

INTERNATIONAL & FRENCH TRAVEL MARKET



iftm
TOP RESA

× GROUPS

× BUSINESS

× LEISURE

× MICE & EVENTS

YOUR COMMUNICATION TOOLS

1-4 OCT. 2019

PARIS - PORTE DE VERSAILLES - HALL 1



Maximize your return on investment by choosing the promotional solutions according to your participation goals.

Ensure your visibility before, during and after the show.

      @iftmparis #iftm2019

iftm.fr

SUMMARY

1-DIGITAL

2-PRINT

3-MULTICANAL

4-MERCHANDISING

5-EVENTS

CONTACT

Visiter

LES BONNES RAISONS DE VISITER IFTM



S'informer sur votre marché

- S'informer sur les tendances, les nouveautés, les destinations
- Suivre les formations Agents Expert
- Découvrir les nouvelles politiques d'achats et les nouveaux outils

Accélérer votre business

- Rencontrer les exposants lors de rendez-vous d'affaires ciblés
- Vous connecter avec les professionnels du tourisme en amont du salon grâce à notre plateforme de mise en relation

Entretenir votre réseau

- Rencontrer de nouveaux fournisseurs
- Echanger avec les acteurs clés de la profession
- Partager un moment convivial



Visiter

LES BONNES RAISONS DE VISITER IFTM



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- S'informer sur les tendances, les nouveautés, les destinations
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- Rencontrer les exposants lors de rendez-vous d'affaires ciblés
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Les secteurs d'exposition

WEBSITE

Get exclusive visibility with the banners available on our website or sponsor the official trade show countdown.

Technical specifications :

DG01	Banner	Banner on the website homepage	3 formats required: 970x90px, 728x90px and 300x250 / GIF or JPEG / 60KB max. + url	€2 500
DG02	Web countdown	Countdown on homepage	On request	€5 000
DG03	Your company name in colour			€300

iftm 1-4 OCT. 2019
PARIS - PORTE DE VERSAILLES - PAVILLON 1
LE RENDEZ-VOUS DES PROFESSIONNELS DU TOURISME - FRANCE & INTERNATIONAL

YOUR BANNER

IFTM Top Resa est depuis 40 ans l'événement international unique et incontournable des professionnels du tourisme en France. IFTM Top Resa offre une vitrine exhaustive et complète des marchés « Outgoing » & « Incoming » sur les segments : Loisirs, Affaires, MICE & Tourisme de groupes.

RÉSERVEZ DES MAINTENANT VOTRE STAND POUR 2019

JE TÉLÉCHARGE LA DEMANDE DE PARTICIPATION

YOUR DESCRIPTION

JE TÉLÉCHARGE LA DEMANDE DE PARTICIPATION

Vos contacts :

Annabelle Serres +33 (0)1 47 56 52 50 annabelle.serres@reedexpo.fr
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Suivez-nous @iftmparis

f t i in y o

NEWSLETTERS

Before each trade show, we send newsletters to our registered visitors and exhibitors and prospect base to let them know what's new at IFTM Top Resa (registration opening, information on exhibitors and conference sessions, etc.).

Technical specifications :

DG04	Banner in newsletter - solo package	Your banner in a newsletter for visitors AND exhibitors	468x60 / GIF or JPEG / 60KB max. + hyperlink	€1 900
DG05	Banner in newsletter - dual package			€3 500
DG06	Editorial publication - solo package	Your editorial publication in a newsletter for visitors AND exhibitors	Short title / text: 500 characters / 300x300px / GIF or JPEG / 60KB max. + hyperlink	€2 500
DG07	Editorial publication - dual package			€3 900



