



TRAVEL AND TOURISM PIONEERS FORUM 2017

8 - 9 February, 2017
AL FAISALIAH HOTEL
Riyadh, Saudi Arabia

www.alawsatexpo.com

ABOUT THE TPF 2017

TPF 2017 is a yearly event organized by Al Awsat Expo under the patronage of HRH Prince Dr Seif el Islam bin Saud Al Saud. Taking place at the 5 stars Faisaliah Hotel in the heart of Riyadh , we make a high class event targeting the decision makers and tourism leaders in Saudi Arabia.

We are trusted on emerging leading Middle East and International suppliers with the Saudi Tourism Market across 2 days of full and exciting activity show .



TPF 2017 IS A KEY EVENT FOR YOUR BUSINESS
to target the Saudi tourism market
in the heart of Saudi Arabia.

WHY THE TPF 2017



TPF represents an open platform for local and regional travel and tourism companies to seek business opportunities, generate leads and increase brand exposure. As well, visitors will have a golden opportunity to see a wide range of tourism companies, discuss their needs and compare the given offers.



BUSINESS EXPOSURE



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TPF gives tourism professionals an opportunity to meet with colleagues, buyers and suppliers. Participants will take full advantage of increasing interactivity and emerging in the markets of different countries by profiling their products more effectively, improve their competitive edge and make their business online.



B2C CONNECTIONS



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TPF is your chance to reach the most widely traveled group of people in the world! The Saudi public registers over 17 million trips abroad per year. Saudis travel frequently, with a generous spending budget and average stays of 7-12 nights. This is more than all other travelers in the region. The Saudis Business Tourism to Europe and other worldwide destinations for Conferences & Incentives Trips has also seen a major development.

