



HOLIDAY & TRAVEL

SHOW

LIVE TARGETED EVENTS

**CREATED WITH YOU IN MIND
ARE BACK IN 2022!**



**BRIS
SYD
VIC**

It's time to plan to make your sales take off too!

Whether it's discovering our own backyard or one of the international destinations re-opening, Australians are itching to get going. Make sure you're there to meet and sell them at the only dedicated consumer live travel show in two years!... AND IT'S FREE ENTRY for visitors to attend.

Timing is everything and our schedule is timed to ensure your end of year and New Year is booked!

www.holidayshow.com.au

DESTINATIONS



Welcome to the **HOLIDAY & TRAVEL SHOW**

A dusted off event organised by Expertise Events, the original Holiday & Travel Show organisers responded to the need to provide a cost effective and positive change for a LIVE marketplace for visitors to view, plan and book direct with destination providers in the most cost effective, face-to-face interactive environment possible.

Come on board with a dedicated event that puts you face to face!

Holiday & Travel Show is the event centred around bringing together industry, state and local Government, associations, and the wider community under one roof at the one time. The event will provide a unique opportunity for you and your network to enhance and engage the end-user and showcase the latest destinations and products, ideas, stage presentations, workshops and film rooms. It is also your first chance in person to network, gain insight, compare and evaluate trends and ideas.



THE EVENTS!

Brisbane

22 – 23 October, 2022

Brisbane Exhibition Centre, South Bank

Sydney

29 – 30 October, 2022

Sydney Showground

Melbourne

5 – 6 November, 2022

Melbourne Exhibition Centre

South Wharf

the OPPORTUNITY

Our single aim is to present an exhibition that is time and cost effective and delivers you the right audience to maximise your rebound of bookings for the Year ahead and beyond.



Companies that support and work within the sector and community will be able to showcase their products and services directly to the end user. The Show provides a time and cost effective opportunity to engage with both their buyers and end users. This will give exhibitors first-hand insight and feedback for their products and services and valuable feedback to help improve future business and product development.

More than a showcase of product and support services, the show will include interactive demonstrations and activities, educational talks and insights.