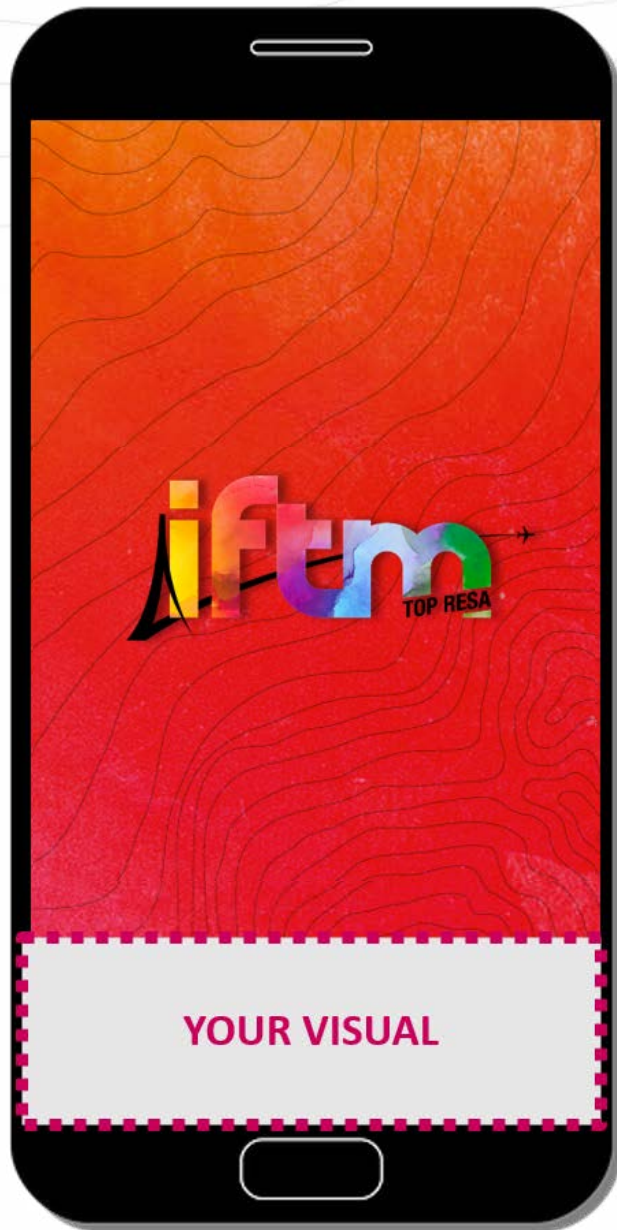
SOCIAL MEDIA

Share your news and your attendance at the trade show on our social media pages, and increase your visibility.

DG08	Solo package	The trade show uploads your publication to its 4 social media accounts: Facebook, Twitter, Instagram and LinkedIn Representing 4 publications	€2 000
DG09	Dual package	The trade show uploads 2 publications to its 4 social media accounts: Facebook, Twitter, Instagram and LinkedIn Representing 8 publications	€3 500
DG10	1-month package	The trade show uploads 4 publications to its 4 social media accounts: Facebook, Twitter, Instagram and LinkedIn Representing 16 publications	€5 900
DG11	EXCLU 1-year package	The trade show uploads 1 publication every month until 31/12/2019 to its 4 social media accounts: Facebook, Twitter, Instagram and LinkedIn Representing 32 publications	€15 000

Technical specifications :

Short title / text: 500 characters / 300x300px / GIF or JPEG / 60KB max. + hyperlink



MOBILE APPLICATION NEW

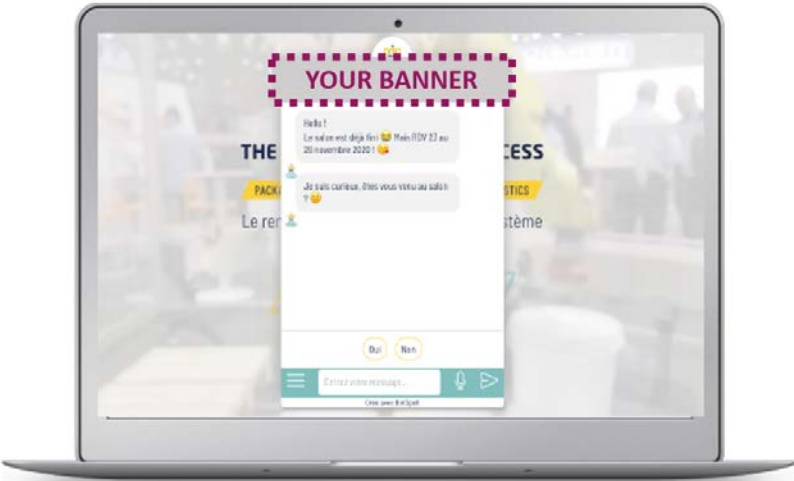
Display your brand on our new application for trade show visits and appointments.

