



## **FITUR Madrid, 30 Jan – 3 Feb 2008**

In January 2008 Visit London will be exhibiting on the VisitBritain stand at FITUR, Madrid – Spain's premier travel and tourism show and one of Europe's top three. The fair is visited by travel trade and press to negotiate business for not only the Spanish market, but also Latin America and Portugal. In 2007 70,000 trade professional attended the event and 100,000 public visitors.

The event consists of 3 trade days followed by 2 consumer days.

Opportunities for Visit London partners include:

### **1. Share the VL stand for £1,150 + VAT (available for 1 partner only)**

Cost includes:

- Share of Visit London stand for 1 company representative
- Literature distribution
- Cost of shipping your literature to Spain
- Exhibition report (sent out post event)
- All sales leads generated from the event

### **2. Literature Distribution for £350+VAT**

Cost includes:

- Distribution of 500 max leaflets
- Cost of shipping your literature to Spain

Booking deadline: Fri 30 November 2007

Opportunities are limited to ensure that those partners represented receive a good share of voice. A special discount can be arranged for those wishing to participate in all 3 of the European exhibitions.

To book a share of the stand or literature distribution at this event please fill out the form below and email to [apenlington@visitlondon.com](mailto:apenlington@visitlondon.com) or fax back on (020) 7234 5751.



**VISIT LONDON BOOKING FORM**  
**FITUR Madrid, 30 Jan-3 Feb 2008**

I would like to book:

**SHARE A STAND AT FITUR Madrid**

Cost: £1,150 + VAT [ ]

**LITERATURE DISTRIBUTION AT FITUR, MADRID**

Cost: £350 + VAT [ ]

Name .....

Company .....

Address .....

.....

Tel ..... Fax .....

E-mail .....

Signature ..... Date .....

Purchase order number : .....

**Terms and conditions:**

1. This form is your application for representation by Visit London or literature distribution at the above mentioned event. We reserve the right to refuse, amend, withdraw or otherwise deal with all submitted applications at our discretion.
2. Invoices will be sent out by December 2007 which will be payable within 30 days.
3. Participants cancelling before 10 December 2007 will be liable to 50% of the above costs. Participants cancelling beyond this date will be liable for 100% of the cost.

Please complete and return by e-mail to [apenlington@visitlondon.com](mailto:apenlington@visitlondon.com)  
or fax to: (020) 7234 5751  
**BOOKING DEADLINE: 30 November 2007**