

sponsored package deal Vakantiebeurs 2017

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83 selected countries

Which countries are eligible?

page 4

what are the costs?

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Sponsored
package deal
offer for selected
developing countries
to participate in
Vakantiebeurs 2017

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Sponsored package deal Vakantiebeurs 2017

What is it?

The sponsored package deal offer is an advantageous opportunity for tourism parties from developing countries to **participate on a sponsored basis** in Vakantiebeurs 2017, the **no. 1 tourism fair in The Netherlands**

The offer makes participation

- **easy**
- **low-cost**
- **successful**

The package includes:

- stand space
- stand construction
- stand decoration
- exhibition services
- visitor promotion
- exhibitor assistance

For whom is it?

Official tourism bodies

- tourism boards
- tourism associations
- Ministries of Tourism

Private tourism organizations

from any of the **83** selected developing countries are eligible for sponsored participation.

See page 4 for an overview of the selected countries.

Your benefits

- **reduced rates**
- guaranteed corner stand as of 16m²
- AA-location
- high eye-catcher in stand
- free choice of stand colors
- free admission of co-exhibitors (max. 10)
- **free branding decoration**
- Inclusion in both online and printed catalogue
- free decorator assistance
- pre-fair trade visitor promotion by Intraservice
- (multi-lingual) assistance
- full-service assistance before, during and after Vakantiebeurs.

Must-knows

Since **1991** and for the **27th consecutive year** Intraservice is the organizer's **official, appointed coordinator** for sponsored participation from developing countries.

In Vakantiebeurs 2016 134 organizations participated through Intraservice.

In 2016 Vakantiebeurs attracted 1200 exhibitors from over 160 countries, and 121.573 visitors, of whom 19.154 trade professionals.

List of selected countries eligible for sponsored participation



Afghanistan					Sierra Leone
Albania					Slovakia
Algeria					Sri Lanka
Armenia					Sudan
Azerbaijan					Syria
Bahrain	Chile				Swaziland
Bangladesh	China			Myanmar	Tajikistan
Belize	Congo			Namibia	Tanzania
Benin	Ecuador	Guyana	Lesotho	Nepal	Togo
Bhutan	El Salvador	Honduras	Madagascar	Nicaragua	Turkmenistan
Bolivia	Estonia	India *	Malawi	Pakistan	Uganda
Bosnia-Herzegovina	Ethiopia	Iran	Maldives	Papua New Guinea	Ukraine
Botswana	Fiji Islands	Ivory Coast	Mali	Paraguay	Uruguay
Burkina Faso	Gabon	Kazakstan	Mauritius	Peru	Uzbekistan
Burundi	Gambia	Kenya	Mexico	Philippines	Vietnam
Cambodia	Georgia	Korea	Moldova	Russian Federation	Yemen
Cameroon	Ghana	Kosovo	Mongolia	Rwanda	Zambia
Cape Verde	Guatemala	Kyrgyzstan	Montenegro	Senegal	Zimbabwe
		Libia	Mozambique		

* = sponsoring only applicable to participants from regional tourism boards, tourism associations and private companies

Official coordinator statement

VAKANTIE
BEURS

11 T/M 15
JAN 2017



IT FEELS LIKE YOU'RE
ALREADY THERE

General information - Vakantiebeurs 2017

Visitor opening hours 2017 (preliminary)

Tuesday, 10	10:00 – 20:00 <u>only trade</u>
Wednesday, 11	10:00 – 18:00 public (and trade)
Thursday, 12	10:00 – 18:00 public (and trade)
Friday, 13	10:00 – 20:00 public (and trade)
Saturday, 14	10:00 – 18:00 public (and trade)
Sunday, 15	10:00 – 18:00 public (and trade)

Exhibitor opening hours 2017 (preliminary)

