

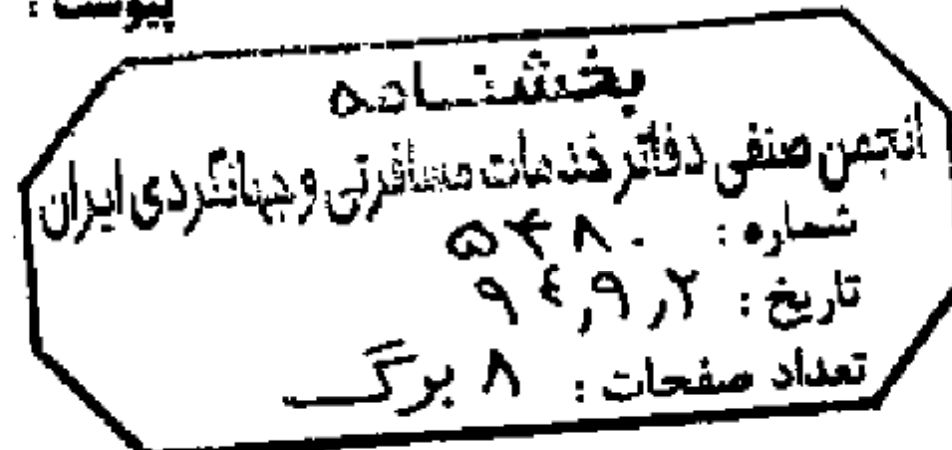


شماره : ۹۴/۹۱۹
تاریخ : ۹۴،۹،۲
پیوست :

به نام خدا

(۱، ۵ ل مجدر ۵)

مدیران محترم



دفاتر خدمات مسافرت هوایی و جهانگردی

با سلام و احترام:

پیرو بخشنامه شماره ۵۴۷۵ مورخ ۹۴/۸/۲۶ موضوع نمایشگاه بین المللی گردشگری اوتریخت هلند، نکات زیر به اطلاع می رسد:

۱ - هزینه برآوردی برای هر دفتر/شرکت مبلغ ده میلیون تومان (حداقل تعداد شرکت کننده ۱۰ دفتر/شرکت)

۲ - هزینه برآوردی مذکور شامل استفاده از ۶۴ (شصت و چهار) متر مربع زمین مشاع، غرفه سازی، تجهیزات داخل غرفه برای شرکت کننده با میز مستقل و محل ملاقات و پذیرائی عمومی

۳ - مدت زمان از ۱۲ الی ۱۷ ژانویه ۲۰۱۶

۴ - اطلاعات نمایشگاه ضمیمه می باشد.

محمد حسین کرمانی



How to participate (steps to take)

- 1 Registration** : Fill-out and send the application form, page 12 of this project documentation, to: info@intraservice.nl.
Confirmation of your registration will be sent to you upon receipt of application.
- 2 Ordering furniture** : Fill-out and send the furniture order form, page 14 of this project documentation, to: info@intraservice.nl
If you require specific furniture, audio visual equipment etc. that's not on the list please, contact us as well.
- 3 Stand & Printwerk** : Shortly after your confirmation of registration you will receive additional information concerning your stand preferences, how to order printwerk, lettering, and other additional services.
- 4 Coordination** : Before, during and after Vakantiebeurs Intraservice provides you with assistance, advise and clear on-time instructions. We guide you in planning and organizing your participation.

