are delighted to announce that we have once again appointed Eventful Publishing to produce our Official Show Catalogue, Preview and brand new ibtm world 2018 review!

Eventful Publishing will contact every exhibitor to discuss the benefits of promoting their attendance within the official publications, but remember space is limited, so why not stay one step ahead of your competitors and call Lisa Marie McNulty on +44 (0)20 7324 4800, or email lisamarie@eventfulpublishing.co.uk.

Have a great show.

Mandy Torrens,

Head of Marketing Operations, ibtm world,
Reed Travel Exhibitions

The Official ibtm world Show Catalogue

Format: 168mm x 240mm, perfect bound plus page turning digital magazine

Distribution

Print: Front of house, at the entrance to the venue and exhibition halls, in the hosted buyer lounges and hosted buyer packs.

Digital: Uploaded to the home page of the ibtm world show website and emailed to over 50,000 engaged ibtm world buyers after the show.

Contents: Welcome from RTE, floorplan, show features, country and product indexes, seminar and education programme timetables, A-Z exhibitor directory, association programme, travel and accommodation.

The ibtm world 2018 Show Catalogue is an invaluable source of market intelligence.

A well placed advert or sponsorship will not only enable you to stand out from your competitors and maximise buyer traffic to your stand, it will also ensure you remain front of mind after ibtm world by driving buyers to your website via the post show, digital edition of the Catalogue to 'when buyers continue to us their Catalogue as an industry directory.

ibtm® WORLD

The Official ibtm world Show Preview

Format: A5, saddle stitched plus page turning digital edition

Distribution

Print: Hard copy mailed to pre-registered hosted buyers and visitors 6/7 weeks prior to ibtm world, when the appointment system opens

Digital: Two digital editions distributed in September, October and November and uploaded to the home page of the ibtm world show website

Contents: Welcome from David Hidalgo, Show Director. Details of the Knowledge Programme, Show features and initiatives, Maps of halls and seminar rooms, Networking information, Information on Barcelona

The Official Preview offers direct access to all pre-registered visitors and hosted buyers

Delivered with pre-registered visitor and hosted buyer packs in late September/early October, when the PSA (pre-scheduled appointments system) goes live, and in digital format twice in the run up to the show. The only publication that will get your company in front of the buyers certain to attend the exhibition. Serious buyers pre-plan their days at ibtm world: make sure you are on their list of must-visit stands.

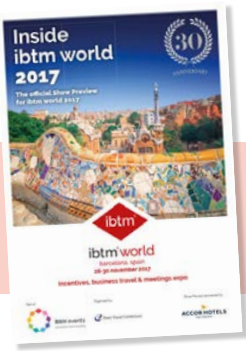
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SHOW PREVIEW OPPORTUNITIES

PRICES INCLUDE THE PRINTED PREVIEW AND BOTH DIGITAL EDITIONS

OVERALL SPONSORSHIP OPPORTUNITY

£15,500

Your logo on the front cover



Outside back cover advert



Your logo here and stand highlighted on show map

Your stand highlighted in the list of exhibitors



Your logo and strapline on the foot of all editorial pages



One internal full page advertorial and one additional full screen back page advert in both digital editions + optional animation of your advertising.

DISPLAY ADVERTISING

Double Page Spread	£6,750
Inside Front Cover	£4,500
Inside Back Cover	£4,250
Full Page	£3,500
Half Page	£2,300
Quarter Page	£1,450
Advertorial Premium	+20%
Embedded Video	+£500
Requested Position	+10%

This year's digital editions of the preview will offer the opportunity for buyers to interact with pre-show content, with exhibitors able to include pop-outs and videos.

BRAND NEW DIGITAL ADD-ONS!

Additional, Full Screen Pop-Outs	+£995
Embedded Video	+£500
Interactive 'Pop Up' 150 Word Editorial	+£450

ADDITIONAL, FULL SCREEN POP-OUTS

+£995



INTERACTIVE 'POP UP' 150 WORD EDITORIAL

+£450



All prices are subject to UK VAT unless a VAT/tax exemption number is provided or your company is based outside of the EU.

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SHOW CATALOGUE OPPORTUNITIES

SPONSORSHIP PACKAGES



OPTION A. EXCLUSIVE, OVERALL SPONSORSHIP OF THE OFFICIAL SERIES CATALOGUE

The highest profile and most prestigious opportunity available in the Official Show catalogue.