Technical specifications :

DG12	Level 1 - Logos pack	Your logo on the exhibitor list, exhibitor sheet and interactive map	Logo in HD PNG or JPEG.	€590
DG13	Level 2 - Top list ranking	Feature at the top of the exhibitor list (up to 3 advertisers)		€1 900
DG14	Level 3 - Banner	Your banner on all application functionalities (3 alternating advertisers)	Two formats required in PNG or JPEG and <500KB: - Portrait format: 720x100px - Landscape format: 2048x180px	€2 700
DG15	EXCLU Level 4 - Push notification	Send a push notification to everyone who has downloaded the application (visitors & exhibitors)	Short text: max. 120 characters including spaces	€3 000
DG16	EXCLU Level 5 - Full screen	Full-screen advert on application launch	Two formats required in 1MB max.: - Portrait format: 1080 x 1920px Margins: 290px on top, 240px on bottom and 205px on each side <1MB - Landscape format 1920 x 1080px Margins: 240px on each side <1MB	€10 000

CHATBOT NEW

Sponsor our new chatbot to get everyone to see you!



DG17	EXCLU Sponsor the exhibitor chatbot	Get all the answers to your questions with this new chatbot for exhibitors	€6 000
DG18	EXCLU Sponsor the visitor chatbot	Get all the answers to your questions with this new chatbot for visitors.	€7 000

Technical specifications :

340x20px / JPEG



VIDEOS

Reach a maximum audience by communicating on the digital screens installed around the trade show.

Technical specifications :

DG19	JC Decaux screens - outdoors	2 84-inch digital totems 1-min video loops (max. 6 advertisers)	10-second ad	€2 500
DG20	Big screens - reception	Your communication on video loop on the big screens in reception (max. 6 advertisers)	30-second ad (max.)	€9 900
DG21	Trade show TV	Your 30-sec video broadcast on the 10 trade show screens on a loop throughout the trade show.	30-second ad (max.)	€4 500

WIFI

Become the trade show's network symbol

Technical specifications:

DG22	EXCLU Sponsor the trade show WIFI	Sponsor the trade show WIFI, which can be freely accessed by all visitors	Logo in HD PNG or JPEG + hyperlink	€10 000
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INVITATION, CATALOGUE & PROGRAMME

Your image on the invitation sent to our visitors and included in professional press. Feature in the official catalogue and increase visibility among visitors during and after the trade show

INVITATION

Technical specifications :

PR01 Back cover	104x210mm + 5mm bleed	€7 700
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CATALOGUE & PROGRAMME

PR02 Back cover		€8 150
PR03 Inside front cover	195x289 + 5 mm bleed. No text/image 7mm from the right-hand edge	€5 000
PR04 Inside back cover		€5 000
PR05 1 inside page		€3 350
PR06 1/2 inside page	195x144 + 5mm bleed	€2 200
PR07 bookmark	On request	€5 900





IFTM DAILY - 3 ISSUES

Use the IFTM Daily publication to share your news and advertise your trade show attendance.
Tuesday, Wednesday & Thursday.

Technical specifications :

PR08	Front page - your logo & booth no. max. 3 advertisers	250 x 353 mm + 10mm bleed	€2 450
PR09	Front page - 1/5 page EXCLU	230 x 58 mm	€8 200
PR10	Inside front cover EXCLU		€9 000
PR11	Inside back cover EXCLU	250 x 353 mm + 10mm bleed	€8 000
PR12	Back cover EXCLU		€9 600
PR13	1 inside double page spread (excl. inside front and back covers)	500 x 353 mm + 10 mm bleed	€11 200
PR14	1 inside page	250 x 353 mm + 10mm bleed	€6 300
PR15	1/2 inside page	230 x 145 mm	€3 500
PR16	1/4 inside page	230 x 72 mm	€1 900



IFTM DAILY - 1 ISSUE

Use the IFTM Daily publication to share your news and advertise your trade show attendance.
Tuesday, Wednesday or Thursday.

