

The Business Travel & Meetings Show 2011 and Institute of Travel & Meetings (ITM)



The Business Travel & Meetings Show and ITM have entered into a unique and exclusive partnership for 2011. This means that there are lots of new benefits for ITM Supplier Members wanting to take part in the UK's leading exhibition for corporate travel and meetings buyers.

The Business Travel and Meetings Show is Europe's leading exhibition for corporate travel and meeting buyers and the place to exhibit if you sell in this market.

The Business Travel & Meetings Show Highlights

- Largest event in Europe for the corporate travel industry attended by 5,261 in 2010.
- Over 180 leading brands chose to exhibit with us in 2010 making it the place for buyers to meet suppliers.
- Exclusively supported by ITM, the UK and Ireland's recognised professional body for the corporate travel and meetings industry.
- Executive Buyer Programme will deliver 1,000 high spending travel/meetings buyers pre-qualified with a minimum annual budget of £3 million.
- European Hosted Buyer Programme will bring Europe's leading travel managers to the show to have pre-arranged appointments with key sponsors.
- Pre-arranged appointments with buyers that are of real value using BTMSConnect.
- Comprehensive, targeted and segmented marketing campaign ensures promotion to the buyers from all sectors and with all budgets.
- Co-located with the European Travel Buyer awards - Europe's only buyer led event means there are more reasons than ever for Europe's travel managers to attend the show. Supported by NBTA Europe and other national Business Travel Associations.
- Proven track record over 17 years of delivering ROI for suppliers.

ITM Village

The ITM Village is back for 2011. This is a great way for suppliers to participate in the show, whether you are a first timer or returning exhibitor with the support of ITM.

First Timers

- Specially negotiated lower rate of £400 per square metre (psqm)
- A free upgrade to 'Quad' shell scheme worth an additional £26 psqm
- Discounted furniture and lighting package

Returning Exhibitors

- £473 per square metre - includes free upgrade to 'Quad' shell scheme worth £26 psqm

Marketing and Promotional Opportunities

All ITM Supplier Members will also benefit from a range of new marketing and promotional opportunities in the run up to the show to maximise exposure, drive buyers to your stand and generate ROI.

- Guaranteed editorial coverage in Show e-preview
- Guaranteed editorial coverage in news section of website
- Access to BTMS Connect to pre-arrange 1-to-1 meetings with buyers
- Inclusion in new ITM Show Edition of BT Update
- 15% discount on banners and email communications on BTMSConnect

Other Sponsorship and Exhibiting Opportunities

If you would like to consider a traditional stand on the show floor BTMS can also tailor a stand that will best suit your needs from both a budgetary and space perspective. The cost per metre is £440 sqm for space only and £473 for shell scheme.

There is also a range of sponsorship opportunities designed to enable ITM Supplier Members to target the buyers you most want to do business with at the show.

To find out more about how participating in The Business Travel & Meetings Show can benefit your business in 2011 please contact Katy Phelps directly on 0207 970 6561 or email katy.phelps@centaur.co.uk.

Thinking Differently. Acting Positively.