INTRASERVICE

appointed coordinator

12 – 17 January 2016



Selected countries

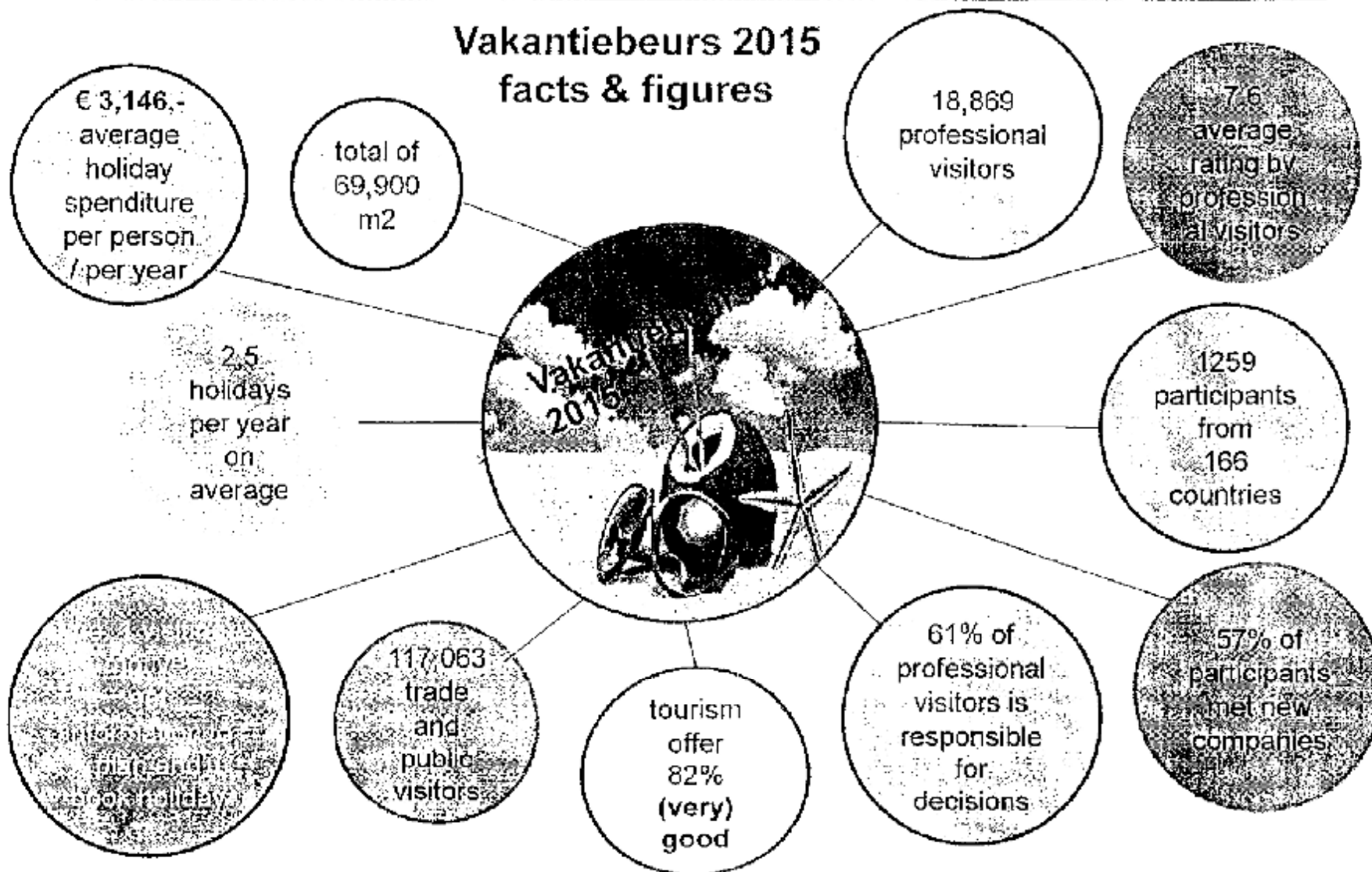
(eligible for sponsored participation)

Afghanistan	Cape Verde	Ghana	Libia	Montenegro	Rwanda
Albania	Chlle	Guatemala	Lesotho	Mozambique	Senegal
Algeria	China	Guyana	Madagascar	Myanmar	Sudan
Armenia	Congo	Honduras	Maldives	Namibia	Syria
Azerbaijan	Ecuador	India*	Mali	Nepal	Swasiland
Bahrain	El Salvador	Iran	Mauritius	Nicaragua	Tajikistan
Bangladesh	Ethiopia	Kazakstan	Mexico	Paraguay	Tanzania
Belize	Gabon	Kosovo	Moldova	Peru	Togo
Benin	Georgia	Kyrgyzstan	Mongolia	Philippines	Turkmenistan
Bhutan				Russian Federation	Uganda
Bolivia					Ukraine
Bosnia-Herzegovina					Uruguay
Botswana					Uzbekistan
Burkina Faso					Vietnam
Burundi					Yemen
Cambodia					Zambia
Cameroon					Zimbabwe