Meet thousands of qualified buyers to expand your customer base

We understand your objectives



BUILD

**brand
awareness**



GENERATE

**sales and
leads**



INTERACT

**with a qualified
audience**



COMMUNICATE

**with your
target market**



NETWORK

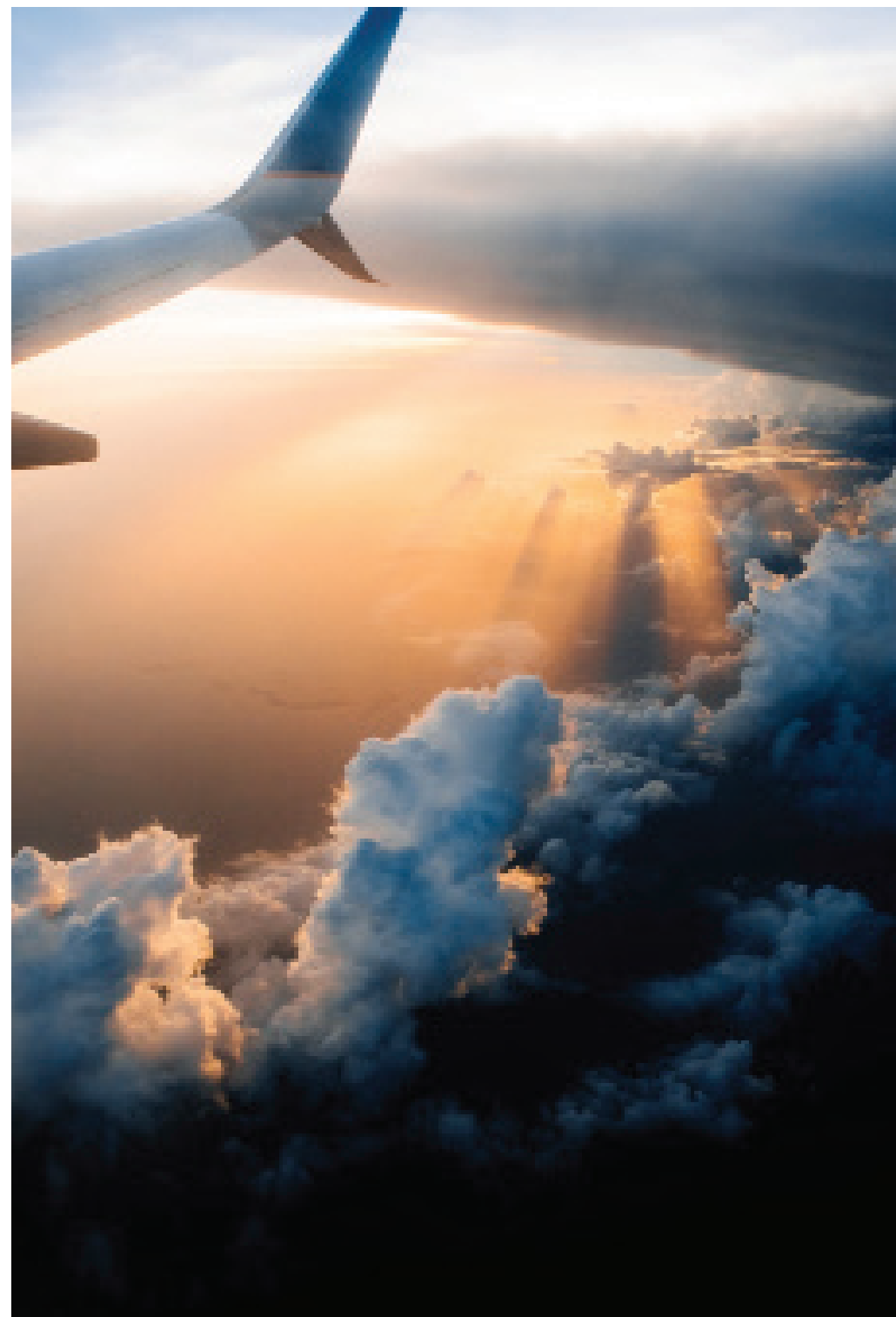
**with your
peers**



CREATE

**opportunities
& relationships**

**GREAT
REASONS
TO EXHIBIT
WITH US**



**LIVE EVENTS ARE
ONE OF THE MOST
POWERFUL SALES
AND MARKETING
TOOLS AVAILABLE
TO BUSINESSES
TODAY.**

the **HOLIDAY & TRAVEL SHOW:**

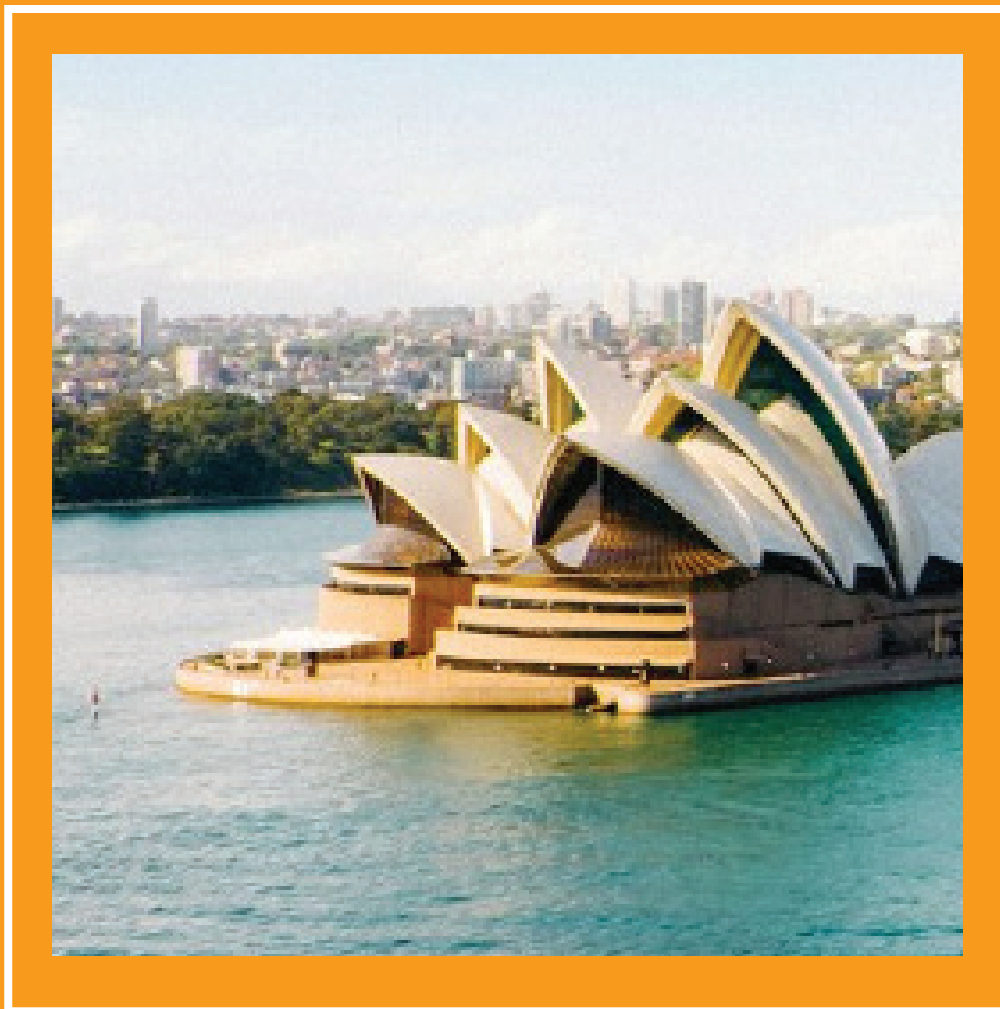
- > is a cost-effective way of drawing your target market to you, in one place at the one time
- > appeals to all five senses by sight, sound, smell, taste and touch
- > combines all the elements of the promotional mix – advertising, public relations, sales, promotion and selling
- > broadens your customer base – the drawing power of an exhibition is such that visitors will often travel vast distances to attend
- > provides access to the media, which uses the event to gather information on new directions within an industry

Your participation in Holiday & Travel Show signals you're ready to support and create solutions.

walk on
PACKAGES



3M X 3M
STAND PACKAGE
\$1,999 PLUS GST



6M X 3M
STAND PACKAGE
\$3,799 PLUS GST



9M X 3M
STAND PACKAGE
\$5,548 PLUS GST



6M X 6M
STAND PACKAGE
\$7,197 PLUS GST

WALK-ON-PACKAGE INCLUDES

2 X CHAIRS

1 X TRESTLE TABLE

1 X 10AMP POWER POINT

INSURANCE



SPONSORSHIP



