

Conexion Spain Virtual

Virtual fair for Spanish Tourism in the United States and Canada

A meeting place to connect, plan and imagine

March 12th to December 31st, 2012

Networking Week:

March 12th to 16th

Workshops:

April 17-18: Idiomatic Tourism

May 16-17: MICE

June 19-20: LGBT

September 19-20: Golf

November 14-15: Cruises

December 12-13: Tour Operators and Travel Agencies

CONEXIÓN  SPAIN
VIRTUAL

IMASTER

What is Conexión Spain Virtual?

Conexión Spain Virtual is a virtual trade show organized by Imaste, the european main provider of Virtual Expos with and experience of 200 virtual events. This Fair allows for extensive contact between U.S. and Canadian professionals in the travel industry (airlines, tour operators, travel agents, event planners...) in Spain looking to make contact with potential customers, as well as the general public interested in tourism options in Spain.

Explore the potential of new technologies and the Internet presented at **The Second 3D Virtual Tourism Fair of Spain in the U.S. and Canada** this March, **from the 12th to the 31st of December 2012 on the web www.conexionspainvirtual.com**. This fair is a great opportunity for your company or organization to meet tourism professionals (travel agents, tour operators and MICE) as well as the end consumer.



Imaste, a Spanish technology startup, is the European leader in the development of virtual exhibitions and events. With over 100 virtual events organized in over 21 countries, Imaste is a key player in the expanding virtual events market.

Virtual events can supplement physical fairs, while reducing costs and lessening the environmental impact caused by carbon emissions associated with the transportation of attendees and exhibitors.

New Format of the 2012 Fair

This year, the Fair will feature different phases to promote the support and visibility of destinations and products.

Networking Week

Conexion Virtual will be open to business professionals and the public for the five day period of **March 12th to 16th, 2012**. During those dates, visitors can interact with exhibitors in real time to resolve doubts and create endless business opportunities.

Annual Fair

At the end of the Networking Week, **the fair will remain open for the rest of the year until December 31, 2012**. Throughout the year, visitors will have access to the stands and the opportunity to share business cards or contact information with a specific vendor. However, at this stage, the visitors will no longer have the option to interact directly with exhibitors.

Workshops

Over the course of the year, **five two-day workshops will be offered** in an exhibition area independent of the Fair. This virtual room will allow for more networking opportunities through interactive webinars, one to one communication, and social media integration. The topics of the workshops include: Golf, Idiomatic Tourism, LGBT, MICE, cruises and tour operators and travel agencies.

Each Workshop will have its own marketing campaign, tailored to the topic.

New and Improved 2012 Fair

Technical Improvements:

New version of the platform with:

- + **Enhanced application** of 3D technologies
- + **Networking** and communication
- + Improved **performance and usability**



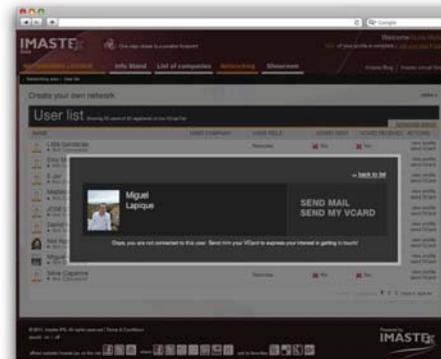
Exterior



Networking

Use of Exhibitor Feedback:

- + **Guarantee of 100 contacts with the Silver package**, which can be filtered at the request of the Exhibitor
- + Option to **add a photo gallery to your stand**
- + **A brief guidebook** to help Exhibitors take advantage of all of the virtual fair's features
- + Improved **chat feature**



Sala de Networking con perfil de usuario abierto



Photo gallery

Visit last year's fair at:

www.conexionspainvirtual.com/DEMO

Why a Virtual Fair?

Why choose a virtual fair over a physical one? We strongly believe that virtual fairs benefit the exhibitors and visitors in the following ways:

- 1 Cost-saving:** A company can save both time (travel, employee hours...) and direct expenses (travel, stand assembly, delivery of merchandise...).
- 2 Global reach to the U.S. and Canada:** Distance does not exist on the World Wide Web. A visitor can access the fair from any computer, 24 hours a day.
- 3 More contacts:** We hope to attract 10,000 visitors to the fair and register more than 1,000 users. How many visitors will click on your stand? How many opportunities will emerge? Reach thousands of contacts with only one click. A virtual fair can provide countless networking and meeting opportunities.
- 4 Promoting a modern and responsible image:** A virtual stand is not only a dynamic approach to reach potential customers, but it also shows your company's participation in a sustainable project. Did you know that virtual fairs emit 100 times less CO2 than a physical fair?

Explore other
Virtual Fairs
organized by
Imaste

www.imaste-ips.com/Showcase.html

The advantages for visitors:

- 1 Access to the fair regardless of location,** which eliminates the cost of travel and promotes savings.
- 2 The opportunity to interact directly with the exhibitors,** attend Webinars, and communicate with other attendees.

Visit last year's fair at:

www.conexionspainvirtual.com/DEMO

Who is the target market of the fair?

Visitors

- + **Professionals in the U.S. and Canada:** Airlines, tour operators, travel agents, and private companies that want to promote their products or services with Spain
- + **The general public**
- + **People interested in attending a workshop** (each workshop will be promoted to cater to the subject)
- + **Organizers of events,** meetings and incentives
- + **DMC's**
- + **Suppliers for events and meetings**

Exhibitors

- + Spanish tourism destinations
- + Tour operators
- + Business associations
- + Transportation companies
- + Hotels and lodging
- + Travel agencies
- + Cruise companies
- + Car rental companies
- + Entertainment, sports, wellness and culture groups
- + Private companies that want to promote their product or service in the U.S. or Canada

How will my stand work during Networking Week?

