



2019 BELFAST HOLIDAY WORLD SHOW

EXHIBITOR INFORMATION Belfast

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Media Partner
**Belfast
Telegraph**



VENUE

Titanic Exhibition Centre
17 Queen's Road, Titanic Quarter
Belfast BT3 9DU
Northern Ireland
t: +44 (0)28 9076 6386

DATE AND TIMES

Friday January 18 1.00pm - 6.00pm Trade and Public
Saturday January 19 11.00am - 5.30pm Trade and Public
Sunday January 20 11.00am - 5.30pm Trade and Public

CONTACTS

Maureen Ledwith - Sales Director
t: +353 (0)1 291 3700
e: maureen@bizex.ie
Paulette Moran - Sales Manager
t: +353 (0)1 291 3702
e: paulette@bizex.ie
Angela O'Rourke - Business Development Manager
t: +353 (0)1 291 3705
e: angela@bizex.ie

ORGANISERS

Organised by
Business Exhibitions (NI) Limited
59 Rathfarnham Road
Terenure
Dublin D6W AK70
Ireland
t: +353 (0)1 295 7418

Book a Stand - Belfast

SHELL SCHEME PACKAGE

Stg£256 + 20% VAT per square metre includes

- Divider Walls, 2.5 metres high
- One 150 watt Spotlight per 6 square metres (minimum 2 Spotlights)
- Carpet
- Facia Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

Stand Furniture and Power Socket NOT included.

SPACE ONLY

Stg£217 + 20% VAT per square metre includes

- Carpet
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

Maximum height 2.5 metres without Organisers approval.

STAND PRICE POINTS

| Stand Size Metres | Space Only Option | Shell Scheme Option |
|-------------------|-------------------|---------------------|
| 2 x 2 = 4 | £868 | £1,024 |
| 3 x 2 = 6 | £1,302 | £1,536 |
| 3 x 3 = 9 | £1,953 | £2,304 |
| 4 x 3 = 12 | £2,604 | £3,072 |
| 5 x 3 = 15 | £3,255 | £3,840 |

Costs exclude VAT @ 20%

BOOKING PROCEDURE

CONTACT:

Maureen Ledwith, Sales Director
t: +353 (0)1 291 3700
e: maureen@bizex.ie

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e: paulette@bizex.ie

Angela O'Rourke, Business Development Manager
t: +353 (0)1 291 3705
e: angela@bizex.ie

Please complete the enclosed Stand Application Form and return with 50% Booking Deposit.

BUILD UP AND DISMANTLING

BUILD UP

Shell Scheme Exhibitors:

12.00pm - 9.00pm Wednesday 16 January
Thursday 17 January

Space Only Exhibitor:

8.00am - 9.00pm Wednesday 16 January
Thursday 17 January

DISMANTLE

6.00pm - 10.00pm Sunday 20 January
8.00am - 2.00pm Monday 21 January

CONTRACTORS

SHELL & ELECTRICAL CONTRACTORS

ECS Limited
t: +353 (0)45 409 420
e: info@ecs.ie
Contact: Manus Curran

FURNITURE CONTRACTORS

Business Exhibitions Limited
t: +353 (0)1 291 3706
m: +353 (0)87 255 1675
e: shane@bizex.ie
Contact: Shane Hourican

EXHIBITOR ORDER FORMS

Order forms for stand furniture, additional electrics etc. are available in the Exhibitor Zone on our website www.holidayworldshow.com

EXHIBITOR BADGES/CAR PARK PASSES

On arrival at The Titanic Exhibition Centre please call to the Exhibition Organiser's Office and collect your Exhibitor Badges and Car Park Pass

PUBLIC RELATIONS CONSULTANTS

FUTURE IMAGE LTD.

Osprey House
26 Church Road
Hollywood
Belfast BT18 9BW
t: +44 (0)28 9042 3314
e: rhamilton@futureimage.co.uk
Contact: Rosemary Hamilton
Joint Managing Director

Belfast

Visitor Profile

Who you'll meet in Belfast

REASONS FOR VISITING HOLIDAY WORLD

| | (%) |
|---------------------------------------|-----|
| • Information for this year's holiday | 51 |
| • Information for next year's holiday | 11 |
| • For a day out | 12 |
| • For Show offers | 20 |
| • Another reason | 6 |

MALE/FEMALE VISITOR BREAKDOWN

| | (%) |
|----------|-----|
| • Male | 43 |
| • Female | 57 |

NUMBER OF TRIPS ABROAD PER YEAR

| | (%) |
|----------------|-----|
| • One | 23 |
| • Two - Three | 64 |
| • Four or more | 13 |

AGE PROFILE OF VISITOR

| | (%) |
|--------------|-----|
| • 18 - 24 | 6 |
| • 25 - 34 | 17 |
| • 35 - 44 | 32 |
| • 45 - 54 | 26 |
| • 55 - 64 | 19 |
| • 65 or over | 6 |

