

ITB Berlin, 5-9 March 2008

In March 2008 Visit London will be exhibiting on the VisitBritain stand at ITB, Europe's largest trade and consumer travel show. Visit London has a London branded area on the stand for us and our partners.



ITB facts:

- ITB Berlin is the world's largest and most important tourism trade fair with approximately 10,850 exhibitors.
- Approx 25% of trade visitors come from outside of Germany.
- 2 trade days attract in the region of 94,500 with consumer days attracting a further 68,000.
- The German market to London, which skews towards the 30-44 year olds still relies heavily on the trade.
- The German market is most interested in heritage, sightseeing, theatre, cultural attractions. Multi-cultural/cosmopolitan nature of London also intrigues.
- Germans are also keen to get under the skin of the city and journey off the beaten track.

Opportunities for the Visit London branded area of the VisitBritain stand:

1. Double stand with public and trade access (1 company only)

Cost £5,650+VAT

- Double counter for brochure distribution & stool
- Small meeting table
- Header board with company name
- Company logo and URL on the counter front
- 2 image boards (1m x 1m)
- 4 representatives maximum

2. Stand with public and trade access (1 company only)

Cost £2,900+VAT per company

- Counter for brochure distribution & stool
- Share of meeting table (share with 1 other company)
- Header board with company name
- Company logo and URL
- 1 image (1m x1m)



- 2 representatives maximum per company

3. Meeting table Weds-Sun (1 company only)

Cost £2,700+VAT

- Small table (approx. 70cm in diameter) with chairs
- Company header board
- 2 representatives maximum

4. Shared meeting table Weds-Sun (2 companies max)

Cost £1,600+VAT per company

- Share of small table (approx. 70cm in diameter) with chairs
- Company header board
- 1 representative per company

5. Meeting table Weds-Fri (1 company only)

Cost £2,500+VAT

- Small table (approx. 70cm in diameter) with chairs
- Company header board
- 2 representatives maximum

6. Shared meeting table Weds-Fri (2 companies max)

Cost £1,400+VAT per company

- Share of small table (approx. 70cm in diameter) with chairs
- Company header board
- 1 representative per company

7. Literature Distribution for £315+VAT

Cost includes:

- Distribution of your literature (max. 500 leaflets)
- Cost of shipping your literature to Germany

Booking deadline: Fri 2 November 2007

Opportunities for Representation and Literature Distribution are limited to ensure that those partners represented receive a good share of voice. A special 10% discount can be arranged for those wishing to have Literature Distribution in all 3 of the European exhibitions. (FITUR Spain, ITB Berlin, MITT Moscow)

To book this event please fill out the form below and email to Carola van Rijn cvanrijn@visitlondon.com or fax back on (020) 7234 5751.



VISIT LONDON BOOKING FORM
ITB Berlin, 5-9 March 2008

I would like to book:

DOUBLE STAND WITH PUBLIC AND TRADE ACCESS

Cost: £5,650 + VAT []

STAND WITH PUBLIC AND TRADE ACCESS

Cost: £2,900 + VAT []

MEETING TABLE, WEDS-SUN (1 COMPANY)

Cost: £2,700 + VAT []

SHARED MEETING TABLE, WEDS-SUN

Cost: £1,600 + VAT []

MEETING TABLE, WEDS-FRI (1 COMPANY)

Cost: £2,500 + VAT []

SHARED MEETING TABLE, WEDS-FRI

Cost: £1,400 + VAT []

LITERATURE DISTRIBUTION AT ITB BERLIN

Cost: £315 + VAT []

Name

Company

Address

.....

Tel Fax

E-mail

Signature Date

Purchase order number :



Terms and conditions:

1. This form is your application for booking a stand or meeting table or literature distribution by Visit London 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 in December 2007 which will be payable in January 2008.
3. Participants cancelling stand space after 2 November 2007 may be liable to for 100% of the cost. Visit London will attempt to re-sell the space but if unable to do so prior to the event, the applicant will be liable for 100% of the charge. Participants cancelling literature distribution before 18 January will be liable for up to 50% of the cost, after that date they will be liable to pay 100%.
4. The applicant must accept the stand organisers (VisitBritain's) Terms and Conditions for the event. To be found at <http://www.tourismtrade.org.uk/marketingopportunities/bookingforms/25496.pdf>

Please complete and return by e-mail to cvanrijn@visitlondon.com

or fax to: (020) 7234 5751

BOOKING DEADLINE: 2 November 2007