Tuesday, 10	07:30 – 20:00 <u>only trade</u>
Wednesday, 11	07:30 – 19:00 public (and trade)
Thursday, 12	07:30 – 19:00 public (and trade)
Friday, 13	07:30 – 21:00 public (and trade)
Saturday, 14	07:30 – 19:00 public (and trade)
Sunday, 15	07:30 – 19:00 public (and trade)

Name

Vakantiebeurs 2017

Character

International tourism exhibition for trade & public

Organizer

VNU Exhibitions Europe, Utrecht, the Netherlands

Location

Jaarbeurs Exhibition Centre, Utrecht, the Netherlands

Trade day

Tuesday, January 10, 2017

Public days

Wednesday, January 11 – Sunday January 15, 2017

Segmentation

By geographic area and type of tourism

First edition

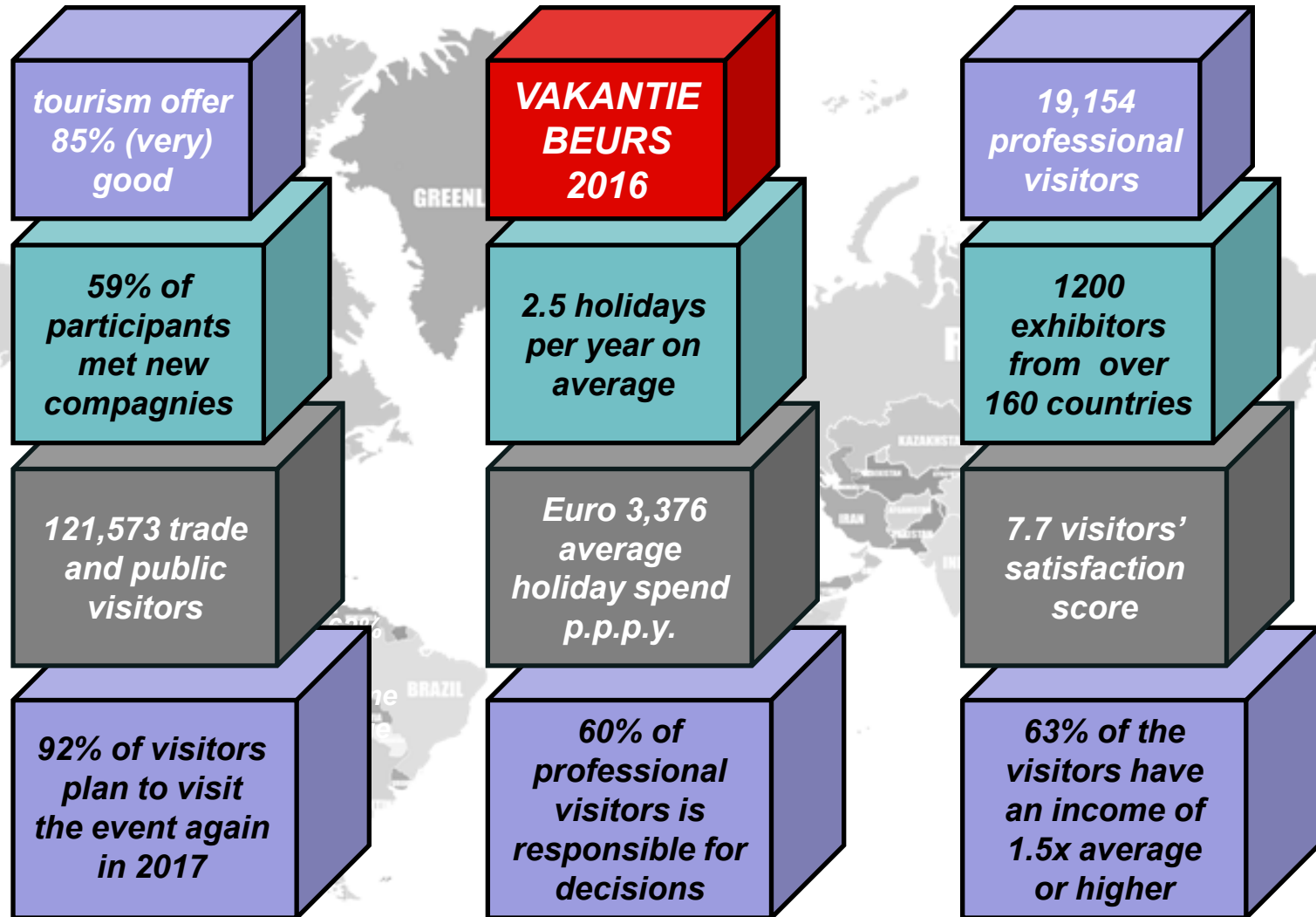
1970

2017 edition

47th



Facts & Figures



How to participate (STEPS TO TAKE)

1**Registration**

Fill-out & send the application form, page 14 of this project documentation, to:

info@intraservice.nl

Confirmation of your registration will be sent to you upon receipt of application.

2**Design
your stand**

Shortly after your confirmation of registration you will receive additional information concerning your stand preferences, how to order prints, lettering, and other additional services.


3**Order
