

Delivering quality group business

FOR 21 YEARS



MORE
INSIDE



12th October 2017 • NEC Birmingham

MEET KEY CLIENTS IN ONE DAY AND SHARE YOUR
EXPERIENCE & KNOWLEDGE WITH GROUP TRAVEL ORGANISERS



Why exhibit?

SOME ESSENTIAL REASONS...



- Sell direct to the person who is responsible for group bookings
- Influence your customers' plans for the year ahead and beyond
- Meet your market face-to-face to develop or continue a trusted relationship
- A perfect platform to launch new destinations, services, brochures and products
- Talk and network with the group travel trade and other exhibitors at the key planning period for GTOs

What exhibitors say...

"The biggest highlight was how constantly busy we were all day. We definitely went home with some custom, and it was nice to see a lot of new groups showing an interest in our broad spectrum of offerings."

Stuart Parker, group sales manager,
InterChoice Holidays

"The quality of people at the GLTS was really good. To meet people, not just from the local area of Warwickshire, but from the wider regions – Staffordshire, Shropshire, London, Cheshire, the south coast – was brilliant. We made some great contacts who have all been really wonderful."

Carol Blower, events organiser,
Hatton Country World

"We were really busy all day. Most of the people who came over specifically wanted to go racing, so we talked about specific dates and events, which was brilliant. We also had interest from a lot of new coach companies and new group organisers."

Jacky Birch, sales director,
Groups On Track

WWW.GROUPTRAVELSHOW.COM

*Comments from 2015 exhibition.

What do you receive as an exhibitor?

You are able to choose between a shell scheme stand or a space only area. Our shell scheme package includes 2 x 50 watt spotlights, carpet, name board and stand build, making exhibiting easy.

- Complimentary invitations for customers and clients
- Company listing on show dedicated website
- Entry into the official show catalogue, distributed to all the exhibition visitors
- Free marketing and promotional support through our media partners



The GLTS is supported by the market leading group travel publication - Group Leisure magazine



What visitors say...

"We went to the show to see what was new, and I took plenty of inspiration away from it. It's very helpful talking to people face-to-face when you're planning upcoming visits."

Diane Tillotson,
National Grid Retirement Group of Leicester

"I went to the show seeking contacts and ideas for walking breaks and weekend breaks in the UK. We did really well; I was pleased with how things went. In the past we've picked up some good tips, too, and the GLTS is very useful for my group. We found things of interest in Wales, Yorkshire and the south coast."

Linda Cherry,
North Dean Walking Group

80%

...agree that a person spends more money with people or companies that they have met face -to-face.*

86%

...agree that exhibitions are the second most effective means of generating sales leads after a company's own website.*

81%

...of directors agree that the average order value with human interaction is over 15 times greater compared to other media investment.*

*Independent research by FaceTime.

