



TTW German-speaking Switzerland

The platform for the global travel industry

Zurich (Kongresshaus)
19 – 20 October 2011

Rates and Conditions **Infrastructure, Advertising, Sponsoring, PR**

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General Information

TTW German-speaking Switzerland

Exhibition venue	Kongresshaus Zurich Gotthardstrasse 5, 8002 Zurich
Event dates	Wednesday, 19.10.2011 09h00–18h00 Thursday, 20.10.2011 09h00–18h00
Organization	TTW Management Ltd. Hammerstrasse 81, CH-8032 Zurich Tel.: +41 (0)44 384 84 84 Fax: +41 (0)44 384 84 80 E-mail: info@ttw.ch Internet: www.ttw.ch
Contact	Urs Jäckli General Manager

TTW participant structure

Basis: TTW Montreux 2010

Trade visitors	Media	Exhibitors
German-speaking CH: 4'064	Media representatives: 200	Surface area: 3'000m ² net
French-speaking CH: 1'613		
Miscellaneous visitors: 299		
Total visitors: 5'976		
Visitors by category:	Media representatives by category:	Total 262 exhibitors. Exhibitors by category:
<ul style="list-style-type: none"> • 40% Travel Agents • 19% Tour Operators • 13% Airlines & Airports • 10% Cruises & Ferries • 9% Hotels • 9% various (Media, Railways, Car Rental, etc.) 	<ul style="list-style-type: none"> • TV • Radio • Press • Trade press • Online 	<ul style="list-style-type: none"> • 23% Airlines, Airports, Railways • 22% Tour Operators • 18% LDMOs/Tourist boards • 16% Cruises & Ferries • 12% Hotels • 9% various (IT, Insurances, Schools, Media, etc.)

Infrastructure (Discount for exhibitors: 5%)

Open Stage main floor

Breakfast Presentation

In the morning on either day you are offered a unique opportunity to promote your product or service to up to 400 travel trade visitors on the main stage of the «Kongresssal». Catering has to be organized with Kongresshaus Catering on one's own expense. The use of the stage will be charged by Kongresshaus directly. Entry in the official TTW programme is included.

Orientation price: CHF 15'000

Lunch Presentation

During lunchtime on either day you are offered a unique opportunity to promote your product or service to up to 400 travel trade visitors on the main stage of the «Kongresssal». Catering has to be organized with Kongresshaus Catering on one's own expense. The use of the stage will be charged by Kongresshaus directly. Entry in the official TTW programme is included.

Orientation price: CHF 25'000

Bars

Sponsoring Bar on lower floor of Kongresshaus (2 days including branding, decoration and additional sponsoring opportunities). Barkeeping and accounting by Kongresshaus staff (services included in price). All food and beverages must be ordered from the Kongresshaus catering service. Food and beverages to be paid for by bar sponsor or by bar visitors.

Exclusivity 5'000

Sponsoring Bar on upper floor of Kongresshaus (2 days including branding, decoration and additional sponsoring opportunities). Barkeeping and accounting by Kongresshaus staff (services included in price). All food and beverages must be ordered from the Kongresshaus catering service. Food and beverages to be paid for by bar sponsor or by bar visitors.

Exclusivity 5'000

Executive Room

Receive your business partners in a congenial, comfortable and welcoming ambience, away from the hustle-and-bustle of the event:

Rental price per 1/2 day per room	Number of persons	With furniture & business infrastructure
Eco	CHF 500	30–60 pers.
Eco	CHF 500	09h00–12h30
Eco	CHF 500	13h00–18h00
Business	CHF 550	30–60 pers.
Business	CHF 550	09h00–12h30
Business	CHF 550	13h00–18h00
First	CHF 650	40–60 pers.
First	CHF 650	09h00–12h30
First	CHF 650	13h00–18h00

All prices exclude production and material costs.

All prices are in CHF and exclude 8% VAT

For more detailed information on the various offers, please access www.ttw.ch or request by E-mail.

Advertising (Discount for exhibitors: 5%)

Means of advertising

Roll-up/Illuminated column

x 4 (maximum) in front of main TTW entrance (outside)	Exclusivity 4'000
x 4 (maximum) in entrance foyer (inside)	Exclusivity 4'000
x 4 (maximum) in the exhibition area (inside)	2'500

Flags

x 4 (maximum) in front of main TTW entrance (outside)	Exclusivity 4'000
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Lanyards

Official lanyard for TTW badges	Exclusivity 4'000
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Stairway graphics

Stairway graphics at all important locations	Exclusivity 5'000
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Toilets

WC paper dispensers for advertising (including own WC rolls, advertising on dispenser covers, etc. All official TTW toilets may be used – you must properly remove all advertising at end of TTW)	Exclusivity 4'000
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Sampling

Give-away or flyer distribution in the exhibition area	4'000
Give-away or flyer distribution in entrance foyer (inside)	Exclusivity 4'000
Give-away or flyer distribution in front of entrance (outside)	Exclusivity 4'000

Information screens

On display during the entire TTW in the entrance foyer (2 screens) – your advertising will alternate with official TTW communications	
Price per screen/slide	2'000

Visitor navigation signs

Logo presence on official signs	Exclusivity 3'500
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Recycling stations/waste bins

The waste disposal infrastructure throughout the entire building can be used for advertising	2'000
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Badges/tickets

Printed with your logo	Exclusivity 3'500
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All prices exclude production and material costs.