Technical specifications :

PR17	1 inside page	250 x 353 mm + 10mm bleed	€2 800
PR18	1/2 inside page	230 x 145 mm	€1 550
PR19	1/3 inside page	70 x 290 mm	€1 050
PR20	1/4 inside page	230 x 72 mm	€850



OUTDOOR SIGNS

Advertising on the ticketing booths provides optimal visibility outside the exhibition centre, in full view of pedestrians and drivers

Technical specifications :

PR21	Gate L Ticketing Booth - Module 1	5m wide x 3m high	€4 500
PR22	Gate L Ticketing Booth - Module 2	5m wide x 3m high	€4 500
PR23	Gate L Ticketing Booth - Module 3	5m wide x 3m high	€4 500
PR24	Gate L Ticketing Booth - Module 4	5m wide x 3m high	€4 500
EXCLU			
PR25	Gate L Ticketing Booth - Modules 1 + 2 + 3 + 4	20m wide x 3m high	€19 500

Technical constraints :

- CMYK colour space
- Image must be provided to 1:10 scale
- Vectorized font and logos. Linked files included
- HD files (PDF, AI, EPS) sent in zip format directly via a website (WeTransfer or Dropbox)



OUTDOOR SIGNS

Tarpaulin advertising at the entrance provides excellent visibility outside the exhibition centre, in full view of pedestrians and drivers.

Technical specifications :

PR26	Gate L Tarpaulin - Front (entrance)	14.70m wide x 4.85m high	€19 500
PR27	Gate L Tarpaulin - Back (exit)	14.30m wide x 4.45m high	€15 000
PR28	Side tarpaulins - Module 1 (19m²)		€5 900
PR29	Side tarpaulins - Module 2 (18m²)	On request	€5 900
PR30	Side tarpaulins - Module 3 (from 5m)		On request

Technical constraints :

- CMYK colour space
- Image must be provided to 1:10 scale
- Vectorized font and logos. Linked files included
- HD files (PDF, AI, EPS) sent in zip format directly via a website (WeTransfer or Dropbox)



OUTDOOR SIGNS

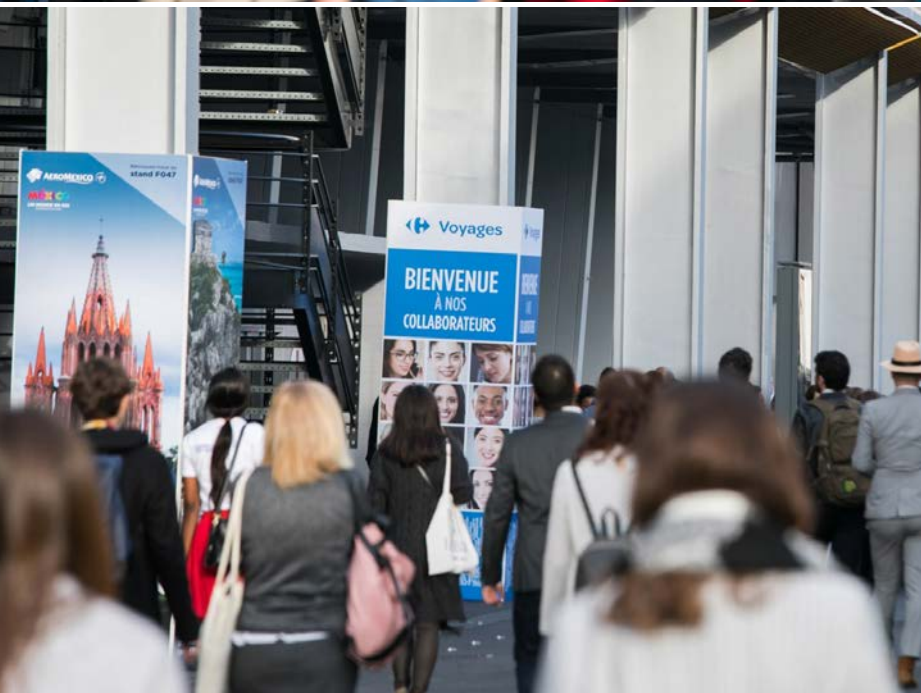
Tarpaulin advertising on the venue facade at the entrance provides excellent visibility outside the exhibition centre, in full view of pedestrians and drivers.