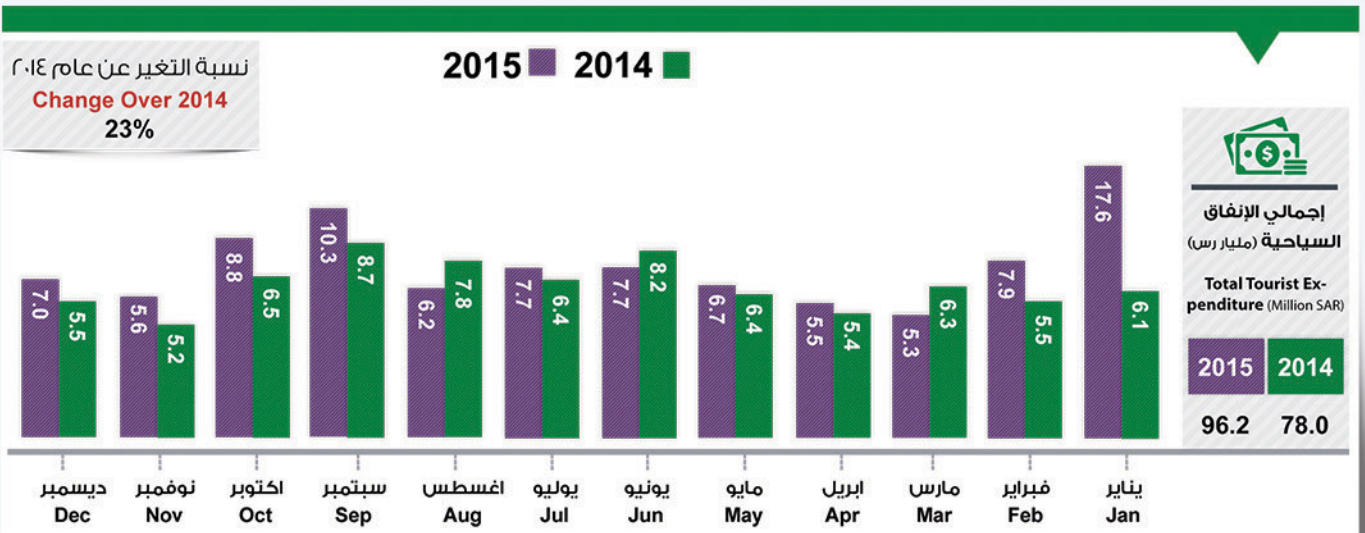
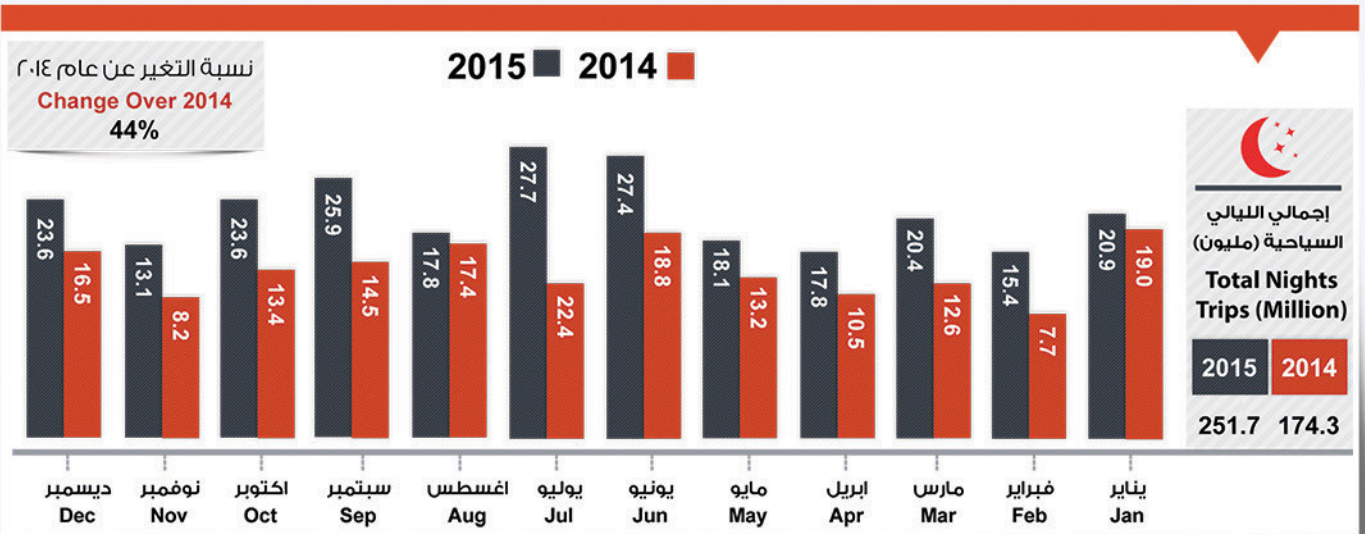
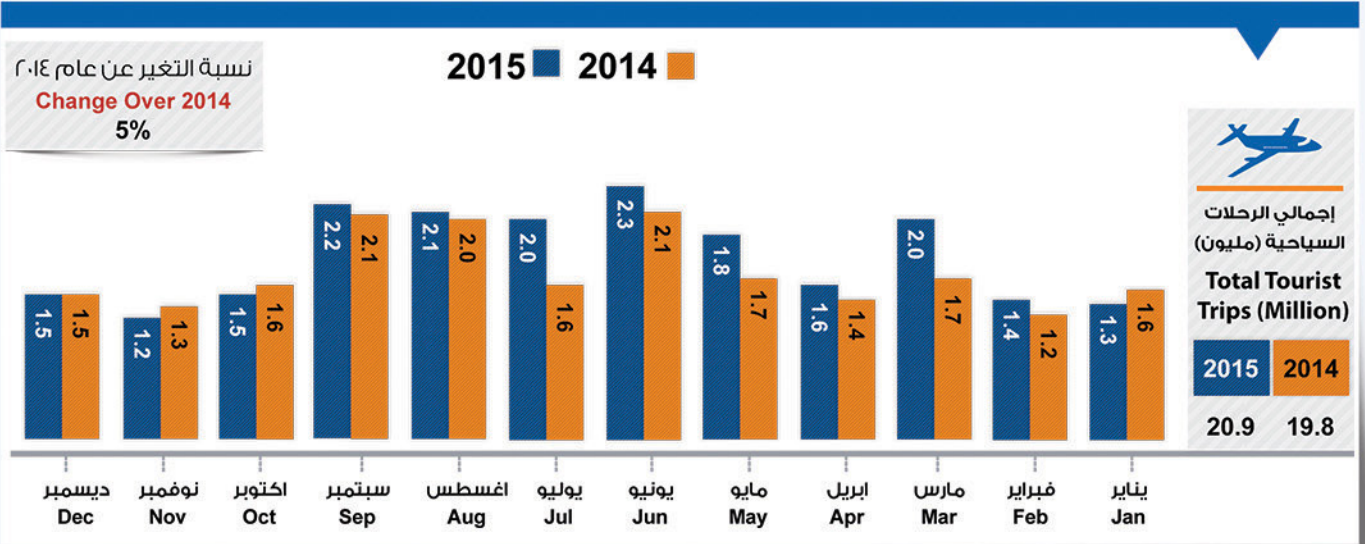
Choosing to exhibit at TPF 2017 in RIYADH will be the best business decision you make in the next 12 months.

