

ENTER2020

Sponsorship and Exhibition

University of Surrey, Guildford, UK

8 – 10 January 2020

ENTER2020

The 27th Annual International eTourism Conference, ENTER2020, is organized by the International Federation for Information Technology and Travel & Tourism (IFITT) and hosted by the University of Surrey from 8-10 January 2020.

The **International Federation for Information Technologies in Travel and Tourism** (IFITT) is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry. The **University of Surrey** has a proud tradition of hosting major international conferences and internationalization permeates all that we do at Surrey, contributing significantly to our mission to solve global challenges, lead research and innovation, and fuel generations of students with a spirit of curiosity and a desire to improve the world we live in.

The ENTER2020 Conference offers a worldwide and unique forum for attendees from academia, industry and government on information and communication technologies and travel and tourism. ENTER2020 offers three tracks, namely: Research, Destination, and Industry, which are designed to enable maximum exchange of information and interaction.

With the theme “**Responsible eTourism**” ENTER2020 will focus on exploring emergent and cutting-edge ICT concepts, applications, managerial approaches and business models that reflect the progressive and responsible transformation in travel, tourism, and hospitality.

The ENTER2020 Conference will bring together around **250 representatives from 30 countries with 100 decision makers from the UK tourism industry and public bodies**. Complementary to the main conference tracks (research, industry, and destination), University of Surrey will host **Smart UK Day** to bring together local travel and tourism stakeholders in the UK. The sessions are designed to enable maximum interaction for attendees to exchange ideas,

present the latest developments and business initiatives, as well as best practices, case studies and advanced scientific research.

ENTER2020 in Guildford will mark the 27th anniversary of the conference. Former places have been:

2019 Nicosia, Cyprus	2006 Lausanne, Switzerland
2018 Jönköping, Sweden	2005 Innsbruck, Austria
2017 Rome, Italy	2004 Cairo, Egypt
2016 Bilbao, Spain	2003 Helsinki, Finland
2015 Lugano, Switzerland	2002 Innsbruck, Austria
2014 Dublin, Ireland	2001 Montreal, Canada
2013 Innsbruck, Austria	2000 Barcelona, Spain
2012 Helsingborg, Sweden	1999 Innsbruck, Austria
2011 Innsbruck, Austria	1998 Istanbul, Turkey
2010 Lugano, Switzerland	1997 Edinburgh, UK
2009 Amsterdam, The Netherlands	1996 Innsbruck, Austria
2008 Innsbruck, Austria	1995 Innsbruck, Austria
2007 Ljubljana, Slovenia	1994 Innsbruck, Austria



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SPONSORSHIP OPPORTUNITY

Sponsoring ENTER2020 is an excellent way to introduce or expose your business to 250-300 experts and decision makers and strengthen your company's position in the eTourism Industry. Sponsorship opportunities allow you to be visible to a manifold global audience of tourism professionals via digital channels and printed publications, as well as direct interaction with attendees on site:

- The opportunity to stand out in the crowd and highlight your business showcasing your products and ideas
- Increase your chances of turning visitors and attendees into potential new customers
- Be part of a worldwide community, thus gaining access to the latest news and offers in the eTourism sector
- Enrich your network of professional and customer relationships
- Clearly communicate your company values and uniqueness
- Boost your profits, as you will be improving your company's image, prestige and credibility

SPONSORING CATEGORIES

All categories are accessible to all Sponsors & Exhibitors, subject to the number of available slots. In addition to the sponsoring categories there are Sponsor items and Exhibition opportunities. The Sponsor items can be added to both Sponsors and Exhibitors. All prices in this Proposal for Sponsorship & Exhibition are in GBP and exclude VAT.

PLATINUM SPONSOR – £7,500

1 Slot Available

Benefits

- Exclusive branding of the main entrance screen
- Exclusive Grand Exhibition package (6 x 3m)
- Advertisement at the conference reception (banner, logo, flag, roll-up)
- Advertisement in the main auditorium (banner, flag, roll-up)
- Advertisement during opening of ENTER2020 (logo, banner in background)
- Public mentioning of Platinum Partner during every social event of ENTER2020
- Keynote Presentation/keynote speech during main programme, nomination of conference speakers (20 min.)
- Logo placement in all publications of ENTER2020 (print, online)
- Supplements to the conference bag (brochure, info, etc.)
- Conference participation for your company and selected customers for up to 5 representatives
- Participation in the Welcome Reception and the Conference Gala Dinner for up to 5 representatives