Technical specifications :

PR31	Facade tarpaulin - Hall 1.1 - No. 1	12.50m wide x 4.60m high	€12 000
PR32	Facade tarpaulin - Hall 1.1 - No. 2	12.50m wide x 4.60m high	€12 000
PR33	Facade tarpaulin - Hall 1.2 - 120m²	12m wide x 10m high	€28 000
PR34	Facade tarpaulin - Hall 1.3 - No. 1	11.60 m wide x 4.60 m high	€12 000
PR35	Facade tarpaulin - Hall 1.3 - No. 2	11.60 m wide x 4.60 m high	€12 000
PR36	Back-lit overhang - Facade of Hall 1.1 and 1.3	On request	€4 500

Technical constraints :

- CMYK colour space
- Image must be provided to 1:10 scale
- Vectorized font and logos. Linked files included
- HD files (PDF, AI, EPS) sent in zip format directly via a website (WeTransfer or Dropbox)

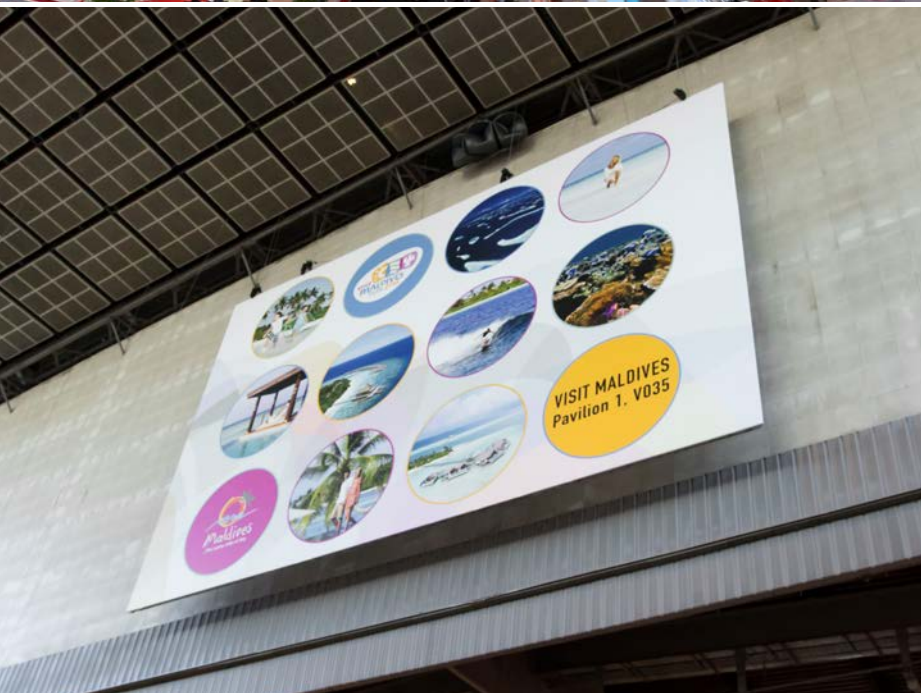


OUTDOOR SIGNS

Outdoor visibility on the forecourt thanks to exit tarpaulins, post and glass door displays.

Technical specifications :

P37	Gate T Tarpaulin - Exit + Protocol	13.85m wide x 3.90m high	€15 000
	EXCLU		
PR38	Glass doors - Hall 1.1	24 doors with logos	€5 000
	EXCLU	40x40cm	
PR39	Glass doors - Hall 1.3	24 front/back doors with logos	€7 500
P40	Post advertising	6 posts	€15 000



INDOOR SIGNS

Choose a strategic and central location for brand communication.