PRINCIPLE SPONSORSHIP PRICE ON APPLICATION



Pre-Show Benefits

- Branding as a 'Principal Sponsor' on all marketing communications including invitations and event material
- Logo inclusion in advertising campaign print and online
- Company logo on web homepage with hyperlink
- Acknowledgement of sponsorship in online communication
- Logo on marketing emails
- Logo on visitor registration confirmation messages
- Name included on all PR & media releases where appropriate

Onsite Benefits

- Logo at all workshops and seminars onsite
- Logo on the entrance feature
- Acknowledgement at the event opening
- An opportunity to conduct a workshop or present a case study at the Workshops & Seminar Series
- Prominent signage around Workshops & Seminar Series (i.e pull-up banners)
- Flyer in the visitor information pack

Post-Show Benefits

- Name checks in post-show media releases where appropriate
- First right of refusal for the continued principal sponsorship in the future

**MOST PRESTIGIOUS LEVEL
WITH MAXIMUM EXPOSURE.**

As a sponsor of Holiday & Travel Show, your company identity will reach decision makers and influencers from the sector before, during and after the event. Sponsorship opportunities are a very powerful way for your company to gain optimum exposure and communicate your message to your target market.

SPONSORSHIP YOU CAN HANG YOUR HAT ON!



GOLD SPONSORSHIP

This level of sponsorship provides broad prominent exposure, includes a 6m x 3m stand package.

