

# **HSMIAI**

*Meeting Exchange Pavilion*

## **Exhibitor Information**



**Delivering buyers who mean business**

London  
7<sup>th</sup> - 8<sup>th</sup> February 2012

**[www.businesstravelshow.com](http://www.businesstravelshow.com)**

# What is Business Travel Show 2012?

The Business Travel Show, London 7<sup>th</sup> - 8<sup>th</sup> February is Europe's largest dedicated event for business travel and meeting buyers, suppliers and intermediaries.

It's the only place where 5,000 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 events combined with good hospitality facilitates 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



View the Business Travel Show video at [www.businesstravelshow.com](http://www.businesstravelshow.com)

## What does exhibiting offer HSMAI members?

An unrivalled platform to interact with and develop new business with **Europe's largest gathering of high quality corporate buyers** 5,011 (ABC Audited Feb 2011)

An opportunity to meet with 1,200 pre-qualified hosted corporate buyers, who will arrange more than **6,000 pre-arranged meetings** with exhibitors

**Plus additional 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** - 65% of buyers have never attended before so the business development opportunity is huge

Meet buyers looking for new suppliers - **74% are likely to buy** as a result of meeting an exhibitor

**'We can actually sign them up here and measure sales coming out of the Show.'**

Paul Dickinson, Sales & Marketing Director, **Virgin Atlantic**

**'Two very focused days and the quality of attendees has been excellent'**

Bill Brindle, Group Distribution and Technology Director, **HRG**

# Who Visits the Business Travel Show?

**£10.3bn**

**combined annual spend.**

Attending the Show gives exhibitors an unrivalled opportunity to meet buyers who will make a difference to their bottom line.

**5,011**

**high quality buyers** attend to do business with exhibitors - Independently audited by ABC, the exhibition industry stamp of trust gives exhibitors clear, transparent visitor data.

**High quality Hosted Buyer Programme.** Only high spending decision makers with a minimum of

**GB£3million**

budget are hosted to attend the show enabling exhibitors to get face to face with the hardest to reach buyers from across the UK and Europe.

**Pre-scheduled appointments**

enable exhibitors to **target the buyers** they most want to meet and that they will derive real value from.

## Hosted travel and meetings buyers

1,200 of Europe's leading corporate travel & meeting buyers are hosted to the event and will conduct more than 6,000 pre-arranged meetings with exhibitors. Each hosted buyer is pre-qualified as:

- Minimum £3 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

63.3% of buyer attendees are SME buyers spending less than £1 million per year on travel. Job titles in this group include PA's, secretaries, procurement, human resources, facilities, marketing and senior management.

## Why attend and what visitors buy

- **Meet active buyers** - 74% are likely to buy as a result of meeting an exhibitor.
- **Meet new suppliers** - 90% meet at least ten suppliers, that's an average of 96 buyers per exhibitor
- **Make a purchase**
  - Hotels for travel 72.8%
  - Hotels for meetings 64.1%
  - Conference Centres 40.1%
  - Convention / Exhibition Centres 28.6%
  - Venues for less than 50 people 36.7%
- **Keep up to date** - With many only spending 10% of their time on buying travel & meetings 63% use the show as their annual way to keep abreast of everything that is new
- **Network and learn** - 39% will by talking with suppliers and their peers
- **See an existing supplier** - 47% will to maximise their precious time by seeing existing suppliers



# The HSMAI Meeting Exchange Pavilion

## The HSMAI Meeting Exchange Pavilion includes:

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

## Stand Costs

4sqm purpose built stand @ £496 per metre	£1984
On-line exhibition and show guide administration charge	£120
Stand insurance fee	£105
Stand furniture and lighting package - table & 3 chairs, name board, and lighting	£235

**Sub Total** **£2,444**

**\*\*\*\*\* HSMAI EUROPE MEMBER DISCOUNT \*\*\*\*\*** **- £844**

**Cost** **£1,600**

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**

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## Business Travel Show information:

Full visitor and exhibitor information can be found on the official Business Travel Show website [www.businesstravelshow.com](http://www.businesstravelshow.com)

## 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](http://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](http://www.hsmmai-europe.com/about/membership)



# Association Endorsements and Media Partnership

Association endorsements and partnerships with principal media enable BTS to deliver the 1,200 hosted buyers plus thousands of the right key decision makers to the event. Through a creative mix of member promotions, reader offers, editorial features, direct mail and email, online and page advertising, the BTS marketing & PR teams work with each of our partners to attract buyer members or readers

## Exclusive UK & European Association Endorsements

Business Travel Show works closely with leading business travel associations from the UK and throughout Europe creating bespoke education, networking and exhibitor appointment programmes, to attract their buyer members to the event.

BTS is exclusively supported by

- **HSMAI Europe** - The European arm of Hospitality Sales and Marketing Association International - a forum where professionals within sales, marketing and leadership from the hospitality and travel industry meet for knowledge, inspiration, recognition and professional development
- **Institute of Travel & Meetings** - the UK and Ireland's leading professional body of over 1,000 buyers, managers and suppliers of business travel and meetings
- **GBTA Europe**, Europe's leading buyer-led business travel & meetings network which has over 3,000 members. Their members include

<b>ABTA</b>	Austrian Business Travel Association
<b>DBTA</b>	Danish Business Travel Association
<b>FAVI</b>	Le Groupe Français des Acheteurs Voyages Internationaux
<b>FBTA</b>	Finnish Business Travel Association
<b>IBTA</b>	Iberian Business Travel Association (Spain & Portugal)
<b>ITM</b>	Institute of Travel & Meetings (UK&)
<b>NATM</b>	Dutch Business Travel Association
<b>NBTA</b>	Norwegian Business Travel Association
<b>SBTA</b>	Swedish Business Travel Association
<b>VDR</b>	German Business Travel Association

## Exclusive UK & European Media Supporters

- **ABTN** - The UK's leading online provider for news, views and expert advice for the business travel community
- **Buying Business Travel Magazine** - The market leading magazine for travel buyers
- **Business Traveller** - The Business Travellers bible
- **Supply Management** - the official title of the Chartered Institute of Purchasing and Supply
- **Smart Mobility Management** - Europe's leading publication for integrating meetings, travel, fleet management
- **Déplacement Pros** - The premier French Business Travel Portal

## Other supporting associations, partners and media

- Business Travel Club - UK&I, Netherlands & Nordics
- Forum Business Travel - Spain
- Guild of Travel Management Companies
- Hotel Booking Agents Association
- The PA Club
- The Business Travel Magazine
- Travel Daily
- PA Magazine
- Public Sector Travel
- Civil Service World

