

Seville // Spain // 8-10 October 2018



@thetravelconv

#abtaseville

The Travel Convention

The Travel Convention is ABTA's flagship event, attended by the UK's travel industry leaders and more.

The 2018 Travel Convention will take place from 8 to 10 October in Seville, the capital of southern Spain's Andalusia region.

ABTA's annual Travel Convention is an exceptional three-day programme of events, designed to inspire, update and facilitate networking amongst travel industry colleagues.

The Convention programme includes:

- two days of thought-provoking business sessions and workshops
- formal networking opportunities including lunches and networking breaks, the Lead Partner Lunch, Member Drinks Receptions and Meet the Media
- optional activities and excursions to see the beautiful host destination
- informal networking opportunities including a golf tournament and football match, host parties, entertainment and the ever popular Convention Bar.



Who Attends?

The Travel Convention is attended by 500 senior professionals spanning the full breadth of the mainstream and specialist travel sector. No other conference brings together as many UK senior travel industry representatives and leaders. Managing Directors, CEOs, Board Members, Marketing, Sales and Finance Directors gather annually at this impressive event, from:

- Tour operators
- Travel agents and OTAs
- Hotels and airlines
- National, local and trade press
- Cruise lines
- Travel industry specialists and providers
- TMCs

The Travel Convention also attracts around 30 travel journalists from the UK national, consumer and travel trade press. In 2017 this included journalists from The Telegraph, The Times, The Sun, The Mirror, The Independent, The Express, Travel Weekly and TTG Media.

2018 Sponsorship and Promotional Opportunities

Sponsorship of ABTA's Travel Convention offers a unique and unrivalled business development opportunity. The promotional opportunities include a wide range of sponsorship and advertising options to suit a variety of budgets and marketing approaches.

Three reasons to sponsor:

Align your company with the trusted brand of ABTA at our flagship event.

Showcase your brand and communicate your key messages to senior travel industry leaders.

Meet and network with peers in a stunning destination.

Sponsorship

Sponsorship	Price Member/Partner	Price Non-member/Non-partner	Quantity
Lead Partner	POA	POA	SOLD
Headline Partner	POA	POA	2 AVAILABLE (3 SOLD)
Hosted Agents Package	£5,000	POA	SOLD
Badges & Lanyards	£10,000	£12,500	1
Hotel Key Cards	£5,000	£6,250	1
Convention Supper Club	£5,000	£6,250	1
Guest Speaker	£2,000	£2,500	4
Experiential/Bespoke Sponsorship	POA	POA	1
Workshop Breakout Session	£3,000	£3,750	TBC
Breakfast Briefing	£3,000	£3,750	1
Convention App	£4,000	£5,000	SOLD
SMS Alerts	£4,000	£5,000	1
Ask the Audience	£1,500	£1,875	1
Convention Bar (9, 10, 11 October)	£3,000	£3,750	3
Meet the Media Reception	£4,000	£5,000	1
Convention E-news	£3,000	£3,750	1

*Rates are excluding VAT.

Sponsorship	Price Member/Partner	Price Non-member/Non-partner	Quantity
Delegate Bag	POA	POA	1
Delegate List	£1,500	£1,875	1
Football Match	£750	£950	1
Golf Tournament with Lunch and Refreshments	£2,000	£2,500	1
Video Highlights	£2,000	£2,500	1
Branded Items e.g Water, Maps, Adapters	POA	POA	1
Room Drops and Promotional Gifts	POA	POA	
Advertising – Full Page (Front Page, Back Page, Inside Cover)	£1,350	£1,700	
Advertising – Full Page	£375	£450	
Advertising – Half Page	£225	£300	
Convention e-news (all Bi-weekly E-blasts)	£3,000	£3,750	1
Convention e-news (single banner advertisement)	£250	£325	

*Rates are excluding VAT.