Technical specifications :

P41	EXCLU	Strategic and exclusive tool	20m wide x 10m high	€35 000
	Sponsor the "NEF" atrium - 200m²			

Technical constraints :

- CMYK colour space
- Image must be provided to 1:10 scale
- Vectorized font and logos. Linked files included
- HD files (PDF, AI, EPS) sent in zip format directly via a website (WeTransfer or Dropbox)



INDOOR SIGNS

Use tiles to lead visitors right to your booth.

Technical specifications :

P42	3 tiles		€1 500
P43	5 tiles	Lead visitors right to your booth with tiles located across the trade show	€2 300
P44	10 floor tiles		€3 950

Dimension: 100x100 cm.
 EPS or PDF file
 HD 300 dpi. 1/4 of final format and vectorized fonts



INDOOR SIGNS

Show visitors the way to your stand by advertising on the trade show's indoor direction arrows.

Technical specifications :

P45	Sponsor a direction arrow	Sponsor the front/back of the top or the base	30x30 cm	€3 000
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Contraintes techniques :

HD files (PDF, AI, EPS)



LIST OF EXHIBITORS

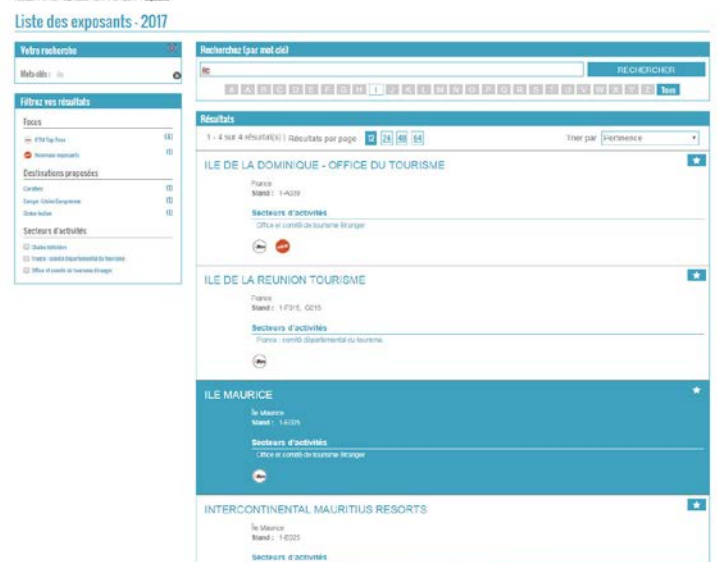
Feature in the list of exhibitors before, during and after the trade show.

Technical specifications :

MU01 Web pack & catalogue

Your logo on our website and in the trade show catalogue (excl. application)

€538





MAP

Help visitors to discover the trade show.

Technical specifications :

MU02 Back cover (pocket map only)	100x210mm + 5mm bleed HD files (PDF, AI, EPS)	€8 200
MU03 Logo on map (max. 5 advertisers)	HD files (PDF, AI, EPS)	€2 800





CHARGING STATION

Display your advertising content on charging stations.
 Give a unique chance to all visitors to charge their smartphones

- on 35 CharLi and 7 Bubbles Totems' (28 screens)
- in the conference room, villages and VIP/Press/Meeting Lounges
- Take advantage to broadcast your digital content and increase the traffic on your booth.

CHARLI PLAY

CharLi Your digital content will be displayed in a loop (10-15 sec per content) (max. 3 advertisers)

BUBBLES

Your digital content will be displayed before or after (un)locking your smartphone in the charging station (max. 3 advertisers)

Doohit

CONTACT

caroline@doohit.fr

07 66 28 72 94



BADGES AND LANYARDS

A key tool to be seen by all professionals throughout the trade show

ME01 Sponsor 17,000 lanyards

€15 000

ME02 Sponsor badges + lanyards -
country showcase

€20 000

Technical specifications :

105x149mm - HD Files (PDF, AI, EPS)



OFFICIAL BAG

Become a key tool for all visitors during the trade show.

