

BE A PART OF THE HUGELY SUCCESSFUL TRADE TRAVEL NATIONAL PRODUCT EXPOS



DIRECT MARKETING OPTIONS

BE A PRESENTER

An actual Presentation on the day is a fantastic way to market your product directly to qualified Group Tour Co-ordinators. Every Network partner is urged to be involved and promote not only their product, but their region. It's always great to see the attending Group Tour Co-ordinators become interested and excited about the regions being showcased. There are only Eleven presentations available at each Expo, so it's important that you register your interest to us as soon as possible. Remember, this is an exclusive offer to all Trade Travel Network Members and is one of the many marketing opportunities your membership provides you!

Once scheduled into the running sheet you will have a 10 minute time slot to present your itinerary / destination to 90 to 140 Group Tour Co-ordinators. We will work with you to plan an itinerary including your product and you will also have the facilities provided to show a DVD or Power point presentation as a visual aid.

NOTE: All presentations will be conducted at the table with the Group Tour Co-ordinators changing positions (tables) every 10 min. This allows you to personally promote your product to every Co-ordinator attending.

As a presenter you will also receive the option of having a stand FREE OF CHARGE (see below) where you will be able to hold promotional material to give out and also speak with the Group Tour Co-ordinators directly about your presentation during morning tea, lunch, afternoon tea breaks and at any time during the day as they wander around the stalls. The cost per presentation is approx \$450 (this cost can be co-opped with other attractions from your region). This cost also includes morning tea and lunch on the day.

HAVE A STALL

Why not come along and meet the Group Tour Co-ordinators attending our Expo by holding a stall! This is an excellent opportunity to hand out brochures and promote special packages and itineraries ideally suited to the senior market. You will be set up in a designated area of the venue (with a table with cloth cover and chair) This is where the Group Tour Co-ordinators will register and break for morning, lunch and afternoon tea. The Group Tour Co-ordinators will be free to wander around and chat to you about your product and your destination. History has told us that to get maximum exposure you will need to promote your product as part of a complete destination, this way groups will want to come and see you and experience what your area offers. The cost for a stall including morning tea and lunch is \$150.

NOTE: If you are unable to attend an Trade Travel Expo we can place your special package in the take home pack that we give to all attending Group Tour Co-ordinators, these are given out at every expo across Australia. Please ensure all packages are sent to Trade Travel 3 weeks before each expo to ensure its inclusion.



For more information or to register your interest to participate in any number of our Gold Coast, Brisbane, Sydney, Melbourne, Tasmania, Perth, Adelaide and Mid North Coast Expos freecall the TRADE TRAVEL NETWORK TEAM on 1800 645 103