

Riyadh   
Travel  
2011

Share  
success





## JOIN US

Along with two successful years and through two successful editions (2009&2010), Riyadh Travel Fair, the international Fair for Travel & tourism professionals 3rd Edition will be held from 23-26 May 2011 in Riyadh-KSA.

RTF 2011 is deemed to be a combination of Business and meetings in an incredible and festive framework in the business city of Riyadh. Stakeholders, comprising Arab and international tourist commissions, companies get together in a large choice of new authentic destinations offered by exhibitors from all over the world.

The RTF 2011 tends to allow opportunities for all respective entities concerned with tourist & travel industry to explore whatsoever recent and contemporary scope of their business. Further RTF 2011 is deemed to be a major tourist investment opportunity for Saudi, GCC and international corporations. It combines all effective major regional and international components of tourism in one location.

RTF 2011 provides a unique opportunity giving specific offers in dedicated areas of the fair and offers special programs for travel agents and Buyers from all over the world. The RTF 2011 expects more than 25 000 visitors.

Riyadh welcomes the world!

Join us to celebrate tourism from 23 to 26 of May 2011.

*RTF 2011 TEAM*





### **Why Exhibit?**

Statistics indicate that there is 4.5 million Saudi citizen who spent their vacations in 2010 summer abroad where they spent 60 billion Saudi riyals. Therefore, participation in RTF provides an opportunity for immediate contact with purchasers, specialists and decision makers coming from ME , Africa, Europe and Asia deemed to be most growing and accelerating markets

Be sure that in RTF you will meet more than 30 thousand visitors comprising top VIPs , tradesmen, Journalist, travel specialist and other non-trade agencies giving due care for purchasing, selling or collecting information in respect of your destinations, products or services.

Further, there are a lot of various benefits including, among other, the following:

- Explore new markets and sectors.
  - Market your products, services and destinations.
  - Sign long-term deals.
  - Meet top international buyers from the region and generate sales leads.
  - Meet existing customers and channel partners.
  - Recruit new agents and distributors.
  - Launch new products and packages.
  - Test market and get instant market feedback.
  - Assess the market and spot important trends.
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## **Exhibitors Profile**

- International and State Tourism Boards / Organizations
- National & International Tourist Destinations
- International & National Airlines
- Tour Organizers
- Travel Agencies
- Tour Operators
- Ticketing Agents
- National & International Hotels & Resorts Chains
- Hotel Furniture & equipment
- Heritage Hotels
- Golf Hill
- Beach
- Health & Ayurvedic Resorts
- Companies involved in Adventure Activities, Sports, Eco Tourism
- Amusement/Theme Parks/Entertainments
- Shopping Paradise/Malls
- Travel Educational Institutes
- Time Share Properties
- Finance Companies
- Insurance
- Banks
- Credit Cards
- Travel Publications
- Car rentals



### Why visit?

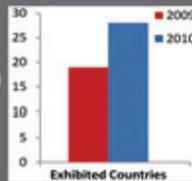
The Show will attract visitors including Tour Organizers, Tour Operators, Travel Agents, Business & Corporate Houses, Govt. and Public Sector, During the exhibition there will be a mega promotion campaign all over KSA and abroad.

- Access to +2500 products from over 130 destinations.
- Explore new tourist products
- Make your own business relations network
- High impact and best utilization of new products and presentations.
- Unique support Plan for spending vacations, leisure and recreational times

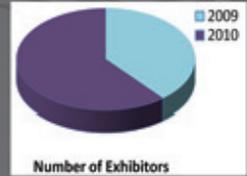
## Share us this success

Statistical studies prepared annually by ASAS company reflects success of RTF. It authenticates for growth and development witnessed by RTF 2010 compared to 2009. This is evident through the following figures:

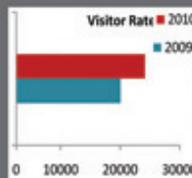
Exhibited Countries: 28  
Δ 47% on 2009



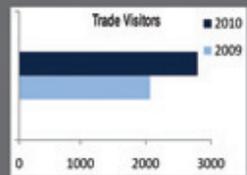
Number of Exhibitors: 130 from 28 countries  
Δ 56% on 2009



Visitor Rate: 24873 / 4 days  
Δ 24% on 2009



Trade Visitors: 2791  
Δ 35% on 2009



### **RTF Information**

Date: 23-26 May 2011

Domicile: RIEC

Entry: Free through registration in visitors card only

Timing: 10:00 am to 01:00 pm

04:00 pm to 10:00 pm

#### **The Venue**

It is RIEC deemed to be one of the most important exhibitions grounds in Saudi Arabia. It is the best destination for all fairs organizers ,It is located on King Abdullah Road, next to Prince Salman Social Center, about 15 minutes from King Khalid Int'l Air Port.