Sponsorship Packages

Lead Partner

The Lead Partnership is available to one organisation and offers the most comprehensive branding opportunity and involvement in The Travel Convention. As the Lead Partner, your logo forms part of the 2018 Convention branding every time it is used, to be billed as *In association with*.

The Lead Partnership includes:

- Your logo on all Convention branding
- You will participate in the content development for the business sessions via the Convention Advisory Panel
- You will host a Lead Partner Lunch jointly with ABTA for up to 40 VIP guests
- A branded area at the Convention Centre and a reserved area at the Host Party
- Your contribution acknowledged on stage by the Moderator and ABTA Chairman/Chief Executive
- A 60-second commercial on the main screen during the plenary sessions
- Digital branding – your logo on the Convention website, all editions of e-news sent biweekly to approx. 9000 contacts including ABTA's membership, banner ad space on one edition of the Convention e-news, a sponsor page on the Convention website to upload your company logo, profile and link to your website
- Convention branding – your logo on the registration brochure and Convention programme, on the main stage set and/or screen and on directional/digital signage in the Convention Centre and a double page spread in the Convention programme
- Editorial exposure – a press release and a twitter announcement by ABTA about your sponsorship, an editorial feature in an edition of e-news, a one page editorial feature in the registration brochure and an editorial feature in the Convention programme
- An opportunity to invite two journalists to attend The Travel Convention – accommodation, delegate fee and flights provided
- Four delegate registrations (the cost of travel and accommodation to be covered by the sponsor)
- Access to the Convention delegate list (includes opt-in contact details).



Sponsorship Packages

Headline Partner

Five companies have the opportunity to be a Headline Partner of the 2018 Travel Convention. Headline Partners can be from any sector of the industry from Spain specialists to multi-destination tour operators, online retailers, cruise lines, technology providers, car rental companies, hotel groups, financial services, legal services etc. As a Headline Partner, a wide and high profile range of branding and extensive networking opportunities will be available prior to and during the Convention, and will include:

- An exclusive branded area in the Convention Centre and branding on the stage set
- One senior representative invited to attend the Lead Partner Lunch and a reserved area at the Host Destination Party
- A 45-second commercial to be played during the Convention plenary sessions and your contribution towards the success of the Convention will be acknowledged on stage
- Digital branding – your logo on the Convention website, all editions of e-news sent biweekly to approx. 9000 contacts including ABTA's membership, banner ad space on one edition of the Convention e-news, a sponsor page on the Convention website to upload your company logo, profile and link to your website
- Convention branding – your logo on the registration brochure and Convention programme, on the main stage set and/or screen and on directional/digital signage in the Convention Centre and a full page advertisement in the Convention programme
- Editorial exposure will include a press release and a twitter announcement by ABTA about your sponsorship, an editorial feature in an edition of e-news, a half page editorial feature in the Registration Brochure and an editorial feature in the Convention programme
- Three delegate registrations (the cost of travel and accommodation to be covered by the sponsor)
- Access to the Convention delegate list (includes opt-in contact details).



Sponsorship Packages

Welcome Drinks Reception and Convention Supper Club

Members or host an informal Supper at the end of the Convention.

- A short speech to welcome attendees
- Your logo displayed prominently on invitations to the event
- Branded promotional items in the hosted area.

Delegate Bag

- Distribution of a logo branded bag to all delegates, speakers and sponsors on the first morning of the business sessions
- The bag will include a light promotional brochure, a logo branded notepad and pen for delegates to use during the Convention, guaranteeing a highly visible representation of your logo to all attendees.

Badges & Lanyards

- Your logo on a credit card style badge and lanyard which delegates must wear for official Convention activities
- Badges are distributed to delegates approximately two weeks prior to the Convention guaranteeing a highly visible representation of your logo to all attendees.

Hotel Key Cards

- Your logo on the hotel key cards, guaranteeing a highly visible representation of your logo to all attendees.

Delegate Folders

- Your logo will be displayed on the front of delegate pack folders sent to delegates approximately two weeks prior to the Convention.