WHICH MARKET WILL I REACH?

There's no better location than Riyadh for promoting your destination, venue, product or service in the tourism industry.

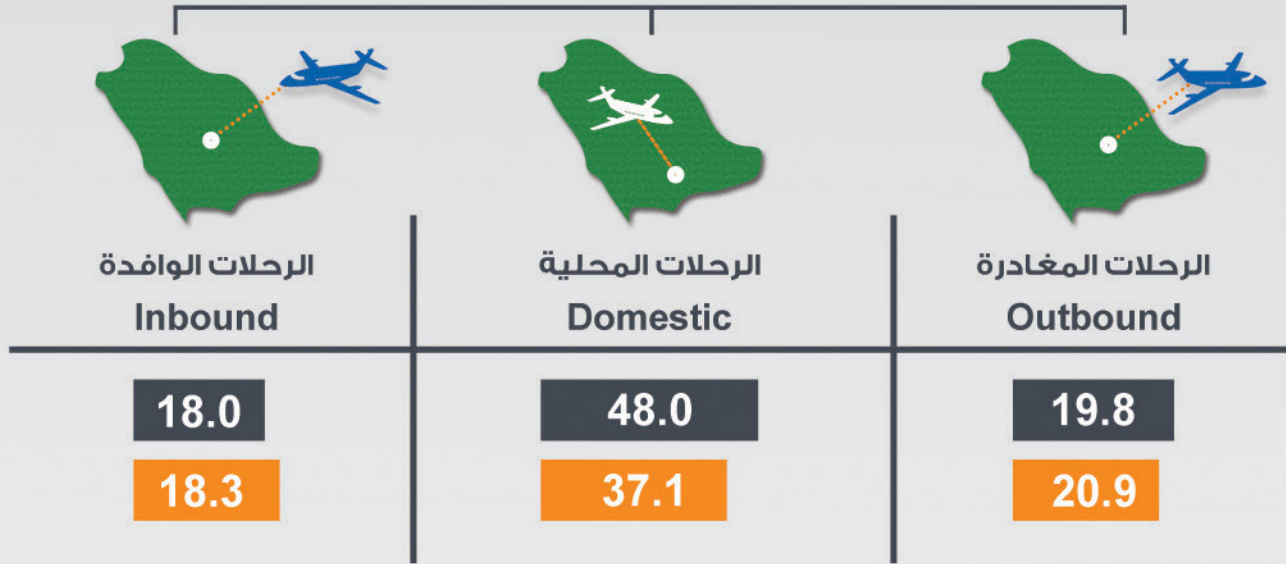


The Saudi Market.
Statistics about the Saudi tourism market in 2016.



WHICH MARKET WILL I REACH?

Tourist Trips الرحلات السياحية



The Number of Trips = Million عدد الرحلات = بالمليون ■ 2015 ■ 2014

Expenditure المصروفات



1.781	1.324	1.248	اجمالي الوظائف السياحية المباشرة وغير المباشرة (بالألف) Total Direct and Indirect Tourism Jobs (In Thousands)
56.1	48.0	37.1	عدد الرحلات السياحية المحلية - مليون رحلة Domestic Tourism Trips - Million Trips
81.4	49.9	43.1	الإنفاق على الرحلات السياحية المحلية - مليار ريال Domestic Tourism Expenditure - SR bn
25.8	18.0	18.3	عدد الرحلات السياحية الوافدة - مليون رحلة Inbound Tourism Arrivals - Million Trips
93.4	68.5	52.8	الإنفاق على الرحلات السياحية الوافدة - مليار ريال Inbound Tourism Expenditure SR bn



“Tourists from Saudi Arabia are the world's biggest spenders when they head abroad, splashing more £14bn every year, according to government figures.