All prices are in CHF and exclude 8% VAT

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WLAN

Official sponsor of the entire WLAN network in the Kongresshaus (including PR and advertising before, during and after the event; presence in the official TTW printed programme, WLAN posters throughout the Kongresshaus. WLAN will be named after the sponsor – for example, «XY-WLAN»).

Exclusivity 5'000

Online advertising

TTW Website (german)

Duration: 1.8.11 – 30.11.11
 Unique users (Aug–Nov): 7'133
 Visitors (Aug–Nov): 13'670
 Source: Google Analytics

Logo on homepage including link to your website	400
Homepage: vertical rectangle (240x400)	1'700
Sub-page: vertical rectangle (240x400)	600
Sub-page: skyscraper (120x660)	500
Homepage: wide skyscraper (160x600)	1'700
Sub-page: wide skyscraper (160x600)	600
Homepage: square pop-up (250x250)	1400
Sub-page: square pop-up (250x250)	400
Homepage: vertical banner (120x240)	1300
Sub-page: vertical banner (120x240)	300
Homepage: square button (125x125)	1290
Sub-page: square button (125x125)	290
Homepage: button 1 (120x 90)	1250
Sub-page: button 1 (120x 90)	250
Homepage: button 2 (120x 60)	1200
Sub-page: button 2 (120x 60)	240

TTW Newsletter (electronic)

Recipients: approximately 9'000

Logo on Newsletter	400
Various banner opportunities	by arrangement

All prices exclude production and material costs.

All prices are in CHF and exclude 8% VAT

For more detailed information on the various offers, please access www.ttw.ch or request by E-mail.

Sponsoring (Discount for exhibitors: 5%)

Congress

Main sponsoring package for both congress days, Wednesday and Thursday (including PR and advertising promotion before, during and after TTW), services during TTW – sponsorship mention before every congress, logo presence on screen, maximum 2 stage area roll-ups or banners, own table for brochures, logo presence at hall entrance (TTW roll-ups), contingent for guest invitations

Exclusivity 20'000

Main sponsoring package Wednesday

(available only if main sponsoring package for both days not yet sold)

Exclusivity 11'000

Main sponsoring package Thursday

(available only if main sponsoring package for both days not yet sold)

Exclusivity 11'000

Advertising spot per congress – 2 showings

(1 immediately before and 1 immediately after congress)

3'000

Logo presence per congress on official «Programme Preview» slide

(pre-congress showing up to a maximum of 15 minutes before next block)

400

Logo presence per congress on official slide during keynote address

600

Logo presence per congress on official slide during panel discussion

600

Microphone covering (for both congress days)

1'000

Seat coverings for approximately 350 congress participants

in the «Kammermusiksaal» for both congress days

5'000

Give-aways on approximately 350 congress chairs in the «Kammermusiksaal» (per congress)

2'500

Media Center

Main sponsoring

(2 days, including PR and advertising before, during and after TTW.

Maximum 2 Media Center roll-ups. Approximately 150 journalists)

Exclusivity 5'000

TTW Business Room

Sponsoring TTW Business Room

(2 days, including individual branding and decoration opportunities)

Exclusivity 750

Trainee Program Presentation

A unique opportunity to present your product or service directly to some 200 Swiss travel trade trainees and to target the industry specialists of the future. Price includes a prominent mention in the official TTW Programme and on the www.ttw.ch website.

CHF 1'350

TTW Night in Le Bal & Adagio

Sponsoring TTW Night including PR and advertising before, during and after the event (Wednesday evening 21 h00 – 03 h00, approximately 600 persons; individual branding and decoration opportunities, individual catering/drinks card possible by arrangement with Le Bal & Adagio on sponsor's expense)

Exclusivity 12'500

All prices exclude production and material costs.

All prices are in CHF and exclude 8% VAT

For more detailed information on the various offers, please access www.ttw.ch or request by E-mail.

Public Relations (Discount for exhibitors: 5%)

Media Center

Number of radio, TV and print journalists: approximately 150

Press Conference

690

Use of media pigeon holes (free of charge for TTW exhibitors)

500

All prices exclude production and material costs.

All prices are in CHF and exclude 8% VAT

For more detailed information on the various offers, please access www.ttw.ch or request by E-mail.



Order form

Company

Contact

Position

Address

Postal code

City/Country

Phone

Fax

E-mail

Website

Date

Place

Legal Signature

Stamp

**I wish to order the following items and services (prices are in CHF and exclude 8% VAT).
For detailed conditions and services see specifications on the previous pages.**

Article/Service/Description	Quantity	Price

**Please return the completed application form to TTW Management Ltd. by fax (+41 (0)44 384 84 80)
or post (TTW Management Ltd., PO Box 1331, Hammerstrasse 81, CH-8032 Zurich).**