furniture**

A furniture & equipment list and order form is included in this project information. To order fill-out the furniture order form, and send it to:

info@intraservice.nl.

3 specials benefits that will get you visitors and deals

Choose the stand that fits you



Create an instant desire for your tourism offer just by a look at your stand with 1 of the following design options;

- **Holiday Contact** (page 11) (standard)
- **Holiday Business** (page 12)
- **Holiday Branding** (page 13)

- colours to be standard colours
- one single colour per element

1 on 1 contact



Vakantiebeurs is an excellent opportunity to meet up with both consumer and trade visitors in person.

The special Trade Day is the largest one in the Benelux

New leads, new contacts, new opportunities, new business

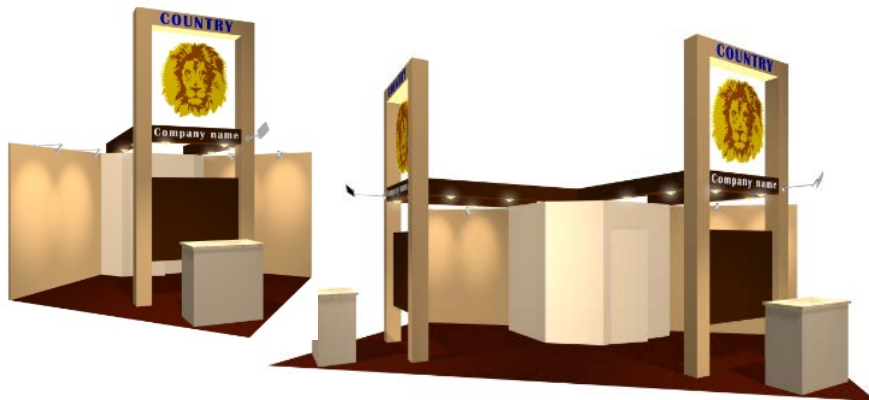
Impacting the eye from a distance



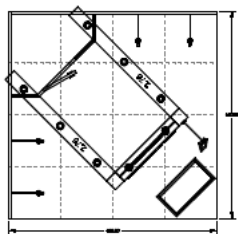
Your stand has a eye-catcher of 5 meters high. For direct and distant identification - from different angles - it carries your country name on both sides. A free of charge silhouette decoration of your choice on top makes sure that your stand will not escape the attention of the visitors.

