

March 2010

IFTM Top Resa: the international B2B event for the French travel market

Attuned to the market and to the needs of its exhibitors and visitors, IFTM Top Resa continues to grow.

The next session, from **21 to 24 September 2010** in Paris, will confirm IFTM Top Resa's position as *the* B2B event for the travel and tourism sector.

During the press conference held on Monday 15 March, Vincent Lhoste, the show's director, and Alain Bagnaud, director of the transport, tourism and communication section, presented the innovations being introduced at this 32nd show.

New for 2010: the networks' village

In response to exhibitors' requests to meet even more travel agencies (40% of visitors in 2009), IFTM Top Resa has developed an attractive partnership with the networks.

Each brand will be offered:

- ▲ 30 m² for their stand: a great meeting place at the show
- ▲ A training room adjoining their stand: a place to develop sales personnel's expertise
- ▲ An auditorium for holding an internal event

In return, the networks will:

- ▲ Liaise with the IFTM Top Resa marketing team over the promotional campaign
- ▲ Run a training programme in their exclusive training space during the show
- ▲ Only use speakers who are also exhibitors at IFTM Top Resa
- ▲ Not sell/rent these training spaces
- ▲ Organise an event designed to bring together their sales outlets

Brands participating in IFTM Top Resa:

<ul style="list-style-type: none"> ⊙ AS Voyages ⊙ Manor ⊙ CEDIV ⊙ Thomas Cook 	<ul style="list-style-type: none"> ⊙ Carrefour Voyages ⊙ Nouvelles Frontières ⊙ Carlson Wagonlit Voyages ⊙ Havas Voyages
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New for 2010: a "Business Travel & Corporate Events Area"



In response to the needs of market players, IFTM Top Resa has created a dedicated area:

- ⊙ Customised stands, all under the same banner
- ⊙ Stands 12 or 20 m² only
- ⊙ High-end stands including an "office" area
- ⊙ An appointments system
- ⊙ A themed area bringing together all the key players
 - ▲ Airlines
 - ▲ Car hire companies
 - ▲ Hotels
 - ▲ Technology solutions /service providers
 - ▲ Conference cities / Conference centres
 - ▲ Convention bureaux

New for 2010: an appointments system

The appointments system, welcomed by exhibitors and visitors alike, facilitates networking in a professional atmosphere.

The user-friendly appointments system allows users to plan their visit to the show.

- ⊙ Visitors register as 'participants' in the appointments system
- ⊙ The bookings are organised by company
- ⊙ Visitors can view the exhibitors' diaries and request an appointment
- ⊙ A description of the visitor is attached to the meeting request
- ⊙ The exhibitor confirms the appointment and the time slot is booked
- ⊙ The exhibitor does not confirm the appointment and the time slot becomes available again

New for 2010: expanded content

IFTM Top Resa, the leading industry exhibition, is developing its content to offer visitors and exhibitors opportunities for reflection on the industry's key sectors.

- ⊙ Key travel sector issues will be addressed via **Forums**:
 - ▲ Destinations and the production side
 - ▲ Technology, a core component of distribution's success
 - ▲ Business travel
 - ▲ Business tourism
 - ▲ Sustainable development
- ⊙ Each Forum will include at least two talks and will be followed by a specific programme based on:
 - ▲ Industry figures (market barometers, awards, surveys etc.)
 - ▲ Discussions, organised debates, panel sessions
 - ▲ Networking / events (reception, trophies, prizes etc.)

The show catalogue will become an industry bible, with a section dedicated to each sector.

A leading expert in their field will present their sector in 1000 words and 10 figures (e.g. hotels, car hire, aviation etc.)

Old favourites

Following its success in 2009, **the TO village** will return, bigger and better.

Brands already signed up to exhibit in the village:

Best Tours	Visiteurs	Albatravel	Voyages Kuoni
Croisifrance	Donatello	Asia	Héliades
Boomerang	Nosylis	Costa Croisières	
Thalasso	Teker	Vacances Transat	Look Voyages
Parfums du Monde	Lagrange Vacances		

The key dates for your diary:

- ⊙ 8 June exhibitors' meeting
- ⊙ 10 June pre-registration opens on the website www.iftm.fr

The 'Official Partners Corner'

This brings together regular exhibitor sponsors who have supported the show for many years:
Air France/KLM – Amadeus - Avis - Mondial Assistance – SNAV - SNCF –

IFTM Top Resa
21 - 22 - 23 - 24 September 2010
Paris Porte de Versailles, Hall 7.2
Visitor opening times
Tuesday to Thursday: 10 am – 7 pm
Friday: 10 am – 4.30 pm
www.iftm.fr

About Reed Expositions

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), the world's leading exhibitions organiser. With over 2500 employees in 35 offices and 44 industries worldwide, we run over 440 events in 36 countries, and focus most of our work on 14 markets. In 2009, the events organised by Reed Expositions France brought together 15,500 exhibiting companies and 1.5 million buyers from France and beyond.

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www.reedexpo.fr
www.reedexpo.com

PRESS CONTACTS

Danièle Maillard	PR Manager	+33 (0) 6 25 46 32 54
Vincent Lhoste	Exhibition director	+33 (0) 1 47 56 24 39

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