

HSM/AI

Meeting Exchange Pavilion

Exhibitor Information

 **Business
Travel Show**
26. – 27. September 2012 Düsseldorf



Delivering buyers who mean business

Düsseldorf - Germany
26 - 27 September 2012

www.businesstravelshow.de

What is Business Travel Show 2012?

The Business Travel Show, Düsseldorf 26 and 27 September is Germany's only dedicated event for business travel and meeting buyers, suppliers and intermediaries.

It's the only place where 2,000 industry professionals gather for 2 days to meet the most comprehensive and diverse range of suppliers, from global brands to exciting new start-ups, offering the latest products, services and solutions.

A programme of networking and social events is provided to facilitate better connections and enables exhibitors to create new relationships and strengthen existing partnerships.

It's the only chance each year for corporate travel and meeting buyers to find the information, innovation, introductions and inspiration they need to make more confident and informed buying decisions; to increase efficiency, reduce costs, enhance performance and boost their business network.

What does exhibiting offer a HSMAI member?

An unrivalled platform to interact with and develop new business at **Germany's largest gathering of corporate buyers.**

An opportunity to meet with 600 pre-qualified hosted buyers, who will arrange more than **5,000 pre-arranged meetings** with exhibitors

Other pre-arranged meetings with other buyers from companies of all shapes and sizes - so whoever your target buyer is, you can meet and do business with them at the Show.

The chance to **meet new customers** in the hotel RFP session.

Meet buyers looking for new suppliers - **63.3% of attendees will make a buying decision** based on their visit to the Show.

'The Show was brilliant: High quality visitors, many meetings - It's the only platform with good decision makers from the business travel & meetings industry'.

Yvonne Hentschel, Head of Marketing, **Best Western**

'There is no exhibition like it, BTS is the only chance to meet the right clients.'

Axel Goldau, Director Corporate Sales, **HRS**



Who Visits the Business Travel Show?

In general everyone who buys, books or organises business travel and meetings on behalf of their company.

Hosted travel and meetings buyers

600 of Germany's leading corporate travel & meeting buyers are hosted to the event and will conduct more than 5,000 pre-arranged appointments with exhibitors. Each hosted buyer is pre-qualified as:

- Minimum €1 million annual travel/ meeting budget
- Global / National / EMEA travel manager
- Category specialists in procurement, purchasing and sourcing
- Make budgetary decisions across travel and meetings

Hosted buyers agree to participate from 4 - 16 pre-arranged meetings depending on their length of stay, in return for complimentary travel and accommodation as well as a full networking and education programme.

Hosted buyers receive a concierge service from the hosted buyer team before and during the Show, who facilitate and manage pre-arranged meetings.



Buyers from Small and mid-sized businesses

The show also attracts, hard to reach, buyers and decision makers from SMEs spending less than £1 million per year on travel. Job titles in this group are PAs, secretaries, procurement, human resources, facilities, marketing and senior management.

'We met many new contacts and had very interesting meetings. Visitors brought prepared projects and enquiries. Wolfgang Schmidtke, Senior Sales MICE, **Emirates**

'Conversations at the show with existing clients and prospects were very productive, focused and straight to the point. Hans-Jürgen Gutleben, Head of Department, **Derpart**



The HSMAI Meeting Exchange Pavilion

The HSMAI Meeting Exchange Pavilion includes:

- Online diary for pre-scheduled meetings (64 meeting slots available)
- 50-word entry in official show guide
- Entry on website includes logos, images, contact details
- Opportunity to nominate clients or prospects for the hosted buyer programme
- Use of show visitor marketing collateral such as invites and web banners
- Pre-show marketing support from BTS and media partners
- Feature in Show Preview (subject to availability)
- Exposure through social media channels

Stand Costs

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|---|-------|
| 4sqm purpose built stand @ €569 per metre | €2276 |
| On-line exhibition and show guide administration charge | €120 |
| Stand furniture and lighting package - table & 3 chairs, name board, and lighting | €235 |

Sub Total **€2,634**

******* HSMAI EUROPE MEMBER DISCOUNT ******* **- €884**

Cost **€1,750**

All costs are exclusive of UK value added tax (VAT). Overseas based organisations do not pay VAT

Contact Information

For more information on taking part and stand availability in the HSMAI Meeting Exchange Pavilion at the Business Travel Show contact

Tarjei Gylseth, Project Manager, HSMAI Europe

Email: postbox@hsmmai.no **:+47 922 59 315** **Skype:** [c.t.p.gylseth](https://www.skype.com/c.t.p.gylseth)

Show information:

Full visitor and exhibitor information can be found on the official Business Travel Show website www.businessstravelshow.de

HSMAI Meeting Exchange:

For a quick glance of the HSMAI Oslo Meeting Exchange please see video "HSMAI Meeting Exchange - 'The Movie' at www.hsmmai.eu

Not yet a member of HSMAI Europe?

Annual membership is €200. For full details and benefits of membership please go to www.hsmmai-europe.com/about/membership

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