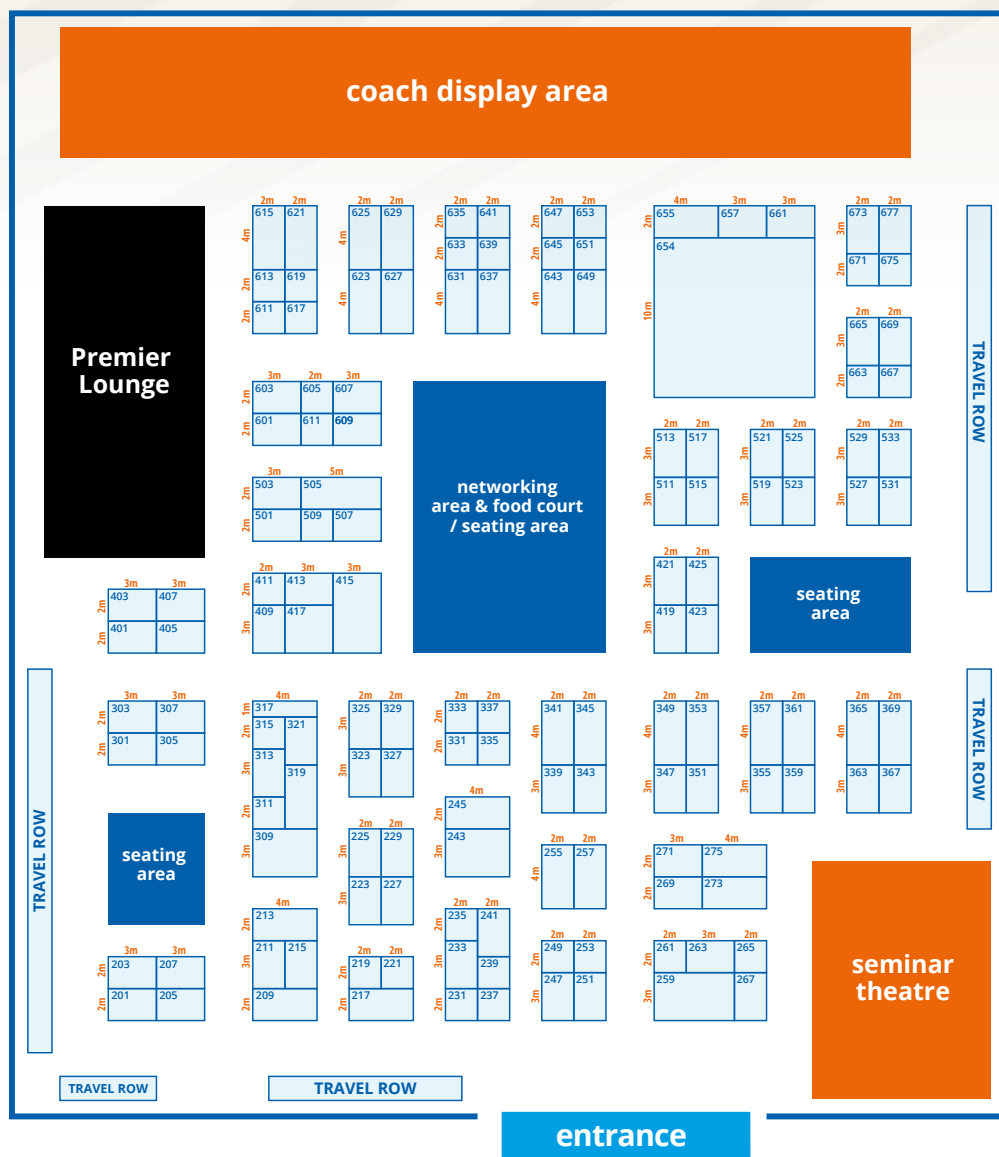
Don't wait, **contact Sharon Yandell** who can explain how you can use the Group Leisure & Travel Show to increase your group business.

Tel: 01908 613323

E-mail: sharon.y@yandellmedia.com

Website: www.grouptravelshow.com

2017 Floorplan



Prices

standard shell scheme rate **£355.00** psm + VAT

standard site only rate **£315.00** psm + VAT

coach space from **£1,240.00** per vehicle + VAT

All rates for exhibiting and sponsorship are subject to VAT.

Travel Row	£875.00 + VAT
2x2	£1,420.00 + VAT
3x2	£2,130.00 + VAT
4x2	£2,840.00 + VAT
3x3	£3,195.00 + VAT
4x3	£4,260.00 + VAT

Sponsorship opportunities:

Carrier Bag Insert from **£410.00** + VAT

Show Carrier Bag **£1,715.00** + VAT (one side)

Bacon Butty Breakfast **£2,575.00** + VAT

Show Lanyards **£3,605.00** + VAT

Premier Lounge **£5,000.00** + VAT

Coach Space **£1,240.00** + VAT

Networking & Food Court/Seating Area **£1,500.00** + VAT

Entrance/Registration Area **£1,550.00** + VAT

Seminar Theatre **£2,000.00** + VAT

Secure your stand booking today! Contact Sharon Yandell:

Tel: 01908 613323 E-mail: sharon.y@yandellmedia.com Website: www.grouptravelshow.com

Please note: The organisers reserve the right to alter, change or amend the floorplans as required at any time. Information correct at time of publication October 2016, for latest version please contact YPL Exhibitions on: +44 (0)1908 613323 or email sharon.y@yandellmedia.com. This information © copyright Yandell Media Group 2016. All rights reserved.