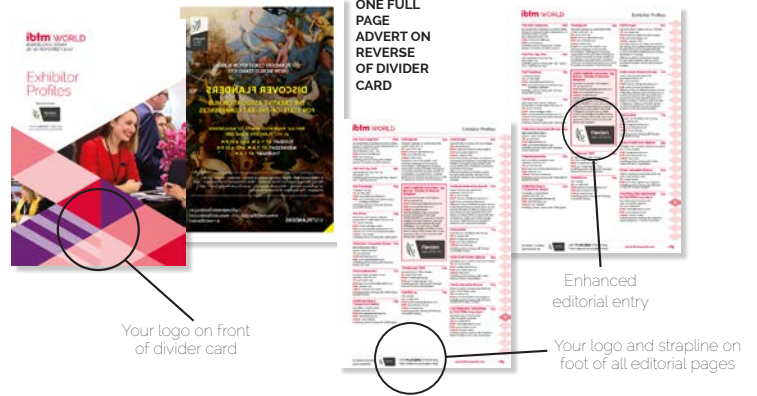
£18,500



OPTION D. EXCLUSIVE EXHIBITOR LISTINGS SPONSOR

Raise the profile of your brand in the long term and stand out amongst the competition

£15,500



OPTION B. FLOORPLAN SPONSORSHIP

Folds out as a gatefold from the inside back cover. Maximise buyer numbers to your stand and raise the profile of your brand

£15,500



OPTION E. SPONSORSHIP OF INDIVIDUAL COUNTRY

Promote your country as a premier MICE destination or stand out as a leading service provider in your country by exclusively sponsoring it in the country index

£1,450



OPTION F. SPONSORSHIP OF INDIVIDUAL PRODUCT CATEGORIES

Stand out from your competitors by exclusively sponsoring your chosen product category, eg. 'Destinations', 'DMCs', 'Hotels', 'Venues'

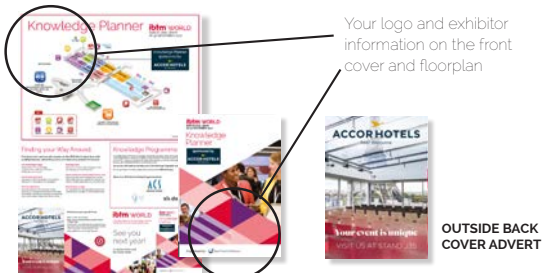
£1,450



OPTION C. EDUCATION KNOWLEDGE PROGRAMME PLANNER SPONSORSHIP

ibtm world's popular and extensive seminar programme offers cutting edge professional education led by influential industry experts, covering the latest key issues and hot topics within the industry.

£8,995



new OPTION G. BOOKMARKS AND INSERTS

AVAILABLE ON REQUEST

FOR DISPLAY ADVERTISING IN THE SHOW CATALOGUE - SEE RATE CARD ON PAGE 5

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SHOW CATALOGUE OPPORTUNITIES

ADVERTISING RATES

DISPLAY ADVERTISING

Double Page Spread	£8,650
Inside Front Cover	£6,650
Full Page	£4,850
Half Page	£2,850
Quarter Page	£1,650
Product Sponsorship	£1,450
Country Sponsorship	£1,450
Full Enhanced Listing, 50 words, Logo OR Image	£545
Enhanced Listing, Logo OR Image	£395
50 Word Editorial Entry	£195
Advertorial Premium	+20%
Embedded Video Within your Advert (digital edition only)	£500
Requested Position	+10%



Enhanced Editorial Entry



Your exhibitor information and logo or image. here

All prices are subject to UK VAT unless a VAT/tax exemption number is provided or your company is based outside of the EU.

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BRAND NEW FOR 2018!

THE OFFICIAL IBTM WORLD REVIEW

The ibtm world Review will bring together all the highlights from the show in an exciting and engaging digital format, keeping both buyers and exhibitors up to speed with all the news from this year's ibtm world.

An exclusive sponsorship opportunity and limited advertorial sites will be available to exhibitors who want to keep in touch with the ibtm audience following the show.

The Facts:

Format: Digital

Distribution: Emailed to over 50,000 engaged ibtm world buyers, including all 2018 buyers and attendees, plus ibtm exhibitors. Hosted on the ibtm world website.

The benefits of advertising in the official ibtm world Review

- Reach out to buyers when they begin making key decision after ibtm world
- Keep in touch with the ibtm audience once your stand has been packed away
- Generate additional sales lead outside of the appointments you had at the show
- Stand out amongst your competition!

PROMOTIONAL OPPORTUNITIES

Full screen advertorial with your choice of text & images* **£1,995**

Additional back screen (linked from your advertorial) **+£750**

Video embedded within your advertorial **+£495**

Stand alone video **£995**

150 word 'pop-outs' (linked from your advertorial) **+£250**

* Created by our in house, professional designers to your specifications

EXCLUSIVE SPONSORSHIP OPPORTUNITY

- Exclusive branding and 'Sponsored by...' headline on the opening screen and all editorial screens
- Full screen advertorial with additional back screen
- Stand alone video placed on the first available editorial screen
- Sponsor's tab on the footer, linking to your advertorial

Cost: £6,995

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