

# USA & CANADA REISBEURS

★ EINDHOVEN ★



November 24<sup>th</sup>, 2018 in the south of the Netherlands

For the 4<sup>th</sup> time this North America travel fair will be organized for consumers in the south of the Netherlands.

This travel fair is a smaller version of the travel fair in the middle of the Netherlands and will be held on November 24<sup>th</sup>. ITN Marketing offers a consumer dedicated travel fair with North American suppliers at one place for consumers in the south of the Netherlands. So we can reach out as one group to the Dutch public and make them travel to North America!

The fair will be in prime time of the consumers orientation and decision moment in the fall, when they start to wonder where to spend their next holiday in winter or summer. We want to inspire, inform and provide them with all our knowledge and stories that the USA & Canada are the ultimate destinations for their next holiday.

We as organization will make this event a real North American experience and create the right atmosphere and ambiance for the visitors. We will provide the perfect surroundings and space for one-on-one meetings for you, so you can tell your story and exchange information with the visitors.

## Location

The USA & Canada travel fair will take place at a central location in the south of the country and will offer enough parking facilities. The doors will be open on Saturday from 10.00 - 17.00 hrs.

## Promotion

There is a dedicated website: [www.usacanadareisbeurs.nl](http://www.usacanadareisbeurs.nl) which serves as a portal website for the consumers and offers more information about USA and Canada in general. A deep link to your

website and your logo will be placed on the homepage. You will also be featured in the information flyer with your web address. There is a dedicated Facebook page: [fb.me/usacanadareisbeurs.nl](https://fb.me/usacanadareisbeurs.nl).

ITN Marketing handles all media and marketing promotion for the fair. This will be primarily online; SEO, Google Ad words - and Facebook campaigns. ITN Marketing provides free digital promotion banners for you to use and to promote your presence via your newsletter, website, and social media platforms.

## Booth

A basic table with company name will be provided as standard but other possibilities for multiple booths or your own booth setup can be booked as well.

## Presentation

There will be product presentations during the day for which you can book a time slot of 20 minutes. You can give your own brand presentation a personal touch and get the additional chance to promote your product, destinations and company. These presentations (20 minutes) are always well attended!

## Early bird

We offer a special EARLY BIRD discount for companies signing up fast, so sign up soon! Attached you will find the registration form and the terms & conditions, these forms can also be downloaded from our website: [www.itnmarketing.nl](http://www.itnmarketing.nl)

## Organization

ITN Marketing will be powering the USA & Canada Reisbeurs. For more information or further questions you can contact our office.

April 2018



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Company: \_\_\_\_\_

Key Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Key Contact Email: \_\_\_\_\_

Key Contact Phonenumber: \_\_\_\_\_ Cellphone: \_\_\_\_\_

Billing Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ VAT number: \_\_\_\_\_

#### Information for publication purposes:

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

#### Your participation includes:

- Registration on [www.usacanadareisbeurs.nl](http://www.usacanadareisbeurs.nl) with a deeplink to your website.
- Featured in the information brochure with web address.
- Media and marketing promotion.
- A choice of different booth set-ups is available for you to choose from:
  - 1 Booth place will include: 1 table for max 2 delegates, wifi, space around the table for banners or similar display walls and a name display.
  - Double booth place will include: 2 tables for max 4 delegates, wifi, space around the tables for banners or similar display walls, items and objects, not exceeding the max of 6 meters wide and a name display.
  - Own booth set-up place will be your own booth, tables and displays not exceeding the max of 6 meters wide. Set-up at your own responsibility and a name display.

EARLY BIRD deadline June 25<sup>th</sup>, 2018 - 1 booth € 625

After June 25<sup>th</sup>, 2018 - one booth € 695

EARLY BIRD deadline June 25<sup>th</sup>, 2018 - double booth € 1.150

After June 25<sup>th</sup>, 2018 - double booth € 1.250

EARLY BIRD deadline June 25<sup>th</sup>, 2018 - own booth set-up € 1.150

After June 25<sup>th</sup>, 2018 - own booth set-up € 1.250

After September 1<sup>st</sup>, 2018 a late booking surcharge of 10% on the regular booth price will be added

#### Additional options (please select):

The possibility is offered to provide your own company presentation during the day of 20 min € 60

Extra delegate € 25

After the registration, the invoice will be forwarded and needs to be paid by June 25<sup>th</sup>, 2018 in order to obtain the early bird discount. If not the invoice will automatically be overruled with the surcharge of the regular price. Your participation will only be confirmed after full payment is received. Inscriptions after October 1<sup>st</sup>, 2017 will be on request only.