“The wealthy Gulf country says at least 4.5 million Saudi tourists take at least one holiday each year and they spend as much as six times as Western holidaymakers, Al-Sharq reported.



“The announcement comes after an unrelated global study found that holidaymakers from Saudi Arabia spend an average of nearly £4,500 per getaway - the most in the world.” DAILY MAIL.CO.UK

Tourist destinations that are appealing to Saudis in Arab countries include Dubai, Egypt, Asia, Malaysia and Indonesia, and European countries including Turkey, France and Britain. As for travel to the United States, the US Department of Commerce reports indicate an increase in the number of Saudi tourists by 25 percent, reaching more than 100,000 tourists in 2014.



TPF 2017 REPRESENTS

✓ **Associations** and societies.

✓ **Business Travel Management Companies.**

✓ **Corporate organizations.**

✓ **Destination management** companies.

✓ **Tourism Boards.**

✓ **Local and multinational Travel Agencies.**

✓ **Airlines.**

✓ **Hotels** and Resorts.

✓ **Car rental** agencies.

✓ **Governmental** institutions.



BOOK YOUR *STAND*

Connect with thousands of global decision makers at TPF 2017 IN Riyadh Saudi Arabia. We look forward to helping you exhibit at the world's largest tourism market.

Stand Options

Choose from our two flexible and inclusive Options.

Space Only *Build*
Your Own
BOOTH

Open exhibit Areas available in two Areas

Area A

\$1500 per sqm located in sponsors area in the main entrance of the exhibition with special benefits and brand visibility .

Area B

600 PER SQM LOCATED AROUND THE SPONSORS' AREA.



Booth design approval & Construction

Exhibitor in the space only are build and decorate his stand under his responsibility.

The stand must, in any case, fit the general decorations of the event, the visibility of neighboring stands and the set up must have finished at the date and time set by the organizer.

A booth design plan with the size, content, graphics and measures should be sent to AL AWSAT EXPO TEAM for approval a month ahead the exhibition date.

SCHELL SCHEME

starts \$500 cost per SQM

starts A Pre-built area with white walls, carpeting and fascia board.

Furniture, lighting and electricity included. Walls can be ordered in a different color or printed with graphics for a small extra cost.

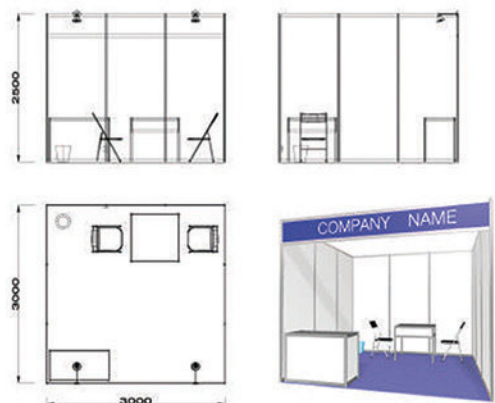
Schell scheme booths

are available in the areas:

Area **C** 18m² (6m length by 3m width)

Area **D** 12m² (4 m length by 3m width)

Area **E** 9m² (3m length by 3m width)



SPONSORSHIP OPPORTUNITIES

Dear Exhibitors

Al Awsat Expo presents you a unique opportunity to boost your company profile among travel and tourism industry professionals and Business partners and government representatives.



You are Invited

To become a sponsor in the Travel and Tourism Pioneers Forum 2017 which will take place **February 8th and 9th 2017** in Fiasaliah Hotel Riyadh.

Take advantage of the unique sponsorship packages or simply ask us to create a bespoke package aligned with your company's culture and objectives.

An opportunity to build and reinforce strategic relationships within the travel and tourism industry, maintain a position as a leader in the Saudi travel and tourism market and grab the chance to introduce new services and products.