* = sponsoring only applicable to participants from regional tourism boards, tourism associations and private companies

Vakantiebeurs 2015 facts & figures



(summary from the closing report on the 2015 edition)

Vakantiebeurs general information

Name	: Vakantiebeurs 2016
Character	: International tourism exhibition for trade & public
Organizer	: VNU Exhibitions Europe, Utrecht, Netherlands
Location	: Jaarbeurs Exhibition Centre, Utrecht, Netherlands
Dates	: 12 – 17 January 2016
Trade day	: Tuesday, 12 January 2016
Public days	: Wednesday 13 – Sunday 17 January, 2016
Segmentation	: by geographic area and type of tourism
First edition	: 1970
2016 edition	: 46 th



Visitor opening hours 2016 (preliminary)

Tuesday, 12	10:00 – 20:00 <u>only trade</u>
Wednesday, 13	10:00 – 18:00 public (and trade)
Thursday, 14	10:00 – 18:00 public (and trade)
Friday, 15	10:00 – 20:00 public (and trade)
Saturday, 16	10:00 – 18:00 public (and trade)
Sunday, 17	10:00 – 18:00 public (and trade)

Exhibitor opening hours 2016 (preliminary)

Tuesday, 12	07:30 – 20:00
Wednesday, 13	07:30 – 19:00
Thursday, 14	07:30 – 19:00
Friday, 15	07:30 – 21:00
Saturday, 16	07:30 – 19:00
Sunday, 17	07:30 – 19:00

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3 specials benefits that will get you visitors and deals



Impacting the eye from a distance

Your stand has a eye-catcher of 5 meters high. For direct and distant identification - from different angles - it carries your country name on both sides. A free of charge silhouette decoration of your choice on top makes sure that your stand will not escape the attention of the visitors.



* 1-2 colours of vinyl on y front of panel occupied



Your stand destination branded

How would you like visitors to instantly feel a desire for your tourism offer? Just by a look at your stand? The package deal allows you to create the ultimate destination feel and experience. Free choice of stand colours and free professional decorators to dress your stand.



- colours to be standard colours
- one single colour per element



Meet target audience in person

Both consumer as well as trade visitors attend the Vakantiebeurs. It is a unique opportunity to meet up with them in person.

Generate new leads, make new contacts, achieve your business objective(s).

The special Trade Day is the largest one in the Benelux.



Sponsored package deal offer

What is it?

The sponsored package deal offer is an advantageous opportunity for tourism parties from developing countries to participate on a **sponsored** basis in Vakantiebeurs 2016, the **no. 1** tourism fair in The Netherlands

The offer makes participation **easy, low-cost and impactful.**

The package includes:

- stand space
- stand construction
- stand decoration
- exhibition services
- visitor promotion
- exhibitor assistance

For whom is it?

Official tourism bodies (tourism boards, tourism associations, Ministries of Tourism) as well as **any private tourism organization** from **71** selected developing countries are eligible for sponsored participation.

See page 4 for an overview of the selected countries.

Your benefits

- **reduced rates**
- corner stand as of 16m2
- **high eye-catcher** in stand
- free choice of stand colours
- free admission of co-exhibitors (**max. 10** exh.)
- free branding decoration
- AA-location
- inclusion in both **online** and **printed catalogue**
- free decorator assistance
- pre-fair trade visitor promotion by Intraservice
- full-service and multi-lingual assistance before, during and after the fair

Must-knows

Since **1991** and for the **26th consecutive year** Intraservice is the organizer's **official, appointed coordinator** for sponsored participation from developing countries.

In Vakantiebeurs 2015 **26 countries** and **116 organizations** participated through Intraservice.

In 2015 Vakantiebeurs attracted **117.063** visitors, of whom almost **19.000** professionals.

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Selected countries

(eligible for sponsored participation)

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Algeria	China	Guyana	Madagascar	Myanmar	Sudan
Armenia	Congo	Honduras	Maldives	Namibia	Syria
Azerbaijan	Ecuador	India*	Mali	Nepal	Swaziland
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