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GO

TRAVEL SHOW NORTH



Supporting
THE NORTH's
Great TOURISM Offers

Saturday 30th September 2017 10.30am-3pm

Southport Theatre & Convention Centre, The Promenade, Southport PR9 0DZ



www.gonorthtourism.com

To register to attend the Go Travel Show North showcase exhibition or for information on booking a stand contact Elizabeth Mounser on 07949 078593 email elizabeth.mounser@landortravelpublications.com or visit www.gonorthtourism.com

Attendance to Go Travel Show North is FREE to all UK tourism and travel professionals

Supported by



In partnership with





TIME TO SHOWCASE THE NORTH



After the successes of Leeds in 2016 and our London show in February we are heading to the beautiful seaside resort of **Southport** for the **GOTravelShow** North 2017.

On **Saturday 30th September**, complimentary coaches will bring group travel



organisers from all over the country to explore the very best of what the North has to offer. A selection of carefully chosen **familiarisation visits and tours** offer visitors the opportunity to further discover a wealth of **attractions, hotels, destinations** and **experiences** in the area.

Exhibitor Opportunities

We work with our exhibitors to offer bespoke packages to suit every requirement and budget. On the day there are a variety of ways for you to showcase your company:

TABLE TOP STANDS choose from standard 2m spaces or larger areas can be arranged.

STAND SHARERS allows companies to work together.

SPECIAL FEATURE AREAS tailor made zones give exhibitors the chance to try something different.

Whether you are a cluster of Historic Towns and Attractions, a region of the UK or if you want to provide live interaction with visitors this exhibitor format allows you to explore different ways to showcase your company. You will receive an exclusive promotion on the show floor plan plus feature profiles on the GO Travel Show website and in the *GTO* magazine.

GO TRAVEL SHOW READING ROOM if you can't spare staff to attend the show you can still have a presence by displaying your company literature in a key spot at the exhibition.

RETAIL CORNER for the first time ever we are offering retailers the chance to sell their products at the show.

SPONSORSHIP OPPORTUNITIES via venue branding, show bags, badges or visitor refreshment areas.

Additional Packages The GO Travel Show North works closely with all Landor Travel Publications and there are opportunities to create a package to further promote your company via the *GTO* Magazine's 10k readers, the annual Group Travel Awards or through e-shots to carefully selected *GTO*'s or via our social media platforms.

Research from our **GOTravelShow** showed:

The Right Day

91% of exhibitors and over **95%** of visitors said that Saturday was the right day.



The Right Audience

Nearly **90%** of exhibitors said that visitors were of the right quality and **87%** expect to take bookings as a direct result of the **GOTravelShow**.

The Right Event

Over **90%** of exhibitors will definitely look to exhibit in 2017. This may be because **97%** of visitors used the **GOTravelShow** to source new ideas for group trips.



There is no better place to:

- NETWORK** Meet buyers with buying power face-to-face
- PROMOTE** Showcase what makes you stand out
- HIGHLIGHT** Discover new customers to develop business with
- LEARN** Develop travel packages based on 'on the spot' feedback

Visitor Profile

- Group Travel Organisers
- Travel Trade Buyers
- Coach Operators
- Event Planners
- Tour Operators
- Educational/Youth Organisers

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1. EXHIBITOR DETAILS PLEASE PRINT

Contact Name

Job Title

Organisation Name

Address

Telephone

Website

Post Code

Press/PR Contact

Press/PR Email

IMPORTANT ALL CORRESPONDENCE WILL BE SENT TO YOU VIA EMAIL

Please write underneath just one email address to which all
communications relating to **GO Travel Show North** should be sent.

3. PAYMENT AUTHORISATION *please circle as appropriate

PAYMENT MUST BE RECEIVED 30 DAYS FROM INVOICE.

I / We* have read and understood the terms and conditions
and a copy has been retained for my / our* records.
Please invoice me for / I have enclosed a cheque,
payable to Landor Travel Publications, for*

£ + VAT PO Number

Name please print

Signature

Date

BOOKING FORM

2. SPACE REQUEST PLEASE TICK

☐ 2m space £395 + VAT

Larger stand space available on request and stand sharer
options are also available POA

Stand rates include a table, tablecloth, two chairs, single power point,
catalogue listing, free tea and coffee all day, breakfast bacon butty.
Exhibitors need to bring their own pop up banners and literature.