LIKELY DESTINATIONS TO VISIT (%)

| | |
|--------------------------|----|
| • Europe (inc. UK & ROI) | 42 |
| • Middle East | 7 |
| • Africa | 3 |
| • Asia | 7 |
| • Caribbean | 4 |
| • America | 26 |
| • Somewhere else | 7 |
| • Nowhere | 4 |

Exhibitor Profile

- *Adventure Travel*
- *Airlines*
- *Airports*
- *Caravans & Motorhomes*
- *International Camping Sites*
- *Car Rental Companies*
- *Coach Tours*
- *Cruise Companies*
- *Ferries*
- *Golf*
- *Health Tourism*
- *Escorted Tours*
- *Home Holidays*
- *Hotels*
- *National and Regional Tourist Organisations*
- *Overseas Property*
- *Weddings & Honeymoons*
- *Over 55's Holidays*
- *Rail Holidays*
- *Theme & Leisure Parks*
- *Travel Agents/Tour Operators*
- *Travel Related Services*
- *Tourist Attractions*
- *Travel Accessories*

Promotion

- The Belfast Telegraph Holiday World Show is backed by the considerable power of Northern Ireland's national newspaper, online and in print.
- Using TV, radio, press, direct mail, social media and targeted ticket promotions to drive awareness and attendance, marketing will be high impact and results-driven.
- An extensive show catalogue will be printed and distributed by the Belfast Telegraph.

2018 ATTENDANCE FIGURES

| Public Trade | Exhibitors |
|--------------|------------|
| 22,900 | 385 |



Fitzpatrick Castle Hotel

The Holiday World Show always opens new channels of business for us. Each year our awareness increases as well as some sales too.

Lisa Downey

The Sandymount Hotel

A great opportunity to connect with existing guests and promote brand awareness of the hotel to new acquaintances. Well organised, we will be back!

Gretta Doyle

Mayo Tourism

The Holiday World Show gives exhibitors a great opportunity for networking and to enable brand destination for our County.

Anna Connor

Air Canada

First time at Holiday World Belfast and we were pleasantly surprised by the genuine interactions with attendees.

Blaithin O'Donnell

The Belfast Telegraph

Fantastic location, well organised, great day out for families. Superb promotion of Holidays from Northern Ireland.

Gillian Galbraith

Northern Ireland Chest, Heart & Stroke

A really good show for Northern Ireland Chest, Heart & Stroke. A good opportunity to talk to people about health.

G Parker

Virgin Holidays

This is our first year here and the amount of customers who now know we have two stores in Belfast is amazing.

Jacqueline Lee

Bennington Hotels

Good crowd, lots of interest, I'm very happy with the way the event was organised.

Ramona Irimiciuc

Automobile Association

Well run Show, location and footfall.

Mark Woodside

Camino Groups

As a first time exhibitor at Holiday World Belfast and the owner of a new and growing business, the opportunity to meet new faces was invaluable. The personal contact is vital. I can't understand why more of my competitors weren't here.

Eoin Garvey

Kilkenny Tourism

A very enjoyable time and got to meet a lot of potential customers.

Maura Hickey

Barrhead Travel

A great mix of customers attended, enquiries and sales were flowing well over the weekend!

Louise Donegan

Balkan Holidays

Excellent for New Business to Northern Irish Market.

Jason Kemp

Stena Line

An excellent show.

Ian Baillie

Grand Canal Hotel

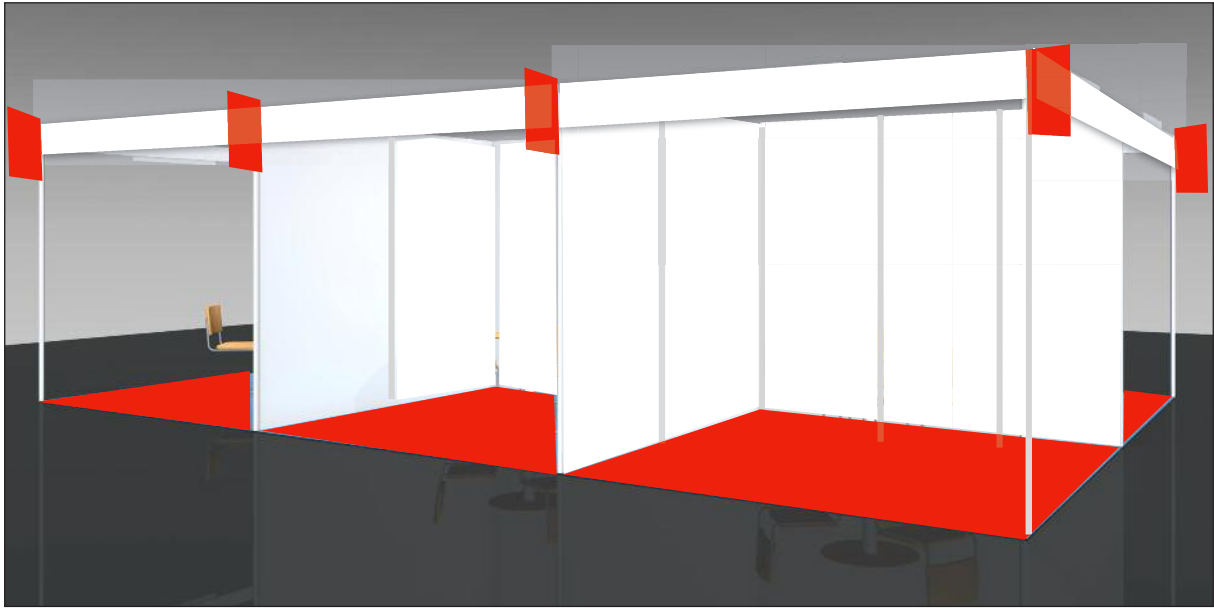
Great event!

