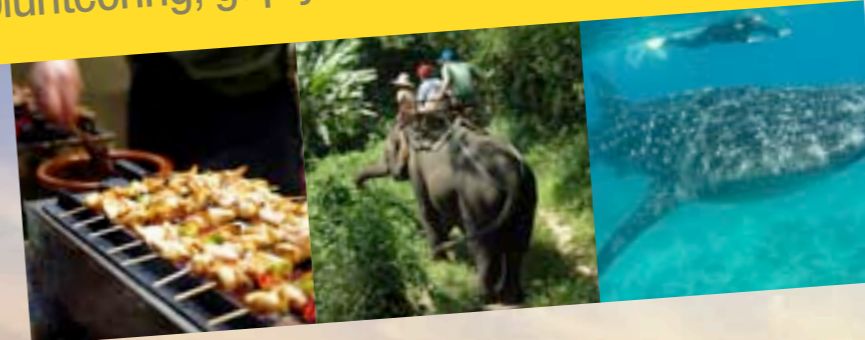


ADVENTURE TRAVEL LIVE™

JANUARY 29th - 31st 2010
ROYAL HORTICULTURAL HALLS, VICTORIA LONDON
adventuretravellive.com

THE UK'S ONLY EVENT DEDICATED TO DISCOVERING THE WORLD OFF THE BEATEN TRACK.

Once-in-a-lifetime-travel experiences, small group adventures, trekking, family adventures, career breaks, safaris, overland expeditions, volunteering, gap years and much more.



MEDIA PARTNERS:

The Daily Telegraph

eden

heart
106.2

LBC 97.3^{FM}

FEATURING:

Travel
Photographer of the Year

WORLD
FOOD FESTIVALS MUSIC EXPERIENCE



KICK START YOUR 2010 SALES CAMPAIGN AT ADVENTURE TRAVEL LIVE

I am delighted to announce the launch of Adventure Travel Live, 29 to 31 January 2010, Royal Horticultural Halls, Victoria London. After launching and running the original Adventure Travel Show for 12 years, with a track record of delivering serious buyers with a real interest in adventure travel, we now introduce an exciting new event format.

Adventure Travel Live will be a fun and entertaining showcase of everything the exciting world of adventure travel has to offer, it will form the ultimate one-stop shop for anyone planning an off-the-beaten track travel experience in 2010.

For operators, destinations and providers of adventure and special-interest travel, Adventure Travel Live will be the place to do business with a discerning audience looking to organise their next big trip. To miss it, is to miss out on a valuable sales and marketing opportunity – to your key target audience.

This dynamic event comes to you with a fresh new look and exciting new features including practical demonstrations, inspirational talks and experts to offer the best advice there is in the world of adventure travel.

We also know that in today's challenging business environment your marketing spend must work hard, which is why we are committed to delivering a high-quality event that will offer visitors an information-packed weekend but more importantly, with your help, will enable them to fulfill their dreams.

I look forward to getting you involved with this brand new event for the industry.

Martin Anslow Show Organiser



ABOUT ADVENTURE TRAVEL LIVE

Adventure Travel Live is a new event concept that aims to deliver a live marketing platform where the industry can meet with their clients. The event will be packed with interactive features that will appeal to, and attract, a targeted audience of consumers. This audience will visit because they want to discover, plan and book their next adventure travel experience.

The visitor attractions are designed to form a backdrop to the event that will inform, excite and inspire visitors with endless travel ideas.

Adventure Travel Live opens with an exclusive preview evening that will feature an intimate audience with some of the most respected names in travel.



SPECIAL SHOW FEATURES

Adventure Travel Live will incorporate great informative and interactive features that will provide an entertaining experience for everyone visiting.



The World Experience forms the social hub of Adventure Travel Live. The area is where visitors can experience and sample travel cuisine, culture and music from around the world. The casual concept of The World Experience will enable visitors to relax so that they will stay and discover longer as they would at a conventional exhibition.

Best adventures travel theatre

The Best Adventures Travel Theatre will have a packed programme of inspirational talks about must-do trips, thought-provoking Q&A sessions with adventurers and travel journalists, plus special appearances by celebrity travel experts.

Travel

Photographer of the Year

Adventure Travel Live has sponsored a specialist category of the prestigious Travel Photographer of the Year competition. There will be a display of the winning images along with winners and finalists of other categories of the competition.



Travel writing and photography

A series of inspirational sessions for aspiring writers and photographers, with tips on how to write a travel diary, create a blog and get published.

SOLO departures

Small group adventures are the perfect way to make new friends. Adventure Travel Live will have a strong focus on targeting single travellers who would like to meet like-minded adventure travellers, but don't like paying single supplements.

Ultimate must do trips

Discover the once-a-lifetime travel experiences everyone should do.

Gear for the year

Travel clothes, backpacks, gadgets and accessory must-haves for your travels.

Destination showcase

Our chosen Destination Partner for the year will have an interactive visitor attraction to promote their country, travel highlights, food and culture.

UK adventures

Discover the secrets of the A-Z adventures that the British Isles has to offer.

OUR MARKETING CAMPAIGN – Delivering a new quality audience

Our focus is to deliver a targeted, quality audience of affluent professionals who will visit Adventure Travel Live because they want to explore, plan and book their big 2010 travel adventure.

