

# THE travel CONVENTION

IN ASSOCIATION WITH

## The Telegraph TRAVEL

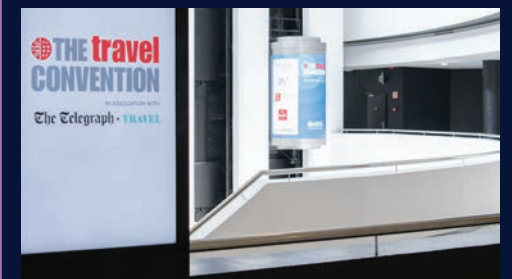


### TOKYO // JAPAN 7-9 OCTOBER 2019

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## PARTNERSHIP OPPORTUNITIES



# The Travel Convention

The Travel Convention is ABTA's **flagship** event, attended by the UK's travel industry leaders as well as travel media.

The 2019 Travel Convention will take place from 7 to 9 October in **Tokyo**, the capital of Japan. This is the first time that ABTA's Convention will take place in Asia and with the Convention taking place during the Rugby World Cup in Japan and the same week as the Japanese Grand Prix, it will be a unique event offering a wide range of ways for companies to get involved and increase their trade visibility.

## Convention Programme

ABTA's annual Travel Convention includes an exceptional three-day programme of events, designed to inspire, update and facilitate networking amongst travel industry colleagues.

The business event will provide the central anchor between a 13+ day opportunity for delegates to explore Japan and attend the sporting events.

### The Travel Convention programme includes:

- Thought-provoking and future-focused plenary business sessions
- Networking opportunities during refreshment breaks, drinks receptions, evening parties and popular Convention Bar
- Optional activities including a football match, cycle ride, LifeLine bowling and local excursions
- Pre-and post-Convention tours offering the chance for delegates to explore Japan



## Attendees

The Travel Convention is attended by senior professionals spanning the full breadth of the Travel sector. No other conference brings together as many UK senior travel industry representatives and leaders. Managing Directors, CEOs, Marketing, Sales and Product Directors gather annually at this highly-regarded event, from:

- Tour operators
- Travel agents and OTAs
- Cruise lines
- Airlines, hotels and car rental companies
- Travel industry specialists and providers

The Travel Convention also attracts 30 travel journalists from the UK's national, consumer and travel trade press. In 2018, this included journalists from The Telegraph, The Times, The Sun, The Mirror, The Independent, The Express, Travel Weekly and TTG Media.

## Getting Involved

ABTA's Travel Convention offers a unique and unrivalled business development and profile raising opportunity. For **#ABTAtokyo**, there are several ways for your organisation to get involved. You could be one or more of the following:

- Convention Partner
- Delegate Materials Sponsor
- Explore Japan Partner
- Hosted Agent Sponsor
- Activity Sponsor