Agree with all terms and conditions

Date \_\_\_\_\_ Signature \_\_\_\_\_

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1e Hogeweg 198  
P.O. Box 939  
3700 AX Zeist  
The Netherlands  
T +31 (0)654 706 924  
info@itnmarketing.nl

www.itnmarketing.nl  
fb.me/usacanadareisbeurs.nl  
Bank details: Rabobank Zeist, The Netherlands  
IBAN NL46 RABO 0395 2693 77  
Swift Code RABONL2U  
VAT Inside Travel News NL820116944B01

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### 1. ITN Marketing Agrees:

To carry out the project described, on the condition that the required numbers of participants apply. To provide to participant the following workshop services:

USA & Canada Reisbeurs a 1-day consumer Travel Fair for consumers.

### 2. The Participant Agrees:

To submit a completed registration form for participation, duly signed to ITN Marketing before the applicable deadlines, latest deadline is October 1<sup>st</sup>, 2018. After this date the application can only be on demand and the sole decision of ITN Marketing, a 20% surcharge will be applicable.

Any outstanding payment after October 1<sup>st</sup> will have a 20% surcharge on top of the highest applicable fee.

**Deadline total payment will be mentioned on the invoice and binding for the applicable entrance fees of the event at the time your registration was received.**

Upon registration the participant will receive an invoice for the total amount. Full payment deadline will secure participation. Payment after this deadline date will result in a higher fee as mentioned on the registration form per different set deadlines and these term & conditions.

To carry its own property and liability insurance.

To take responsibility for all costs for shipping, duties, handling of all own material and exhibits and the removal of send material from the workshop site after the event. If in any case duties do apply these will be invoiced separately. ITN has the right to have any material left by participant removed after the close of the show at participant's expense.

To authorize ITN to mail and/or email participant materials related to this event and other events of potential interest.

**Order Payments: Payment for all or optional services and equipment must be made by wire transfer including banking costs. Payment by cheque will have a surcharge of € 70 for banking costs to be added on top of the total invoice by your own administration directly.**

### 3. Other Conditions:

ITN has the sole authority to assign, reassign and allocate space. Participant registration will be processed in the order they enter and when payment is received. ITN reserves the right to accept or refuse applications for any reason. Confirmation of participation, as well as space allocation is made solely by ITN. USA & Canada Reisbeurs participation is open to European, Canadian and American organizations, their overseas subsidiaries, agents, representatives and licensees, as well as to companies and organizations promoting travel and tourism to or in Canada or the USA.

Participant may not sublease contracted booth space without written consent from ITN. Although ITN will make every effort to facilitate a successful Reisbeurs, it does not guarantee the success of any participant at the USA & Canada Reisbeurs. The only contractual obligation ITN assumes are those expressly made herein or mutually agreed to in writing. Participant releases ITN and the show organizers from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the USA & Canada Reisbeurs, or by reasons of acts by participant, its agents, employees, contracted labour or clients. Also in the event of unforeseen circumstances and/or act of God. If, for any reason.

A participant who cancels it's participation and a written notice is received by ITN before September 15<sup>th</sup> 2018, a cancellation fee of 75% will be incurred. After that date no refunds will be made, and participant is bound to pay 100% of all fees paid and due. Any reduction in booth space size after a registration has been submitted will be treated as a cancellation. The payment submitted with a registration is only than fully refundable in the event the participant is not approved by ITN, or no more booth space is available.

These Terms and Conditions overrule all other conditions, rules and regulations laid down by ITN and/or the show organizers.

April 2018

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**ITN**  
**MARKETING**

1e Hogeweg 198  
P.O. Box 939  
3700 AX Zeist  
The Netherlands  
T +31 (0)654 706 924  
info@itnmarketing.nl

www.itnmarketing.nl  
fb.me/usacanadareisbeurs.nl  
Bank details: Rabobank Zeist, The Netherlands  
IBAN NL46 RABO 0395 2693 77  
Swift Code RABONL2U  
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