To support the show and your participation, we will launch a dynamic wide-ranging marketing, advertising and PR campaign. Our marketing drive is spread across a range of media including national newspapers, television, radio, consumer travel and lifestyle magazines plus outdoor media.

A strategic PR campaign will focus on additional media coverage to highlight key event messages as we try to generate coverage for adventure travel, to deliver a new market for you to do business with.

Telegraph Media Group

TMG is committed to supporting Adventure Travel Live. They will be providing:

- A special 16-page Adventure Travel supplement.
- Adverts for the show in The Daily Telegraph and The Sunday Telegraph.
- Adventure Travel Live microsite on telegraph.co.uk/travel
- Email updates and alerts.

National and regional press

An extensive campaign combining advertising, editorial and travel section supplements as well as promotions and reader offers. We will also be targeting London's Metro and The Evening Standard.

Television

On- and off-air promotion in the weeks leading up to the show, via EDEN.

Radio

Two-week advertising campaign on Global Radio, including promotions and live DJ reads. We will also have a microsite on Heart and LBC websites.

Consumer travel and lifestyle magazines

Advertising, advertorials, editorial coverage and promotional activities in leading consumer publications.

National rail and London Underground

Poster advertising campaign on the national rail and London Underground networks.

Outdoor poster campaign

Highly visible outdoor advertising campaign consisting of six sheet and 48-sheet outdoor poster sites across strategic London locations.

Direct mail and flyer distribution

200,000 flyers distributed through direct mailing campaigns. Distribution in retail networks, bookstores, clubs, associations and via strategic companies in the City.

Online activities

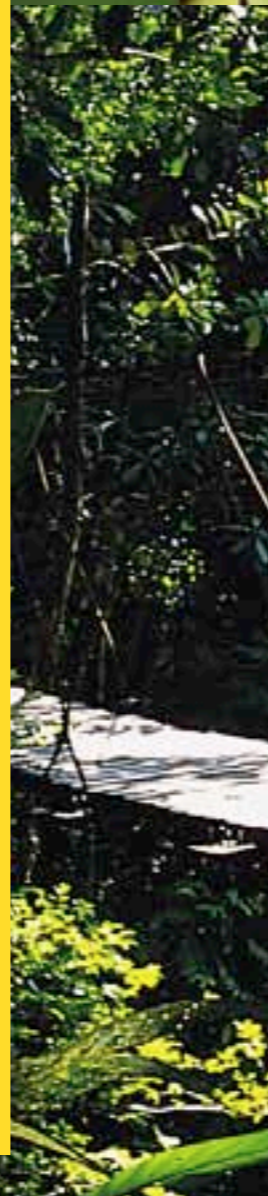
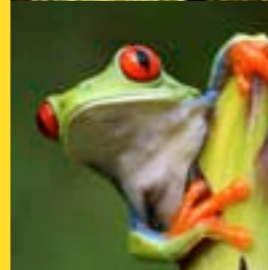
Our online campaign includes a comprehensive web-marketing campaign with search engine optimisation, competitions and newsletters with data capture. We will have banners and email alerts on telegraph.co.uk and form strategic reciprocal links with important travel portals and exhibiting companies. Regular show updates to be mailed to our existing database of previous and potential visitors.

PR activities

Our PR activities will generate editorial coverage over and above our advertising and marketing activities, raising awareness of the show in targeted media on television, national and regional radio and in consumer media.

Joint promotions

There is an opportunity for joint promotions with key exhibitors, visitor attractions and celebrity speakers attending the show. Ask us for details.





SHOW DETAILS

Venue

Adventure Travel Live will be held at the Royal Horticultural Halls in central London. The venue is easily accessible by tube, bus car and train. It is five minutes walk from Victoria Underground and mainline station.

Dates and times 2010

Friday January 29, 6pm-9pm

Saturday, January 30, 10am-6pm

Sunday, January 31, 10am-4pm

The organisers

Escape Events founded the original Adventure Travel Show and has 12 years' experience of the market and what it takes to deliver a new audience of serious buyers each year.

Escape Events employs a small team of expert event organisers who are dedicated to building on an impressive track record of creating high-quality cost-effective exhibitions and events in niche consumer markets that are not only exciting for visitors but also provide commercial sales.

Our track record: The Daily Telegraph presents Cruise, The Daily Telegraph Adventure Travel and Sport Show, Spa Show in association with Conde Nast, The Daily Mail Ski Show, Austravel's Australia & New Zealand Travel Shows in London, Manchester and Berlin and the BBC Radio Show



How to get involved

You can buy space in one of two ways:

- Space only costs **£250 plus VAT per square metre** with a minimum of 6sq m. Exhibitors will need to build their own stands.
- Space and shell scheme costs **£280 plus VAT per square metre** with a minimum of 6sq m. Standard shell scheme provided comprises walls, grid ceiling, carpet and fascia with company name. Companies simply need to decide the size, position and style that suits their requirements, complete the application form and return it to the organisers.

Sponsorship opportunities

An unbeatable way to make your company stand out within the adventure travel community. We have some exciting sponsorship opportunities that will differentiate your brand through a unique and live interactive consumer experience costing from as little as £5,000.





Photo Credits: Paul Goldstein, Wilderness Safaris
Design: twentysevendesign.co.uk



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