# Draft Programme of Events

## Saturday 5 October

16:30 - 19:00

Sports Bar

*England vs. Argentina Rugby World Cup*

## Sunday 6 October

09:00 - 12:30/13:00

Tokyo Half Day Excursions

09:00 - 17:00

Tokyo Full Day Excursions

## Monday 7 October

From 10:00

Football Match / Post Match Drinks

*Komazawa Olympic Park/  
Komazawa Park Café*

09:00 - 12:30/13:00

Tokyo Half Day Excursions

09:00 - 17:00

Tokyo Full Day Excursions

13:00 - 16:00

Lead Partner Lunch

*The Bar Illumiid and Oasis Garden,  
The Prince Gallery*

18:45 - 19:45

ABTA Members Reception

*Kihinkan Guest House*

20:00 - 20:30

Opening Ceremony

*Pamir Convention Centre*

20:00 - 20:45

Walk to to Shinagawa Prince

20:45 - 23:00

Welcome Party

*Table 9, Shinagawa Prince*

23:00 - 03:00

Convention Bar

*Nine Bar and Table 9, Shinagawa Prince*

## Tuesday 8 October

08:00 - 09:15

Business Breakfast

*Pamir Convention Centre*

09:30 - 14:00

Business Sessions  
and Coffee Break*Pamir Convention Centre*

14:00 - 14:50

Lunch for Seminar Delegates

*Pamir Convention Centre*

14:15 - 17:00

Tokyo DIY

15:00 - 17:00

Destination Japan Seminar

*Pamir Convention Centre*

18:00 - 23:00

Free Evening /  
Sponsor Private Events

18:00 - 20:00

Meet the Media Reception

*venue TBC*

20:00 - 22:30

Convention Supper Club

*Gonpachi, Rappongi Hills*

23:00 - 03:00

Convention Bar

*Nine Bar and Table 9,  
Shinagawa Prince*

## Wednesday 9 October

08:00 - 09:15

Business Breakfast

*Pamir Convention Centre*

09:30 - 14:00

Business Sessions  
and Coffee Break*Pamir Convention Centre*

15:30 - 17:00

Ten Pin Bowling Event

*Shinagawa Prince*

20:15 - 23:00

Farewell Party

*Happo-en*

23:15 - 03:00

Convention Bar

*Nine Bar and Table 9,  
Shinagawa Prince*

# Convention Partner

Align your company with the trusted brand of ABTA at this flagship event. Highlight your brand and communicate your key messages to senior travel industry professionals as a Convention Partner.

With Japan being a **bucket list destination**, even for the most experienced of travel professionals, and with the Convention taking place during the Rugby World Cup in Japan, **#ABTAtokyo** is expected to attract significant interest from both regular and new delegates.

Convention Partner logos will appear on all materials, printed and digital, created for the event. If you consider your organisation to be one of the leaders in its field, these high-profile opportunities with an extensive range of benefits are designed for you.

Opportunity	ABTA Member / Partner	Other Companies	Quantity
Lead Partner	POA	POA	1
Headline Partners	£20,000	£25,000	6



## Explore Japan Partner

Delegates will be seeking opportunities to **Explore Japan** both pre-and-post this year's Travel Convention.

ABTA Members with experience in the region are encouraged to become an Explore Japan Partner and make tours available for other delegates – some of whom will be joined by personal partners before or after the main business of the Convention.

We will provide marketing communications support to promote your tours and FIT opportunities to delegates both before and after their Registration.

*Note: The Japan National Tourist Office will be offering a number of FAM trips for small groups of delegates who meet their invitation criteria.*

Opportunity	Price	Quantity
Tour Listing	From £1,000	Unlimited



MOUNT FUJI



OSAKA CASTLE



KYOTO



ITSUKUSHIMA



OSAKA

## Activity Sponsor

There are several opportunities to host side-events throughout the Convention as an Activity Sponsor. Taking place in such an iconic destination, these events will be a truly memorable way to make your mark.



Opportunity	ABTA Member / Partner	Other Companies	Quantity
Rugby Sports Bar	TBC	TBC	1
Football Match (Licence only)	£1,500	£1,875	1
Members Reception	£6,000	£7,500	1
Convention Bar (nightly)	£3,000	£3,750	2
Business Breakfast	£5,000	£6,250	1
Meet the Media Reception	TBC	TBC	1
Ten Pin Bowling Event	TBC	TBC	1

# Delegate Materials Sponsor

If brand visibility at an affordable level is your aim, as a delegate materials sponsor your logo will be seen by all delegates before and/or during the event.



Opportunity	ABTA Member / Partner	Other Companies	Quantity
Badges & Lanyards	£8,000	£10,000	2
Convention App	N/A	N/A	1
Delegate Folders	£1,800	£2,250	1
Sustainable Water Bottles	TBC	TBC	X



## Hosted Agent Sponsor

Attending the The Travel Convention will be highly valued by the Travel Agents who are fully or partly hosted by our Hosted Agent Sponsors.