Pre-Show Benefits

- Branding as a 'Gold Sponsor' on all marketing communications including invitations, event material
- Logo inclusion in advertising campaign
- Company logo on web homepage with hyperlink

Onsite Benefits

- Logo on the entrance feature
- Flyer in the visitor information pack
- Logo included with onsite program

AU\$8,750
THREE SPOTS AVAILABLE

SILVER SPONSORSHIP

This level of sponsorship provides broad prominent exposure, includes a 3m x 3m stand package.

Pre-Show Benefits

- Branding as a 'Silver Sponsor' on all marketing communications
- Logo inclusion in advertising campaign
- Company logo on web homepage with hyperlink

Onsite Benefits

- Logo on the entrance feature

AU\$7,450
FIVE SPOTS AVAILABLE

BRONZE SPONSORSHIP

Bag Sponsor

- The visitor bag is a great way of getting strong brand exposure onsite during the event, and when they leave your brand is reinforced.

AU\$6,300
PER SIDE



REASONS TO SPONSOR

Sponsorship provides you with the opportunity to be in the spotlight, positions you as an industry leader and leaves a strong impression of your brand in people's minds. It's a big opportunity for your business.

This kind of exposure doesn't mean big expenditure though! There are a number of options that offer a unique chance to strategically reach your customers and potential customers, be memorable, and sell to them. Sponsorship packages are limited and will be available on a first-come-first-served basis. Book early to avoid disappointment.

To find out more please call Expertise Events (02) 9452 7575

SET YOURSELF APART FROM OTHERS IN THE INDUSTRY

BUILD STAND TRAFFIC – RESULTING IN INCREASED SALES

BOOST YOUR BRAND – INCREASE VISIBILITY AND RECOGNITION

INCREASE POSITIVE CUSTOMER RELATIONS

DISTINCT & EXCLUSIVE OPPORTUNITIES AND ADVANTAGES

OPTIMUM EXPOSURE PRE-SHOW, ON-SITE AND POST SHOW

WE'LL MAKE IT WORK FOR YOU!

Expertise Events is Australia's largest independent family-owned exhibition companies in the Australia and New Zealand region. Expertise Events has a proven track record – we know how to deliver a targeted audience.

Holiday & Travel Show will be advertised and promoted and will gain wide coverage through an extensive multi-channelled media campaign. We have a dedicated website that carries the full promotional campaign and event program through www.holidayshow.com.au

As the event draws closer, a high-profile advertising campaign will be launched through targeted media, ensuring Holiday & Travel Show achieves the highest possible level of awareness.

A dedicated media and PR team will work closely with the media to further leverage the exposure. More visitors = more business!

**BOOK YOUR SPACE NOW BY CONTACTING
SALES@EXPERTISEEVENTS.COM.AU
OR CALL US ON 02 9452 7575**



Exhibiting is as easy as 1, 2, 3:

1

Contact the Expertise Events Holiday & Travel team

A dedicated team covering sales, marketing, PR, customer service, design and logistics, works hard to make exhibiting easy for you, and to bring the largest possible qualified visitor audience to our events.

2

Book Your Stand

Our events can accommodate many different needs and budgets... all you have to do is ask! To make exhibiting easy for you we have a modular package, Walk-On-Package or space only packages. Extra services you might need (such as power, extra lighting, furniture, etc) can be ordered from our Exhibitor Services Kit.

3

Promote Your Presence at this Unique Sales Opportunity

There are a number of opportunities for exhibitors to gain additional exposure through talks, workshops, PR. Take advantage – it's easy!





**“AN OPPORTUNITY FOR LIKE-MINDED
PEOPLE TO GET TOGETHER IN A FRIENDLY,
INFORMATIVE ATMOSPHERE”**

**DON'T MISS OUT!
Book your space now!
All prices are exclusive of GST
sales@expertiseevents.com.au
or 02 9452 7575**

You can **DEPEND** On Us

Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. To be a successful event-maker is a skilled craft that requires a fine balance of professionalism and friendliness.

Some of our events we deliver are:

**Oz Comic-Con, Craft & Quilt Fair, WINETECH
and the Australian Tourism Exchange.**



Unit 4/1 Skyline Place, Frenchs Forest
NSW 2086 Australia
t +61 2 9452 7575
e: info@expertiseevents.com.au
www.expertiseevents.com.au