SPONSORSHIP OPPORTUNITIES

☐ Show Bags sponsor provides bags £295 + VAT

☐ Branding on Visitor Badges £495 + VAT

☐ Visitor Lanyards sponsor provides lanyards..... £395 + VAT

☐ Visitor Tea/Coffee £TBC + VAT

☐ Visitor Lunch Area £TBC + VAT

SPECIAL FEATURE AREAS

Our Feature Areas give exhibitors the chance to try something different. Whether you
are a cluster of Historic Towns and Attractions, a region of the UK or want to provide
live interaction with visitors this exhibitor format allows you to explore different ways
to showcase your attraction. Electrics and furniture are included in the price and you
will receive an exclusive promotion on the show floor plan, feature profile on the GO
Travel Show website and in GTO magazine.

..... please call to discuss your ideas and requirements

ADDITIONAL STAND SHARERS PLEASE WRITE IN BOX HOW MANY

☐ Additional stand shares are available
at a charge of £95 + vat per sharer £95 + VAT

THE GO TRAVEL SHOW READING ROOM

We know that sometimes staffing resources are limited so why not take advantage
of the GO Travel Show Reading Room where you can display your brochures with no
staff required to attend on the day.

..... please call to discuss your ideas and requirements

RETAIL SPACE

If you would like to take a retail area or you work with local retail outlets that may
wish to trade at the show then...

..... please call to discuss your ideas and requirements

PLEASE SCAN AND EMAIL THIS BOOKING FORM TO
elizabeth.mounser@landortravelpublications.com

or send by post to 6 Wellington Square, Hastings TN34 1PB

To discuss various stand opportunities please call ELIZABETH MOUNSER
on 07949 078593 email elizabeth.mounser@landortravelpublications.com

www.gonorthtourism.com

TERMS & CONDITIONS

CHANGES TO THE REGULATIONS

The Organisers reserve the right to change any of these Terms & Conditions at any time without notice. On any matters arising whether covered by these Terms & Conditions or not, the decision of the Organisers will be final and non-negotiable.

QUERIES ON REGULATIONS

Any queries on the Regulations should be addressed to: GO Travel Show North, 6 Wellington Square, Hastings TN34 1PB

1 THE EXHIBITION

The Exhibition will be called GO Travel North 2017.

2 ORGANISERS

In respect of these Terms & Conditions, the Organisers consist of Landor Travel Publications Ltd*, on behalf of GO Travel North 2017.

3 VENUE, DATES, OPENING

The Exhibition will be held on Saturday 30th September 2017 at Southport Theatre & Convention Centre, The Promenade, Southport PR9 0DZ. The Exhibition will be open to visitors from 10.30am to 3pm.

4 EXHIBITOR ELIGIBILITY

The Exhibition is open to any Company or Organisation directly involved in promoting a venue, destination or attraction to organisers of group tours / school visits / excursions and coach operators. The Organisers reserve the right to refuse participation to any Company or Organisation, which in their view, does not meet these criteria.
The term Exhibitor(s) in these Terms & Conditions and any other documentation issued in connection with the Exhibition refers to any Company or Organisation which has had that booking formally accepted in writing by the Organisers.

5 VISITORS

Entrance is not available to the general public, only to those involved in organising tours and excursions. The Organisers reserve the right to refuse entry or remove person or persons from the show without explanation.

6 ALLOCATION OF STANDS/REVISION OF LAYOUT

Stands are allocated subject to availability. The Organisers reserve the right to refuse without explanation the allocation of a stand. The Organisers reserve the right to revise the layout plan at anytime and to change the allocation of an Exhibitor's space if they deem it to be necessary. The final position of each stand within the Exhibition is at the discretion of the organisers.

7 PAYMENT SCHEDULE

Full payment (including VAT), OR an official order form / purchase order number, is required to be returned with the booking form. If payment is not included with your order you will receive an invoice, full payment of the amount due being required 30 days from invoice or before the event if booked later. Cheques are payable to Landor Travel Publications.

8 CANCELLATION BY EXHIBITOR

Cancellation after 31st August 2017 will render the Exhibitor liable for payment of the full stand space charge. Cancellation prior to this date will be subject to a 50% cancellation fee. These penalties apply even if the stand space is resold by the Organisers. Cancellation can only be accepted in writing. If an exhibitor fails to occupy the stand on the day of the exhibition, the Organisers will have absolute discretion to deal with the space as they think fit, without being under any liability to refund or abate any charges paid or due therein. In the event of the Exhibitor becoming bankrupt, going into liquidation or being under appointment of a receiver, the Organisers reserve the right to cancel the stand without being under any liability to refund or abate any charges paid or due therein.