We have made a limited number of **Hosted Agent places** available for **#ABTAtokyo**, which includes the Agents' registration fees and complimentary accommodation for 20% of your Hosted Agents for up to four nights at the Headquarters Hotel.

*NB: Places at this rate are limited to 75 for 2019, so act quickly!*

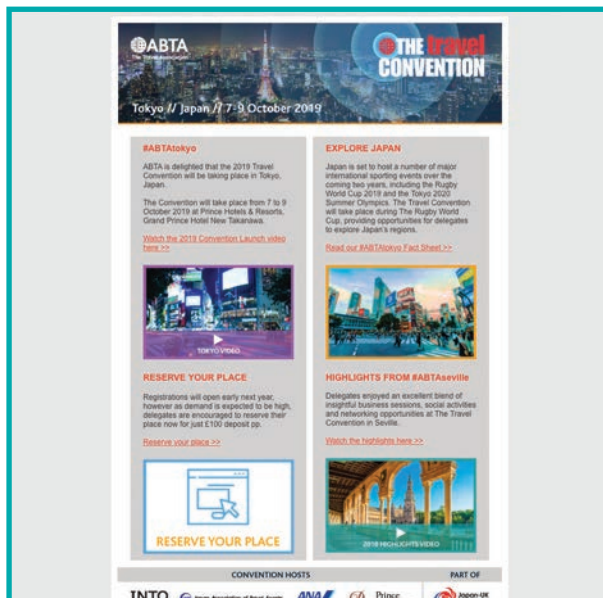
Opportunity	ABTA Member / Partner	Other Companies	Quantity
50 Agents	£10,100	£12,625	1
10 Agents	£2,020	£2,525	1
5 Agents	£1,010	£1,263	3



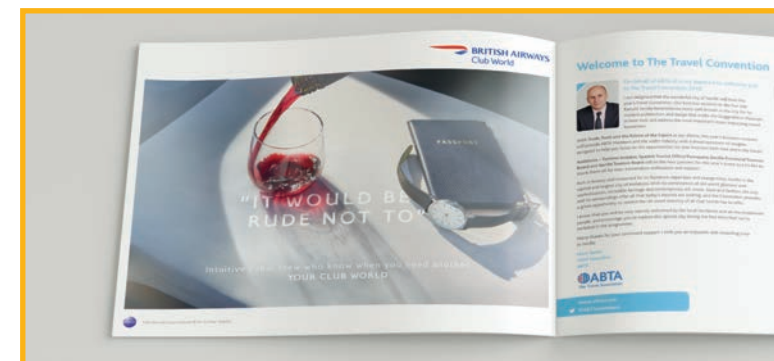


# Advertising

You can promote your products and services to delegates long before they arrive in Japan, by taking advantage of our advertising opportunities.



Convention Programme	Price Sponsor	ABTA Member / Partner	Non-Member / Non-Partner
Inside Front Cover – Full Page	-	£750	£940
Outside Back Cover – Full Page	-	£750	£940
Inside Back Cover – Full Page	-	£600	£750
Run of House – Full Page	£150	£300	£375
Run of House – Half Page	£90	£180	£225
Premium Position	+20%	+20%	+20%
Convention E-news (bi-weekly e-blast)	Price Sponsor	ABTA Member / Partner	Non-Member / Non-Partner
Quarterly Sponsorship (Jan-Mar / Apr-Jun / Jul-Sep)	-	£1,000	£1,250
Full Sponsorship	-	£2,750	£3,450





### About ABTA

ABTA is the UK's leading travel association and currently has around 1,200 Members, with a combined annual UK turnover of approximately £37 billion.

ABTA has been a trusted travel brand for over 65 years. Our purpose is to help our Members to grow their businesses successfully and sustainably, and to help their customers travel with confidence.

For more details about what we do, what being an ABTA Member or Partner means and how we help the British public travel with confidence, visit [www.abta.com](http://www.abta.com).

# THE TRAVEL CONVENTION



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