

## EUROPE – BUSINESS SALES and MARKETING ACTIVITY 2008/09

### Exhibition Opportunities

Activity	Market	Month	Opportunity	Cost
<input type="checkbox"/> IMEX	Agent Corporate Association <sup>i</sup>	22 – 24 April 08	<input type="checkbox"/> Participation <input type="checkbox"/> Shared participation	£5,600 + vat £2,800 + vat
<input type="checkbox"/> EIBTM	Agency Corporate Association	02 – 04 Dec 08	<input type="checkbox"/> Participation <input type="checkbox"/> Shared participation	£5,600 + vat £2,800 + vat
<input type="checkbox"/> IMEX/EIBTM two show package	Agent Corporate Association	April / Dec 08	<input type="checkbox"/> Participation	£11,000 + vat
<input type="checkbox"/> MICE Holland	Agency Corporate	October 08	<input type="checkbox"/> Participation	£2,500 +vat
<input type="checkbox"/> Exhibition Campaign Package includes: Participation at IMEX and EIBTM 3 day European sales mission 1 x Pan European mail shot	Agent Corporate Association	April 07 / Nov 07/ All year	<input type="checkbox"/> Participation	£12,500 + vat

### Workshops, Road shows and Sales Missions

Activity	Market	Month	Opportunity	Cost
<input type="checkbox"/> French sales missions + networking	Agency Corporate	May 08 November 08	<input type="checkbox"/> Participation <input type="checkbox"/> Participation	£850 + vat £850 + vat
<input type="checkbox"/> French Eurostar workshop	Corporate	Jan 08	<input type="checkbox"/> Participation	£850 + vat
<input type="checkbox"/> German sales missions + networking	Agency Corporate	June 08 September	<input type="checkbox"/> Participation	£850 +vat £850 +vat
<input type="checkbox"/> Spanish sales mission + networking evening	Agency Corporate	July 08	<input type="checkbox"/> Participation	£950 + vat
<input type="checkbox"/> MICE Monaco	Corporate	Nov 08	<input type="checkbox"/> Participation	£5,400 + vat (exact cost tbc)
<input type="checkbox"/> Belgian workshop + networking event	Agent/Corp/ Association	March 08	<input type="checkbox"/> Participation	£850 + vat
<input type="checkbox"/> Russia Sales mission and networking event in Moscow	Agency Corporate	June 08	Participation	£1.200+ vat
<input type="checkbox"/> Russia Workshop in London and 3 night hosted buyer programme	Agency Corporate	September 08	Participation and hosting	£750 + vat
<input type="checkbox"/> Discovery, Manchester/Liverpool	Agency Corporate	October 08	Participation and hosting	TBC

## Campaigns

Activity	Market	Month	Opportunity	Cost
Large Events and Sports Events Campaign	Agency Corporate  Pan Europe	June – Dec 08	Research Telesales  2 day Sales Mission – Agency/Corporate  Hosted buyer programme x 2 Participation and hosting	From £3,500 + vat
London 5 Star Campaign	Agency Corporate  Pan Europe	June to December	Research Tele-sales Sales presentations  Bespoke 5 star Meetings/Incentive Brochure  Pan European Mailing  Hosted buyer programme	£4,500 + vat
Heathrow/Gateway Campaign	Agency Corporate Association	April to December	Inclusion in dedicated flash website  Dedicated mailing and HTML mailing  Research Tele-sales  Heathrow workshop and Gateway hosted buyer programme	£4,500 + vat
Association Campaign	Associations	May  October  November  March  TBC	Inclusion in Association brochure  AWC Association workshop/networking activity Brussels  VL Networking event Switzerland  VL Networking event Brussels  Association hosted buyer Programme (hosting)	From £550  £5.2K Tbc  £850.00  £850.00

## Marketing Opportunities

Activity	Market	Month	Opportunity	Cost
<input type="checkbox"/> Direct Marketing Campaign Value London	Agents/Corps Pan Europe	April – Sept 07	<input type="checkbox"/> Participation	From £550
<input type="checkbox"/> Visit London 5 star Meetings/Incentive Guide	Agents/Corps Pan Europe	Nov 07 EIBTM Launch	<input type="checkbox"/> Participation	From £550

## Fam trips

Activity	Market	Month	Opportunity	Cost
<input type="checkbox"/> Large events/sports events	Germany France	TBC	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> Heathrow/Gateway	Pan Europe	TBC	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> Discovery	Pan Europe	October 08	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> 5 star campaign	Pan Europe	November 08	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> Eurostar, France	France	January 09	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> Confex	Pan Europe	February 09	<input type="checkbox"/> Hosting	Hosting
<input type="checkbox"/> Association	Belgium	March 09	<input type="checkbox"/> Hosting	Hosting

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