* 1-2 colours of vinyl, only front of panel decorated

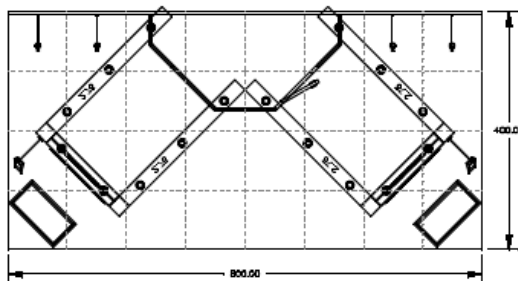
Stand design – Holiday Contact (SOME INDICATIVE EXAMPLES FOR YOUR REFERENCE)



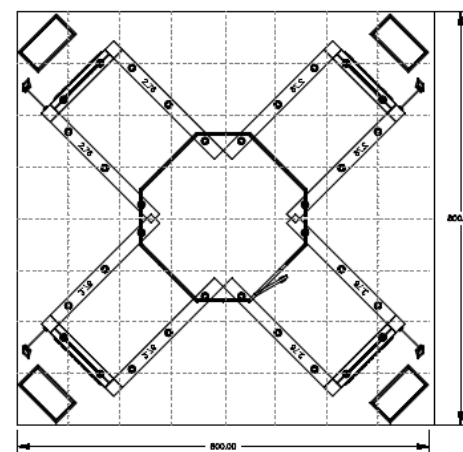
16m2 corner stand



32m2 head stand

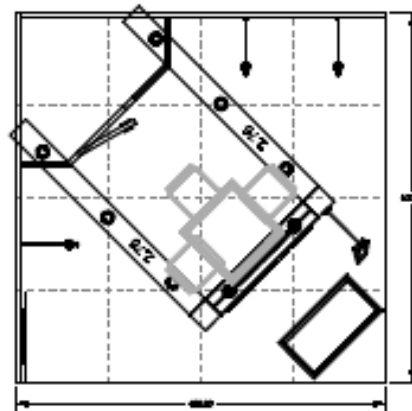


64m2 island stand



Want your sponsored stand to be a customized design? Contact us!

Stand design – Holiday Business (INDICATIVE EXAMPLE FOR YOUR REFERENCE)



Holiday Business

Choose the Holiday Business design option for effective one-to-one meetings.

Available as of 16 sqms.

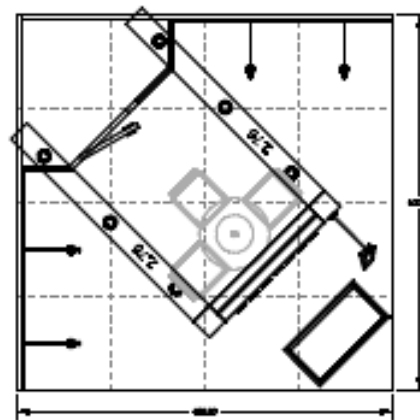
Price upon request

EXTRAS

- partition with top shelf
- square table (1x)
- chairs (3x)
- extra power socket (1x)
- 46 inch LED television (including media player)
- wifi connection for 1 (one) user (1x)

Want your sponsored stand to be a fully customized design? Contact us!

Stand design – Holiday Branding (INDICATIVE EXAMPLE FOR YOUR REFERENCE)



Holiday Branding

Choose the Holiday Branding design option for complete and impactful destination branding

Available as of 16 sqms.

Price upon request

EXTRAS

- f/c print on walls sizes 2.50 x 2.50 (2x)
- f/c print on front side stand. size 1.40 x 3.90
- round table (1x)
- chairs (3x)
- wifi connection for 1 (one) user (1x)

Want your sponsored stand to be a customized design? Contact us!

Application form 2017 - 16m2 – 64m2

Walk-on Package Long Haul Destinations

Organization/Company	
Contact person	
Street / P.O.B.	
Postal code	
City	
Country	
Phone	
Fax	
E-mail	

Declares to participate

in the fair VAKANTIEBEURS '17, January 10 - 15, 2017, organized by Jaarbeurs, Utrecht, Netherlands;

to rent

for official tourist offices*

from countries mentioned in the list of Selected Countries (page 4 of this project information)