Sponsorship Packages

Delegate List

- Your logo on the Convention delegate list which is available to download from the Convention website before, during and after the Convention.

Branded Items and Promotional Gifts

- The opportunity to distribute promotional/branded items/gifts e.g. adaptors, battery chargers, toiletries, maps etc.
- Distribution via seat drop, room drop or distribution points at the event.

Experiential/Bespoke Sponsorship

Your chance to showcase travel technology or products to delegates, allowing them to experience your product. e.g. technology demonstrations, competitions, excursions, activities.

- Talk to ABTA about the best way to demonstrate your product, before, during or after the event.

Workshop Breakout Session

A great way to communicate your key messages.

- The opportunity for a Director from your company to participate in one of the workshop breakout sessions as a speaker or panellist (as appropriate to the session format). The topics for the Workshops will be chosen by ABTA and appropriate sponsors approached. Topic suggestions are welcome and will be shared with the Convention Advisory Panel
- Your logo will feature prominently during the workshop e.g. header slide/lectern/signage and on all communication related to the workshop
- Inclusion of your sponsor profile in the Convention programme and online.

Breakfast Briefing

A great way to ensure high profile exposure on the first and/or second morning of the Convention.

- Run and manage an invitation-only event focused on a particular theme. The event will include a networking breakfast followed by a panel discussion.



Sponsorship Packages

Hosted Agents

An opportunity to host and engage directly with Agents of your choice.

- The hospitality package includes hotel, flight and attendance fees for 10 agents
- Your sponsorship will be acknowledged on stage by the Moderator
- Advertising to include your logo on the Convention website, a half page advertisement in the Convention programme, editorial exposure in an edition of e-news.

SMS Alerts

- Acknowledgement of your company on SMS Alerts which keep delegates informed throughout the event about any changes to programme times, transfers or breaking news.

Ask the Audience

- During the business sessions delegates will be asked to respond via their smartphone to several topical questions, which are proposed by the Convention moderator. The live results will be reported back to delegates during the sessions.

Convention Bar

The ever popular Convention Bar allows delegates to continue their networking into the early hours.

- Sponsor one or more nights of the Convention Bar
- Acknowledgement of your sponsorship by the Convention moderator
- Branded promotional items in the bar area (at your own cost)
- Your signage at the entrance to and on the bar (drinks not included, paid by delegates).



Sponsorship Packages

Meet the Media

The chance to host a private, invitation-only drinks reception bringing together journalists and travel industry representatives to network in an informal environment.

- Host a drinks reception attended by representatives of the national, consumer and travel trade media
- A short speech to welcome attendees
- Your logo displayed prominently on invitations and at the event, branded promotional items in hosted area (to be discussed and agreed with ABTA).

Programme, Website, e-news Advertising

The Convention e-news is distributed on a biweekly basis to a database of over 9,000 industry professionals. Thousands of visitors access the Convention website. Over 500 delegates receive a copy of the Convention programme.

- See rate card for details.

Football Match and Golf Tournament

Feedback from participants tells us that the Football Match and Golf Tournament are valuable parts of the Convention, with excellent opportunities to network away from the business sessions.

- Hosting the activities creates informal networking opportunities before the business sessions commence.

Video Highlights

The video highlights are shared widely via social media and ABTA newsletters, reaching Convention delegates and those unable to attend.

- Your logo will feature in the event highlights video
- Opportunity to give a short testimonial/interview in highlights video.





About ABTA

ABTA is the UK's leading travel association and currently has around 1,200 Members, with a combined annual UK turnover of approximately £37 billion.

ABTA has been a trusted travel brand for over 65 years. Our purpose is to help our Members to grow their businesses successfully and sustainably, and to help their customers travel with confidence.

For more details about what we do, what being an ABTA Member or Partner means and how we help the British public travel with confidence, visit www.abta.com

THE **travel** CONVENTION



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www.thetravelconvention.com