9 CANCELLATION OF THE EXHIBITION

In the event of the Exhibition being cancelled by the Organisers for commercial reasons such as lack of support, the Organisers will refund the full participation fee. The Exhibitor agrees that under these circumstances he will have no further claims against the Organisers.
The Organisers reserve the right, at any time, to change the date, time and/or venue of the Exhibition or cancel it altogether in the case of extreme weather conditions, fire, flood, acts of war or violence, malicious damage, explosion, strike, civil disturbance, political unrest, riot, labour disputes, powercuts or any other cause beyond the Organiser's control. In such cases the Exhibitor waives any and all claims he might have against the Organisers for refund, damages or expenses.

10 SUB-LETTING OF SPACE

No part or whole of any site may be sublet by the Exhibitor without the prior written permission of the Organisers.

11 CANVASSING

Canvassing for orders and the distribution or display of printed material, except by the Exhibitor on his own stand, is strictly prohibited.

12 NEGOTIATIONS WITH SOUTHPORT THEATRE & CONVENTION CENTRE

No Exhibitor may enter into separate negotiations with Southport Theatre & Convention Centre or the official contractors to this Exhibition or venue.

13 INSURANCE LIABILITY

Neither the Organisers or the Owners accept any liability in respect of the loss or damage of Exhibitors' property or injury to any persons employed by the Exhibitor or their sub contractors. Exhibitors are reminded that they are required to accept third party liability and produce evidence of suitable cover if required.

14 SECURITY

Exhibitors are reminded that the Organisers cannot be held liable for any theft or damage to an Exhibitor's stand, exhibits or property.

15 FIRE, SAFETY AND WORKING REGULATION

Exhibitors MUST abide by the Fire, Safety and Working Regulation of Southport Theatre & Convention Centre and the local Authority. Exhibitors are reminded that all materials used in stand display must comply with these Regulations. The onus is on the Exhibitor to fully acquaint themselves with these Regulations and ensure that they comply.

16 GANGWAYS FIRE PROTECTION AREAS AND EXITS

All gangways, fire protection areas and exits must be kept clear at ALL times.

17 HEALTH AND SAFETY

Exhibitors are required by law to have a copy of their health and safety at work procedure available on the stand and all staff and contractors must be instructed on its contents. All exhibitors will be required to advise the Organisers of their nominated health and safety representative.

18 ANNOYANCE TO OTHER EXHIBITORS AND VISITORS

The Organisers reserve the right to prohibit any activity which in their opinion is causing annoyance to other Exhibitors or Visitors. This includes but is not restricted to the use of microphones, buzzers, sirens, bells, video, films, music live or recorded, flashing or over bright lights. It also includes the use of roaming promotional staff and distribution of literature or other promotional materials other than that on the Exhibitor's own stand. Where neighbouring stands cannot mutually agree on a satisfactory level for such activities the Organisers will act as arbiter. Their decision is final and non-negotiable.

19 MUSIC, PERFORMING RIGHTS

Exhibitors are reminded that if they are using recorded or published materials they must ensure that they comply with the law in this respect. This requires evidence that licenses have been issued by the Performing Rights Society and Phonographic Performance Ltd.

20 STAND REGULATIONS

- No exhibit or display may be more than 2m high.
- No part of any exhibit or display may overhang any gangway or neighbouring stand.
- Nothing may be affixed in any way to any part of the building.
- Any display involving film, video, etc must be positioned such that visitors watching it do not impede the gangways.
- Build up is 3pm-6pm on Friday 29th September and from 7am-9am on Saturday 30th September. Stands must be dressed by 9.30am.
- The Exhibition closes at 3pm on Saturday 30th September. Any material left on stands after 4pm will be disposed of as rubbish.

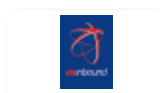
21 PASSES

All staff working at the Exhibition, either during build-up, the actual show or breakdown, must be in possession of the relevant pass.

22 PHOTOGRAPHY

No photography or video filming is permitted at the Exhibition other than by the official photographer.

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