- a stand package of **16m2** at EUR 3,987.00
 [] additional sqms. at EUR 256.00 per m2
 (rate for 16–31 m2, based on corner stand)
- a stand package of **32m2** at EUR 8,493.00
 [] additional sqms. at EUR 276.00 per m2
 (rate for 33–48 m2, based on head stand)
- a stand package of **64m2** at EUR 17,572.00
 (based on island stand)

for exhibitors of the private sector*

from countries mentioned in the list of Selected Countries (page 4 of this project information)

- a stand package of **16m2** at EUR 4,865.00
 [] additional sqms. at EUR 279.00 per m2
 (rate for 16–31 m2, based on corner stand)
- a stand package of **32m2** at EUR 9,757.00
 [] additional sqms. at EUR 276.00 per m2
 (rate for 33–48 m2, based on head stand)
- a stand package of **64m2** at EUR 19,701.00
 (based on island stand)

*Prices apply to the Holiday Contact stand design option

for **all other exhibitors** - of countries **not** mentioned in the List of Selected Countries- quotation upon request.

to pay strictly as indicated on the invoice which will be send as soon as possible.

All payments have to be received before **September 16, 2016**
 Applications are only taken into consideration upon receipt of payment. Intraservice bv reserves the right to cancel this application when payment has not been received in time.

rental (i.e. 16m2 corner stand) includes

stand space and stand construction* consisting of walls, floor covering, 1 power socket in storage** incl. 3 KW electric main power connection and consumption, 4 stem lights, 1 skipper beam, spots in fascia, lockable storage area, 2 x country name on eye-catcher (front + back) and 1 company name on fascia (max. 25 characters), 1 plant (ficus or palm), daily cleaning, pre-fair assistance of professional decorators, official waste disposal of packaging materials and left-over brochures.

* design as per separate sketch. Colour scheme in sketch is indicative and the sketch is an impression.

** one power socket inside storage wall included per contract (additional sockets to be ordered separately)

admission fee

our offer includes the organizers admission fee up to a total of 10 exhibitors on your stand.

co-exhibitors from the Netherlands or Belgium

for a co-exhibitor on your stand from the Netherlands or Belgium an additional admission fee of Euro 200,00 will be charged, for which this co-exhibitor may dispose of maximum 9m2 space within your stand. More space is possible also. Admission fee surcharge for additional m2 upon request.

furniture

furniture is not included. Furniture can be ordered by completing and returning the separate **Furniture and equipment order form** (which can be found on page 16 of this project information)

Participant further declares:

to compensate

all costs made by Intraservice for the preparation and realization of the project in case of cancellation of the participation for any reason;

to accept the responsibility

for any damage to or loss of stand materials and equipment and third party liability; safeguarding Intraservice bv against any claim from third parties;

to adhere to the conditions for participation stipulated by the fair authorities, safeguarding Intraservice bv against any claim that may result from its participation;

Return before September 2th, 2015 by mail or fax to:

Intraservice bv, Raadhuisplein 45,
 2914 KM, Nieuwerkerk a/d IJssel, the Netherlands
 Phone +31-180-321346, Fax +31-180-324875,
 E-mail: info@intraservice.nl
