ME03 Sponsor 13,000 official tote bags **€12 000**

Tote bag given to all professionals at the trade show

ME04 Sponsor country showcase tote bag **€12 000**

Technical specifications :

HD files (PDF, AI, EPS)



HOST/HOSTESS OUTFIT

Dress the hosts/hostesses in branded outfits to give you great visibility throughout the trade show.

ME05

EXCLU

IFTM & partner co-branded logo accessory on the hosts/hostesses' outfit

€5 000



DISTRIBUTION RIGHTS

Exclusive distribution of your advert in the trade show aisles.

ME06	Distribution rights for a host/hostess for 1 day	€2 750
	EXCLU	
ME07	Distribution rights for a host/hostess for 4 days	€8 000



TRAVEL AGENTS CUP

The grand finale will take place on Thursday 3 October at the trade show.

The 7th edition of the Travel Agents Cup will award the best travel agents in France. The contest has become a benchmark in the profession.

5 reasons to become a partner:

- Visibility among travel agents
- Meet and build special relationships with the entrants
- Enjoy high media coverage
- Promote your destination to future ambassadors
- Enjoy a specific communication plan:
 - Dedicated page on the website and in the official catalogue
 - Emails sent to our «travel agent» mailing list
 - Media coverage by professional press
 - Your logo on our print & digital media (banners, posters, social media, etc.)
 - Your 3-minute video broadcast at the grand finale





TRAVEL AGENTS CUP

Your visibility and advantages	EV01	EV02	EV03
	Diamond Partner (1 possible partner)	Ruby Partners (4 possible partners)	Partner of the event TO Sponsoring and other operators
Your logo published on our website and social media accounts, and in our newsletters and official & collector catalogue.	✓	✓	✓
Meet travel agents «one-to-one» at workshops in the semi-final.	✓	✓	✓
Your contact details will be given to travel agents to help them present your destination.	✓	✓	✗
You will have the honour of bestowing the contest's no. 1 prize	✓	✗	✗
Your 3-minute video will be broadcast during the grand finale	✓	✗	✗
A representative of your destination will be present before the final to help entrants refine their presentation and best promote your destination.	✓	✓	✗
Your destination will be presented twice during the grand finale at the trade show	✓	✓	✗
The winning travel agent will become an ambassador of your destination and the Travel Agents Cup.	✓	✓	✗
In addition to the sponsorship fee, you will give the contest winners a free holiday for two worth at least €3000 to your destination, including transport.	✓	✓	✗
	€6 000	€4 000	€3 000



TRAVEL AGENTS CUP JUNIOR

The grand finale will take place on Friday 4 October at the trade show.

TAC Junior is back in 2019!

The aim is two-fold: to select the Best Up-and-Coming Salesperson and to promote Destination France (mainland and overseas territories).

Become an ambassador of Destination France at this second edition organised by IFTM Top Resa in partnership with FFTST!

Votre visibilité	EV04 Diamond Partner (1 partenaire possible)	EV05 Ruby Partners (4 partenaires possibles)
Your destination and logo will be promoted on our websites and social media accounts, and in our newsletters and official catalogue	✓	✓
Your contact details will be given to participants to help them prepare	✓	✓
Your video ad broadcast during the grand finale (3 min.)	✓	✗
Your destination will be presented twice during the grand finale at the trade show	✓	✓
You will have the honour of bestowing the contest's no. 1 prize	✓	✗
The winning student will become an ambassador of your destination and the Junior Travel Agents Cup	✓	✓
In addition to the sponsorship fee, you will give the contest winners a free holiday for two to your destination, worth at least €2000.	✓	✓
	€3 000	€2 000



HACKATHON

The grand finale will take place on Wednesday 2 October.

Sponsoring the third edition of the Hackathon by IFTM Top Resa is a way of supporting performance 3.0 by talents and sending a strong message to the profession. Position yourself as an important stakeholder on the digital market.