Maria O'Donnell

Belfast 98FM

Even the poor weather did not keep people away. This event worked perfectly for Belfast 98FM.

Shell Scheme Stands Explained - Belfast



What is included in your Shell Scheme Stand

- Divider Walls
- One 150 watt Spotlight per 6 sq m (min 2)
- Carpet
- Name Panel
- Night Security
- Stand Cleaning
- Catalogue Entry for each Brand
- Services of Press Office

What is not included in your Shell Scheme Stand

- Stand Furniture
- Power Socket

To order stand furniture or power sockets log on to www.holidayworldshow.com and click on Exhibiting.

Panels Fixing Exhibits

- The use of nails, screws, staples, etc., is not permitted to the standard wall panels. When fixing exhibits to White Foamex Panels, use two-part Velcro, blutack or double-sided sticky pads can be used to fix light exhibits.
- Heavier display items, smaller than 1 metre wide, can be hung from the top of the stand walls using picture wire and hooks
- Please note that between each wall panel there is an upright pole giving a 20mm protrusion from the infill panel, which means that, displays wider than 950mm will not fit flush to the stand walls. For items wider than 990mm, fixing clips can be supplied.

To learn more contact Manus Curran
ECS Limited
e: info@ecs.ie

STAND BOOKING FORM 2019

PLEASE TYPE OR
USE BLOCK CAPITALS

CATALOGUE DETAILS

Company Name Stand No.
 Address
 Postcode
 Contact Name Job Title
 Telephone Fax
 incl. STD Code
 Mobile www
 email Letter under which you wish your company
 to be identified in alphabetical listing

Each partner represented on your Stand may have a SEPARATE CATALOGUE ENTRY.
 Please photocopy this Form for EACH PARTNER and fill in this section.

Are you: Tour Operator/Travel Agent Cruise/Ferry Adventure Travel Wedding/Honeymoon Escorted Tours Home Holiday
 Camping Abroad Sun & Beach Holidays Golf Holidays Spa & Wellness 50+ Tourism City Breaks Accommodation
 Tourist Organisation Bus/Coach/Car/Rail Airline Other (specify) _____

INVOICE DETAILS

PLEASE COMPLETE THIS INVOICE SECTION IF DIFFERENT FROM THE CATALOGUE DETAILS ABOVE

Company Name Stand No.
 Address
 Postcode
 Contact Name Job Title
 Telephone Fax
 incl. STD Code
 Mobile email

STAND DETAILS & VAT

Purchase Order: _____

| Stand Number | Total Metres | Metres Front | Metres Depth | £ |
|--------------|--------------|--------------|--------------|---|
| | | | | |
| | | | | |

SPACE + SHELL £256 per metre²
 SPACE ONLY £217 per metre²

*Exhibitors from Another European Union Member State:
 If an exhibitor from another European Union Member State has a valid VAT number, please insert your VAT number in the box provided to the right and your invoice will not be subject to VAT. Please note your VAT number must be the one allocated to the Company details in the invoice section of this form.

*VAT No: or VAT @ 20%

TOTAL

*VAT reclaim for Exhibitors from outside Northern Ireland/UK, within the EU with no valid VAT number and all other countries outside the EU:
 Please contact VATit, who will assist you in reclaiming the VAT charged on this event.
 For details contact: VATit, Tel: + 44 207 431 4664, email: info@vatit.com, www.vatit.com

PAYMENT SCHEDULE:
 *50% Deposit is due upon booking
 •Balance due 1/11/18

PAYMENT OPTIONS

1. CHEQUE & BANKERS DRAFT
 Our Bank: AIB Bank, St Helens, 1 Undershaft, London EC3A 8AB, United Kingdom
 Cheques/Bankers Drafts: Please Make payable to Business Exhibitions (N.I.) Ltd

2. ELECTRONIC TRANSFER IBAN: GB47 AIBK 2385 9004 9750 01 SWIFT: AIBKGB41UND

3. CREDIT CARDS

Visa Mastercard Amex Amount £

Card No Expiry Date / CCV Code

Cardholder Name Signature Date

STAND NAME PANEL (Shell Scheme Exhibitors Only)

We agree to take the stand detailed above in accordance with the Event Rules and Regulations, a copy is available upon request

Signature Title Date

Floor Plan - Belfast

Titanic Exhibition Centre - Titanic Quarter Belfast
18/20 January 2019