Date : _____

Name applicant : _____

Stamp : _____

Signature : _____

FURNITURE & EQUIPEMENT LIST (standard) - Prices listed on seperate order form

COUNTERS & TABLES	 <p>Counter A 1.00x1.00x0.50</p>	 <p>Counter B 1.00x1.00x0.50</p>	 <p>Counter C 1.00x1.00x0.50</p>	 <p>Table 0.70hx 0.80w (tabletop also available in beech or black)</p>	 <p>Table (high) 1.10hx 0.60w</p>	
CHAIRS & STOOLS	 <p>Chair (seat 82)</p>	 <p>Stool (seat 46)</p>	(color zebrano, chair and stool also available in beech or white)			
DISPLAYS & SHELVES	 <p>Leaflet rack, wide 1.71x1.00x0.50</p>	 <p>Leaflet rack, small 1.70x0.28x0.35</p>	 <p>Storage rack 1.48x0.93x0.37</p>	 <p>Cupboard (metal) lockable 1.00x1.00x0.40</p>		
KITCHEN EQUIPEMENT	 <p>Refrigerator 0.85x0.50x0.50</p>	 <p>Waste bin</p>	 <p>Coffee maker</p>	 <p>Water boiler</p>	 <p>Coffee set</p>	
AUDIO VISUAL	 <p>LED screen - 46 inch</p>	 <p>Laptop</p>	 <p>Audio set</p>	 <p>WiFi connection (per user)</p>		
PLANTS	 <p>Ficus 1.50m - 1.80m high</p>	 <p>Palm 1.50m - 1.80m high</p>	 <p>Bamboo 2.00m high</p>			

FURNITURE OR EQUIPEMENT YOU ARE LOOKING FOR NOT LISTED?

CONTACT US! We can supply all.

(pictures are indicative)

ORDER FORM - FURNITURE & EQUIPEMENT (standard)

	Price * EURO	Order qty.	Total EURO
Counter - Type A	155		
Counter - Type B	175		
Counter - Type C	195		
Table Color: o White o Beech	44		
Table (high) Color: o White o Beech	54		
Chair Color: o Zebrano o White o Beech	41		
Stool Color: o Zebrano o White o Beech	39		
Leaflet rack (wide)	70		
Leaflet rack (small)	89		
Cupboard (metal) lockable	68		
Storage rack	58		
Refrigerator	77		
Waste bin	18		
Coffee maker	30		
Water boiler	30		
Coffee set	50		
LCD screen - 46 inch	385		
WiFi connection (one user for 6 days: Jan 10th - 15th)	95		
Laptop	155		
Sound set	460		
Ficus plant	45		
Palm plant	48		
Bamboo plant	55		
Power socket double 220V, on outside storage wall	47		
Power socket double 220V, on exact location in stand	68		
	TOTAL		

* = Rental prices are for the whole fair period

** = Orders placed after DEC 1, 2016 are subject to a surcharge of 15%

Note: Please keep in mind that prices for orders placed at the fair are significantly higher

FURNITURE OR EQUIPEMENT YOU ARE LOOKING FOR NOT LISTED?

CONTACT US! We can supply all.

COMPANY NAME:

DATE:

ADDRESS:

CONTACT PERSON:

CITY:

SIGNATURE:

COUNTRY:

Return to: Intraservice BV, Raadhuisplein 45, 2914 KM, Nieuwerkerk a/s IJssel, The Netherlands
Phone +31-180-321346, Fax +31-180-324875, E-mail: INFO@INTRASERVICE.NL

The sponsoring explained

Since 1991 Intracservice BV is the Vakantiebeurs' 2017 official coordinator for sponsored participation from selected countries. Official tourism boards and private tourism organizations from 83 countries may benefit from sponsored package deal participation through Intracservice.

The sponsored participation concerns package deals based on full-service participation including: stand space plus stand construction, promotions and exhibition services. As to the stand construction you may opt for the pavilion design offered herewith or you may opt for having Intracservice provide you a packed deal offer with a customized design. In either case, the sponsoring remains available to you.

The sponsored participation is an initiative of Intracservice BV and the Vakantiebeurs to support selected countries in the promotion and development of their tourism offer on the very travel-minded Dutch market. The sponsoring offered to you is a partial sponsoring allowing you to benefit both from financial as well as material and services advantages. The sponsoring is obtained through partners of which the organizer of the Vakantiebeurs, Jaarbeurs, is one of the main ones providing substantial discounts on the costs for the stand space of the packages: 16m² (72%), 32m² (47%) and 64m² (41%). All in all through our partners you may benefit from inclusive cost reductions for stand space, cost reductions on stand construction, stand design branding extras, co-exhibitor costs reduction, special trade visitor promotions, project management services and coordination support. Our partners;



contact

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