- EV06 Main partner + naming** Have your company name featured on the Hackathon and co-develop the event. Get maximum visibility by featuring in all event communications. **€20 000**

- EV07 Official partners** Become an official event partner to join the panel of judges or sponsor a team while enjoying maximum visibility by featuring in our communication. **€4 900**

- EV08 Destination Partners** Directly target businesses in the sector by giving away a free holiday in the final. Sponsoring this digital event is an innovative way of promoting your destination. **€3,000 + 1 holiday for a team**

- EV09 Official suppliers** Become a Hackathon supplier and help us make this event a success. **Price on request**



THE START-UP VILLAGE & START-UP CONTEST

The grand finale of the Start-Up Contest will be held on Tuesday 1 October at the trade show.

With over 40 startups in 2018, the Start-Up Village is the no. 1 hub for innovation and evolving tourism practices. The Start-Up Contest awards the best startups and promotes professionals representing innovation in the sector.



- EV10 Main partner + naming** Have your company name featured in the event. Join the panel of judges. Give a speech at the final. Get maximum visibility by featuring in all event communications. **€10 000**
- EV11 Official partners** Join the panel of judges. Get maximum visibility by featuring in all event communications. **€4 000**
- EV12 Destination partner** Promote your destination to the most innovative startups by giving away a free holiday in the final. **€3 000**



TO AFTER PARTY

Every year, IFTM Top Resa has organised the TO After Party in partnership with members of the Tour Operators Village. This unique event is a fun and friendly get together for travel agents and tour operators.

Become a sponsor to reap the benefits of this popular event and a comprehensive communication plan!

EV13

Exclusive partner + naming

Become the main event organiser with events and a branded venue decoration, etc.
Enjoy maximum visibility by featuring in all our communications.

€30 000

EV14

Destination partner (Max. two destination partners)

Looking to raise the profile of your destination? Promote your product and immerse guests in your culture through fun events throughout the evening!

€15 000



VIP AREA

EXCLU

Sponsor the VIP area to get your brand noticed by industry decision makers. Exclusive sponsorship deal to become the only advertiser in this special VIP area

EXCLU

EV15 Sponsor the VIP area

€19 500

Your brand featured in all event communications

EV16 Sponsor the opening breakfast

€10 000



PRESS ROOM

Sponsor the press room to get your brand noticed by journalists. Exclusive sponsorship deal to be the only advertiser in this area.

EV17	Sponsor the press room	€19 500
EV18	Sponsor the press cocktail event	Sponsor the cocktail event in the press room 3 advertisers max. Tuesday, Wednesday or Thursday €2 500
EV19	Sponsor the press lunch	Organised on Tuesday 1 October for 200 guests €10 000



INFLUENCERS VILLAGE

Privately book the Influencers Village to invite your clients, talk with visitors or create a surprise for the trade show.

EV20 Sponsor lunch	Tuesday, Wednesday, Thursday or Friday	Meet the most influential bloggers in the tourism industry at a lunch or cocktail event in the the Influencers Village, featuring your branding. Goodies, banners, videos, speeches, networking, etc.	€2 500
EV21 Sponsor a cocktail event	Tuesday, Wednesday or Thursday		€2 500

Specifications :

The sponsorship fee includes branding of the venue but not the catering fee, which you will need to pay depending on the number of guests you want to invite.

The Travel Insight agency will work with you to coordinate and optimise this service in line with your requirements.



MEETING ROOMS

We offer various spaces with modular capacities and configurations to host any kind of professional event: amphitheatre, meeting, breakfast, cocktail drinks or cocktail lunch, etc.

The service and configuration needs to be organised with the caterer **CARLE ORGANISATION**.

EV22 Sponsor meeting rooms

On request



ARENA

On the back of the successful events and conference sessions organised in the ARENA in 2018, **IFTM Top Resa** is bringing back this space to host the biggest professional contests. With its central stage and seating capacity of 360, the ARENA will host all the trade show's main events.

The innovative staging options allow for a fun and participatory audience experience.

EV23 ARENA

Become the official sponsor of the trade show's largest conference room, which will host all the main events

€30 000



HALL 1 FORECOURT

Exclusive brand display in the Hall 1 forecourt.

EV24	EXCLU	Hall 1.1 forecourt	€10 000
Exhibit your brand in the forecourt outside the hall, just by the entrance and in full view of all visitors and exhibitors			
EV25	EXCLU	Hall 1.2 forecourt	€10 000



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