



18th Ukrainian International Travel & Tourism Exhibition
IEC, Kiev, 28 – 30 March 2012
www.uitt-kiev.com



Sponsorship Opportunities

Introduction

The Ukrainian International Travel & Tourism exhibition (UITT) is Ukraine's premier trade exhibition for the travel and tourism industry.

Now approaching its 18th edition, the event is well established as the most influential in the country and it has a proven ability to showcase the destinations and services demanded by an increasing number of Ukrainian tourists.

Exhibiting at UITT is a highly effective way to meet with and promote to, thousands of professionals from within the Ukrainian travel industry.

This document highlights some creative ways that can enable your company or group to stand out from the crowd in this highly competitive and lucrative market.

The packages contain a range of promotional opportunities that can help you to meet your goals. Whether you're a big-hitter or an aspiring major player in the market looking to build prestige, awareness or maximum visibility – there's a package that might suit you.

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Partner Country

Exclusive

Partner Country is available to one national group only per year.

It allows the partner country to place itself firmly in the spotlight at Ukraine's premier travel and tourism trade exhibition.

This prestigious package aims to maximise publicity to the market and includes:

- Dominant logo featured on the backdrop at the opening ceremony
- Logos featured on all visitor tickets, brochures, leaflets
- Logo featured throughout exhibitor promotion campaign: TV, print media, outdoor campaign
- Hyperlinked logo featured prominently on the official event web-site
- Press release announcing sponsorship deal
- Credits throughout entire PR campaign
- Dedicated insert in event press packs
- Logo featured on the backdrop at the press conference
- Access to VIP lounge for the duration of the event
- Double page spread advertisement in official event guide / catalogue
- Front cover logo on official event guide / catalogue
- 6 invitations to the gala dinner / reception

Price €35,000



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Event Sponsor

Limited Availability

Event sponsors can expect to make a big impact on their target sector. The package provides high visibility and it will help your company receive recognition as a major player in the market. This package is available to just two companies.

- Logo featured on the backdrop of the opening ceremony
- Logo featured on the backdrop at the press conference
- Logo on visitor tickets brochures, leaflets
- Hyperlinked logo featured on the official event web-site
- Press release announcing sponsorship deal
- Dedicated insert in event press packs
- Logo featured throughout exhibitor promotion campaign
- Front cover logo on official event guide / catalogue
- Full page advertisement in official event guide / catalogue
- 4 invitations to the gala reception / dinner

Price €20,000



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Press Conference Sponsor

Exclusive

The Press Conference Sponsorship is available to one national group, regional group or company only. It is an attractive package as it gives the sponsor a great opportunity to get their message across to influential journalists, editors, broadcasters and writers.

- Logo placed in the press release
- Logo featured on press conference invitations
- Dedicated insert in event press packs
- Logo featured on the backdrop at the press conference
- Display area for promotion materials
- Invitations for 4 staff to benefit from network opportunities during refreshments
- Branding of the refreshment service area
- Logo placed on the sponsor-dedicated page in the catalogue
- Credit for sponsorship in the organiser's press briefing speech
- Full page advertisement in the official event guide / catalogue
- 2 invitations to the gala dinner / reception

Price €10,000



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Gala Reception Sponsor

Exclusive

The Gala Reception Sponsorship package provides the sponsor with an ideal opportunity to supplement their promotional efforts to other participants at the event.

The Gala Reception has a growing reputation as the social event of the week and you can enhance your reputation by becoming an integral part of it:

- Press release announcing sponsorship deal
- Branding of dining area
- Logo featured on gala reception / dinner invitations
- Welcome speech and placement of banner at the gala reception
- Credits in the relevant sections of the event promotion campaign
- Full page advertisement in the official event guide / catalogue
- Logo placed on the sponsor-dedicated page in the catalogue
- 6 invitations to the gala dinner / reception for staff and guests

Price €15,000



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Registration Area Sponsor

Exclusive

The Registration Area Sponsorship package provides the sponsor with a great opportunity to make an early and lasting impact on professionals in the industry.
It is the ideal package for anyone whose primary objective is maximum exposure to visitors.

- Branding of registration area — banners and posters
- Branding of registration staff clothing — shirts, jumpers, fleece jackets, baseball caps, etc.
- Logo on all visitor badge lanyards
- Display area for promotional materials and handout of promo materials
- 2 invitations to the gala dinner / reception

Price €10,000



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Other Promotional Opportunities

Unlimited Availability

UITT provides a variety of other promotional opportunities to exhibitors to enhance their impact at the event.

They include:

- Sponsorship of the VIP Lounge
- Sponsorship of Information Desks
- Advertising in the Official Event Catalogue
- Advertising in the Official Route Planner
- Advertising on the visitor carrier bags
- Banner advertising above stand space

Prices and details available on request



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Enquiry Form

Don't delay - act today

Do not delay – most sponsorship packages are exclusive. If you are interested in any of the packages detailed here, FAX this form immediately to +44(0) 20 7596 5102 or CALL +44(0)20 7596 5083 and ask to speak to any member of the UITT team.

Simply tick the boxes of the sponsorship packages that you are interested in and we will contact you immediately with an indication of availability:

- Partner Country
- Event Sponsor
- Press Conference Sponsor
- Gala Reception Sponsor
- Registration Area Sponsor
- VIP Lounge Sponsor
- Information Desk Sponsor
- Advertising in the Official Event Catalogue
- Advertising in the Official Route Planner
- Advertising on the visitor carrier bag
- Banner above stand



Name:

Company:

Country:

Tel:

Fax:

Email Address:

How would you like us to make contact with you regarding sponsorship opportunities?

- Telephone Fax email



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Tel. +44 207 596 5083 / 5043 Fax +44 207 596 5102
travel@ite-exhibitions.com
www.uitt-kiev.com www.travel-exhibitions.com