Thank you for beaing our success partner and supports

MAIN SPONSORS



Palazzo Versace



Strategic Sponsors



Strategic Sponsor package

102 m2 (16 m length by 6 m width)

Cost per sqm **\$1500**



Key Benefits

- ✓ **To be** provided with a non-equipped exhibition area of about 96m2 at the exhibition hall main entrance.
- ✓ **To be** honored by the forum's organizers.
- ✓ **To be** provided with two pages in the exhibition's directory.
- ✓ **To display** the company's logo as a strategic partner in the Forum's marketing campaigns.
- ✓ **To display** the company's logo as a strategic partner on the VIP invitations for the opening ceremony.
- ✓ **To display** the company's logo as a strategic partner at the visitors' registration counter.
- ✓ **To display** the company's logo as a strategic partner on the visitors lanyard.
- ✓ **To display** the company's logo as a strategic partner on all indoor and outdoor billboards.
- ✓ **Media interviews** during the event.
- ✓ **To receive 25 invitations** for attending the opening ceremony.
- ✓ **To participate** in the Press conference at the opening ceremony of the forum.
- ✓ **To display the company's logo** as strategic sponsor on the official TPF 2017 website.
- ✓ **To display the company's logo** as strategic sponsor on the forum's pamphlets, program and final report.

