



VIOW exhibitions

Partner opportunities pack

**Local Visitor
Economy
Partnership**





What is the exhibitions partnership?

Visit Isle of Wight coordinates the Exhibitions Partnership on behalf of local businesses.

The purpose of the group is to fund and attend consumer and trade exhibitions for both domestic and inbound tourism to represent our island.

By directly engaging with the public and travel trade (tour operators, coach providers, group tour operators and destination management companies), we increase the awareness of our island as a quality destination for tourism.

The Exhibitions Partnership is made up of travel operators, attractions and accommodation providers – and you can be a part of this too, with a variety of package options available.



Full member:

Full Member: £3,750 + vat

- Part of the exhibitions group (which plans what exhibitions to attend)
- Lead organisation for at least one exhibition
- Inclusion in stand graphics
- Prime coverage in the group travel guide
- Video showcase on TV screen
- Literature representation at all exhibitions
- NEW: Advert and Inclusion in the VIOW leaflet including a pin placement on the map



Literature and representation:

Literature and visual representation: £1,750 + vat

- Video showcase on TV screen
- Literature representation at all exhibitions
- Inclusion in stand graphics (1 x image)

Literature representation: £250 + vat

- Literature representation at one specific exhibition (excluding Vakantiebeurs)





Sponsor an exhibition:

(without partnership membership)

Price on application – 50% of overall exhibition costs

- Partner organisation at the exhibition
- Inclusion in stand graphics
- Video showcase on TV screen
- Literature representation



Interested in joining?

For more information about the Exhibitions partnership, contact:

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