GOLD SPONSOR – £5,000

1 Slot Available

Benefits

- Exclusive branding of the main entrance door
- Exhibition package
- Advertisement at the conference reception (banner, logo, flag, roll-up)
- Advertisement in the main auditorium (banner, flag, roll-up)
- Advertisement during opening of ENTER2020 (logo, banner in background)
- Keynote Presentation/keynote speech during main programme, nomination of conference speakers (20 min.)
- Logo placement in all publications of ENTER2020 (print, online)
- Supplements to the conference bag (brochure, info, etc.)
- Conference participation for your company and selected customers for up to 3 representatives
- Participation in the Welcome Reception and the Conference Gala Dinner for up to 3 representatives

SILVER SPONSOR – £2,500

Max. 3 Slots Available

Benefits

- Exhibition package
- Advertisement in the venue (banner, flag, roll-up)
- Presentation/speech during main programme (20 min.)
- Logo placement in all publications of ENTER2020 (print, online)
- Supplements to the conference bag (brochure, info, etc.)
- Conference participation for your company and selected customers for up to 2 representatives
- Participation in the Welcome Reception and the Conference Gala Dinner for up to 2 representatives

BRONZE SPONSOR – £1,250

Benefits

- Logo placement in all publications of ENTER2020 (print, online)
- Supplements to the conference bag (brochure, info, etc.)
- Conference participation for your company for 1 representative
- Participation in the Welcome Reception and the Conference Gala Dinner for 1 representative

SMART UK DAY SPONSOR – £2,500

Max. 3 Slots Available

You profit from the ENTER2020 conference infrastructure (registration, information mailings, coffee break catering, auditorium equipment, internet connection, conference helpdesk, etc.). We do the organisation, you deliver the content. Within this partnership we offer you the possibility to share your project results, your ideas, and your know-how with a wide range of academia and industry experts and public decision makers from all over the world.

Benefits

- Single speaker or workshop slot in one conference auditorium (1.5 hours)
- Chairperson for a workshop
- Event announcement in programme (online and print)
- Free entrance to your event/workshop for employees of your company or your institution (the event/workshop is included in standard conference fees)
- Placement of poster, roll-up or similar in the conference venue
- Supplements to the conference bag (single leaflet or folder)
- Conference participation for your company for 1 representative
- Participation in the Welcome Reception for 1 representative

SPONSOR ITEMS

BAG INSERT – £750

Max. 3 Slots Available

Insert of sponsor's item (1 leaflet/brochure) into the congress bags distributed to all delegates.

ADVERTISEMENT IN FINAL PROGRAMME

£750 | Half Page, Max. 3 Slots Available

£1,000 | Full Page, Max. 2 Slots Available

EXHIBITION SPACE – £1,500

Benefits

- Sponsor's exhibition area 2 x 3 m, with electricity, standing table, set up
- Conference participation including catering and conference bag for 1 representative
- Participation at the Welcome Reception and the Conference Gala Dinner for 1 representative

TERMS AND CONDITIONS

SPONSORSHIP & EXHIBITION

CONDITIONS OF PAYMENT FOR SPONSORSHIP

A deposit of 50% of the total sponsorship fee will be invoiced once the attached signed Sponsorship & Exhibition Contract has been received and confirmed. Conditions of payment mentioned on the invoice are valid. All payments must be received in full within 30 days of receipt of the invoice. Full payment is due 4 months prior to the Conference. If the payment is not received, the Sponsorship/Sponsor Item may be sold to another Sponsor.

PRODUCTION COSTS

Production costs, where applicable, are the responsibility of the Sponsor. ENTER2020 will not accept responsibility for late deliveries, and cannot guarantee the inclusion or distribution of sponsored items at ENTER2020. Late deliveries, if accepted, may also attract late fees.

REFUND AND CANCELLATION POLICY

All cancellations must be made in writing to the conference organizer – University of Surrey. The Sponsorship fee is refundable minus a 10% charge when the cancellation is made until 4 months before the conference. For cancellations received after 4 months but before 2 months, 50% of the total amount will be refunded. For cancellations received after November 8, 2019, there will be no refund granted. All prices are indicated in GBP, and exclude 25% VAT.

More information about the conference can be found on the website: www.enter2020.ifitt.org

CONTACT

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