Official Sponsor package

36m2, 40m2 and 54 m2

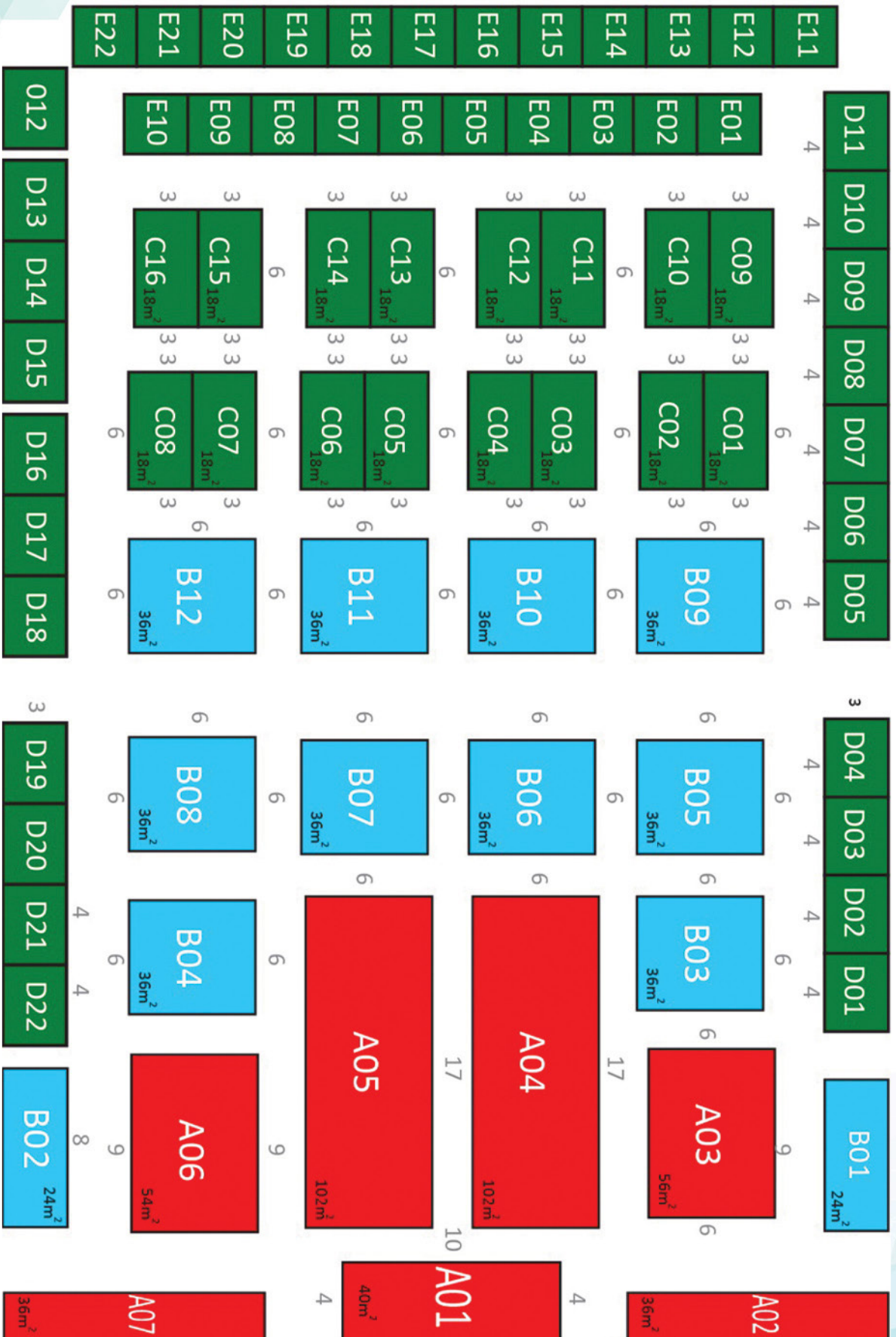
Cost per sqm **\$1500**



Key Benefits

- ✓ To be provided with a non-equipped exhibition area at the exhibition hall.
- ✓ To be honored by the forum's organizers.
- ✓ To be provided by 1 page in the exhibition directory.
- ✓ To display the company's logo as a strategic partner on all indoor and outdoor billboards.
- ✓ To display company's logo on invitations.
- ✓ To display the company's logo as a main sponsor in the Forum's marketing campaigns.
- ✓ Media interviews during the event.
- ✓ To display the company's logo as strategic sponsor on the forum's pamphlets, program and final report.
- ✓ To receive 15 invitations for attending opening ceremony
- ✓ To designate 10vip seats at the forum hall.
- ✓ To display the company's logo as strategic sponsor on the official TPF 2017 website.
- ✓ To display the company's logo as strategic sponsor on the forum's pamphlets, program and final report.

EXHIBITION FLOOR PLAN



General Terms and Conditions

Chapter 1 – General Terms

Section 1.1

The (exhibition) is defined as the event for which the stands/spaces and entrance are sold.

An (applicant) is defined as one who is interested in participating to the event (for example exhibitor , sponsor etc.....).

The (organizer) is 4M event management who organize and manage the exhibition.

Section 1.2

The organizer sets the location, the duration, the opening hours and closing hours of the event, the price of stands/□spaces, as well as the closing date for application .

He is the only one who determines the types of individuals or companies admitted to exhibit and/or visit the event as well as the list of products or services presented.

Chapter 2 – Application and Admission

Section 2.1

The application request is realized by way of the official form established by the organizer duly signed if applicable, completed with additional required documents.

Section 2.2

The organizer processes application and rules on admissions. Admission becomes only effective after written confirmation from the organizer to the participant.

Section 2.3

In any case, admission of application files shall be subject to the availabilities offered by the event.

Section 2.4

Any admission binds definitely and irrevocably the participant who then becomes liable of the entire amount of the sums described in chapter 3.

Chapter 3 – terms of payment

Section 3.1

A down payment of 25% (non- refundable) from the total amount to confirm the participation.

Section 3.2

Settlement date of the remaining 75% from the total amount will be fixed by the (organizer) and notified to the (Applicant) on the confirmation letter .

Chapter 4 – failure of payment

If the (applicant) fail to pay on due dates and by the stipulated in the preceding article, the (organizer)shall be entitled to apply the conditions contained in chapter 5 (withdrawal).

Chapter 5 – Withdrawal

In the event of withdrawal or non-occupation of the stand for whatever reason the down payment shall be retained by the (organizer), even if the stand/space is let again to another exhibitor.

An exhibitor shall be deemed to have withdrawn if, for any reason whatsoever he should fail to take possession of his stand/space before 24 hours of the day on which the exhibition is due to open.

The (organizer) may therefore dispose of the defaulting (Applicant) and the latter shall have on right to claim a refund or compensation, even if the stand/space is allocated to another exhibitor.

chapter 6 – attribution of locations

Section 6.1

The (organizer) determines the map of the event and proceeds to the distribution of the locations and admission, taking into account as far as possible the wishes expressed by the participants.

Section 6.2

The (organizer) reserves the right to modify, any time he shall considered useful in the interest of the event, the disposition of spaces and the map of the exhibition. No reserve shall be allowed from the participants.

Chapter 7 Allocation and use of Exhibition booths

Section 7.1

The (organizer) is responsible for structures and installations of (turnkey booths).