### RTF Information

SPACE	PRICE
Inside Space Only	300 \$ / SQM
Inside Space with Organizers stand fitting	350 \$ / SQM

:Contain as mentioned below  
table, 2 chairs, carpet flooring, aluminum system, white panel, 1  
fascia name board, fluorescent lighting



### **RTF Information**

Joining one of our programs for sponsorship situates you and your product in the best appropriate status. It highlights you as a core player in the field of travel or in other supportive domains, highly related to tourism and travel business. For this reason we provide a program for excellent sponsorship, much suited to the TOP elite of Travel & Tourism Players and stakeholders. To integrate all components of excellence, we give due care for all components of appearance and emergence in media and advertising manifestations for each category in separate. This is calculated in considerations of timing, location, advertising area offered for sponsor, appearance of his logo, trademark, and trade name in various means of advertising, including provision of appropriate areas in our RTF publications.

Select your best suitable sponsorship program in tourist market map.



## RTF Information

DESCRIPTION	SPONSORS			
	Strategic \$ 133,500	Platinum \$ 93,500	Gold \$ 60,000	Silver \$ 33,500
Space inside exhibition.	90 sqm	72 sqm	54 sqm	36 sqm
Receiving an honorary trophy.	✓	✓	✓	✓
VIPs invitations for the opening ceremony of the exhibition.	100	75	50	25
Advertisement inside exhibition catalogue.	final Page	internal Page	2 Color Page	1 Color Page
Partner's logo on all printed promotional material of the exhibition.	✓	✓	✓	✓
Link to partner's website from the official exhibition website.	✓	✓	✓	✓
Highlighting the location of partners on the exhibition floor plan.	On entry of the fair	On entry of the fair	On entry of the fair	On entry of the fair
Partner's logo in all Arabic and English news papers.	✓	✓	✓	✓
Partner's logo printed on all exhibition signage.	✓	✓	✓	✓
Partner's logo on the invitations VIP.	✓	✓	✓	✓
Add in show daily.	Color Page	Half Color Page		
Partner's logo on the registration area.	✓			
Logo on (Lanyard) of exhibitors.	✓			

## Other Sponsoring Options:

<b>Advertising Daily New</b>	<b>Full page</b>	<b>\$ 2,000</b>	<b>Half of first page</b>	<b>\$ 1,600</b>	
<b>Half of in_page</b>	<b>\$ 1,100</b>	<b>Quarter of first page</b>	<b>\$ 1,100</b>	<b>Quarter of in_page</b>	<b>\$ 0,700</b>

Within the four exhibition days, an "Advertising Daily News" is issued in high quality (A3) size paper coloured printing, to be distributed among exhibitors, visitors and all means of advertising and media. It will reflect RTF daily events and highlights activities of exhibitors. Advertising in this publication achieves a big amount of promotion and introduction to advertiser and hence it attracts more clients in marketing activities.

<b>Exhibition Directory</b>	<b>Full page</b>	<b>\$ 1,600</b>	<b>Half page</b>	<b>\$ 1,100</b>
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This publication is a visitor's encyclopedia on sale and will be part of the Exhibition Kit to be given to VIPs, business visitors, delegates, media etc. A customized bellyband with your logo and message will be wrapped around the exhibition directory assuring you of maximum visibility.

<b>Director Ribbon / Spine</b>	<b>Sponsoring directory</b>	<b>\$ 2,150</b>
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There will be a 5cm Director Ribbon and an excellent advertising area. This ribbon will bear your name, logo and the message you want to express to your clients. Hence it provides a good opportunity for appearance. It is deemed to be a local component of the RTF publications awarded to TOP VIPs, visitors and exhibitors.

<b>Insert</b>	<b>Insert</b>	<b>\$ 3,000</b>
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It is a 15 x 8 cm silk textile strip provided inside the directory, trade visitors, business contacts of exhibitors and a wide cross section of local travel trade inviting them to visit the exhibition. This is the most direct way to reach your audience. Your logo will appear on the invitation.

<b>Badge</b>	<b>Sponsoring badge</b>	<b>\$ 2,500</b>
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The badge is one of the widely distributed and most visible element. Badges will be provided to all participants, trade visitors, press, delegates, VIPs. Your logo will appear in the main section of the badge.

<b>Lanyard</b>	<b>Sponsoring lanyard</b>	<b>\$ 3,500</b>
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Attractive lanyards are produced to hold the entry badges and distributed to all exhibitors, trade visitors, press, delegates, VIPs. Your logo will appear on the lanyard.

<b>RTF Bags</b>	<b>Sponsoring RTF Bags</b>	<b>\$ 6,700</b>
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RTF will provide good-looking bags to be distributed among all exhibitors in which they might put whatsoever given to visitors all over RTF wards. These bags is deemed to be a unique method for advertising and attraction of customers. Logo as well as welcome message of advertiser shall be affixed on these bags.



**For booking and sponsors  
hip programs, please contact:**

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شركة أساس

لتنظيم المعارض والمؤتمرات

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