Section 7.2

(participant) shall accept and leave the sites as delivered, and shall be liable for any damage, in particular to venue hall and venue equipment, caused by themselves or by their staff.

Section 7.3

(participant) shall ensure that his booth is open to view and staffed by competent representatives during exhibition hours.

Section 7.4

The (organizer) retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

Section 7.5

(participant) may not remove any of his exhibits prior to the closing of the exhibition, construction and dismantling hours must be adhered to unless written approval is received from the (organizer)

chapter 8 – Construction and Decoration of Spaces

Section 8.1

The (participant) in the (space only) area should build and decorate his stand under his responsibility . The stand must, in any case, fit with the general decorations of the event, the visibility of neighboring stands and the possible stipulations of the particular regulation of the (exhibitor manual).. On that subject.

Section 8.2

The participants, or their staff, must have finished setting up their stand at the date and time set by the organizer, after which time and date, no packaging, material, transportation vehicle exterior contractors, shall be, under any reason whatsoever and regardless of whatever damage it can Cause to the participant, access, be kept, or remain on the site of the event.

Chapter 9 – security

The (organizer) shall take all reasonable security precautions in the interest of the exhibitors and visitors however, the (organizer) shall not for any reason whatsoever be held responsible for any loss or the...of exhibits at the exhibition hall during the build-up, exhibition and dismantling period. The (organizer) shall also not be held responsible for any loss or damage to exhibits or any articles belonging to (participants).

Chapter 10 – Safety

(The organizer) shall undertake to respect all safety measures imposed by al.faisaliah hotel and legal

Authorities, as well as any safety measures which may be taken by the (organizer).

The (organizer) reserves the right to verify that these measures are respected. Surveillance is carried Out under the control of the (organizer), his decisions concerning the application of safety regulation must be implemented immediately.

Chapter 11 – modification of the regulations

The (organizer) reserves the right to give a ruling no all cases not provided for within the present regulations and to add new provisions whenever he believes this to be necessary.

Chapter 12 – Dispute and Governing law

In the event of a dispute, the (participant) undertakes to submit his claim of the (organizer) before taking any other action. The (participant) formally agrees that any legal action undertaken in less than 10 days from the date of this submission. In the event of dispute, Saudi Arabia competent authority alone are competent to solve any dispute.

Chapter 13 – failure of services

In case of force majeure forcing the organizer it cancel the event, and lacking the possibility of deferment of such event, the last shall definitely keep the down payments already paid and he shall not be held liable for this cancellation.

Consequently, in case of adjournment or of cancellation of the event because of force majeure the organizer shall be not indebted to the participant for any sum, compensation, penalty and/or damages whatever nature.

Shall be deemed as case a force majeure any unpredictable, irresistible and outside event of one of the parties, preventing it from performing partially or totally its obligations arising of this agreement such (this list is not exhaustive): Strikes, lockouts, barricades, war, volcanic eruption, fire, explosion, storm, bad weather, earthquake, closure of the borders.

chapter 14 – various Provisions

Section 14.1

Names of confirmed exhibitor may be used by the (organizer) for promotion and publicity purposes for the exhibition , including without limitation the right to use exhibitor's logo or other identifying symbols (trademarks). Additionally, photos and other recordings taken by the (organizer) staff or designated contractors during the exhibition may also be used royalty-free by the (organizer) for promotion and publicity purposes.

(participant) grants the (organizer) a non-exclusive, royalty-free license to use Exhibitor's name and trademarks for promotion and publicity purposes for this event.

Section 14.2

(Participant) acknowledges and agrees that the (organizer) dose not maintain insurance covering the (participant) property or liability for any claim against its staff, employees or subcontractors relating to its activities or property associated with the Exhibition.

Section 14.3

If any provision of this agreement shall be held invalid and unenforceable, such holding shall not invalidate or render enforceable any other provision herein.



Target the biggest market of tourism in the Middle East.

EXHIBITOR BROCHURE

New era for exhibitions in Saudi Arabia

TRAVEL AND TOURISM PIONEERS FORUM 2017

Al Faisaliah Hotel Riyadh, Saudi Arabia

8 - 9 February, 2017



Al Awsat Expo

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