There are different packages that cater to your business's budget. Each stand will have basic tools and means of social interaction.

Silver Package

Services:

- + Standard stand design
- + Online business card mailbox
- + Online chat through the stand or 
- + Access to statistics and backend
- + Integration with company reservation system
- + 100 business cards guaranteed

1 interactive platform (information and photo gallery)

450 Euros + VAT

Gold Package

Services:

- + Choose between 8 stand designs
- + Online business card box
- + Online chat through the stand or 
- + Access to statistics and backend
- + Integration with company reservation system
- + Representation in the 3D Map of Stands

3 interactive platforms (information, multimedia gallery, and product gallery)

2.500 Euros + VAT

Platinum Package

Services:

- + Choose between 8 stand designs
- + Online business card box
- + Online chat through the stand or 
- + Access to statistics and backend
- + Integration with company reservation system

3 interactive platforms (information, multimedia gallery, and product gallery)

Larger presence on the Fair homepage and representation in the 3D map of stands with a more visible logo and stand.

3.500 Euros + VAT

How will my stand work during Networking week?

Workshops:

April 17-18: Idiomatic Tourism

May 16-17: MICE

June 19-20: LGBT

September 19-20: Golf

November 14-15: Cruises

December 12-13: Tour Operators and Travel Agencies

There will be a special pavillion open only during the days of the workshops with just one package for all the exhibitors.

Gold Package

Services:

- + Choose between 8 stand designs
- + Online business card box
- + Online chat through the stand or 
- + Access to statistics and backend
- + Integration with company reservation system
- + Representation in the 3D Map of Stands

3 interactive platforms (information, multimedia gallery, and product gallery)

It will enable the **networking zone** to better facilitate contact between businesses.

PRICE:

The price of each workshop for the exhibitors in the annual fair is **450 euros + VAT**

The price of each workshop for companies interested only in the workshop is **1000 euros + VAT**

Extras

For both Networking and Workshops, **we can personalize stands and customize webinars.**

Webinars: 1000 euros + VAT

Customization: 450 euros + VAT



Ejemplo de personalización



Ejemplo de Webinar



Ejemplo de personalización

How will my stand look?

THE INFORMATION MODULE INCLUDES:

A **company profile**, with relevant information and contact information

A **company logo** (An interactive decoration of the stand)

Logo of the entity with **links to a website**

Access to **social networks**

Download area

Online chat

Tools to deliver card to online mailbox

Online Survey

Mailbox 24

Link to booking site

Photo gallery



THE PRODUCT MODULE INCLUDES:

A **company logo** (An interactive decoration of the stand)

Offers

Featured products

Additional information



THE MULTIMEDIA MODULE INCLUDES:

A **company logo** (An interactive decoration of the stand)

Video streaming

Webinars



Marketing Campaign

Investing in a virtual booth at the fair will also benefit from the publicity of the Conexión Spain Virtual promotional campaign in the United States and Canada.

Professionals in the tourism sector.

Final consumers.

Press.

With the goal of increasing the number of visitors, the campaign will focus on the following areas:

Online

The online campaign will have three target audiences: the meeting and conference industry, U.S. and Canadian professionals, and the ultimate consumer. We will continue to develop social media outreach [Facebook \(Conexión Spain Virtual\)](#) [Twitter \(@conexionspain\)](#) [LinkedIn](#) as well as through Google Adwords.

As in previous editions, there will be various mailings aimed at different types of professionals. Last year, we sent over 163,000 mailings.

This year, our goal is to double the amount of visitors achieved in 2011 with 20,000 visitors and 2,000 registered guests.

Offline

Imaste will implement an offline communication plan to supplement this initiative. Imaste S V will submit press releases and seek strategic alliances with well-known tourism magazines to attract visitors.

Fair Objectives:

- + **Expected visitors:** 20,000
- + **Registered visitors:** 2,000
- + Conexión Spain Virtual is an **online business environment via live Internet**, where companies can operate a virtual booth through which they can display content, chat with professionals, collect online business cards, and watch video presentations. Visitors will have the opportunity to talk to the exhibitors via chat and exchange information.
- + **The more activity a booth receives, the more contact information a company can generate.**

F.A.Q.

1 Why choose a virtual fair instead of a physical fair?

Virtual fairs are aimed at International audiences in Spain, Canada, and the U.S. Attendance at a physical event would be limited by the venue capacity, whilst having a virtual event would allow for over five times as many visitors. A virtual fair also lowers cost by eliminating spending associated with travel, merchandizing, and the setting up of stands.

2 What package is best for me?

The fair offers three packages, each of which are designed to offer the best results between your investment and the number of visitors at your stand. A higher package ensures more interaction at your booth (downloads, image views etc), with possibilities for interaction through webinars, and prominent visibility at the fair. This not only leads to more visitors at your stand, but also gives you all the benefits of a physical stand with the endless possibilities of the internet.

3 What is required from me to participate in a virtual trade show?

One of the main advantages of a virtual fair is that you manage your own stand via the Internet with your personal login and password. We estimate

set up to take between two and three hours. During the fair, you can decide how much time you want to spend connected to chat when you create a schedule of your availability. Multitasking is much easier with a virtual event as the system will notify you when someone has a question.

4 How can I view the contact information left by visitors?

If a tourism professional wants to leave their contact information, all they have to do is a click. After the fair, the data can be exported into PDF, Excel, or xml, so that it is much easier to export to your CRM.

5 How can I view how many visitors have been to my stand?

The transparency of a virtual fair allows for impartial statistics to be collected from the fair's visitors via Google Analytics. This means that statistics are 100 percent reliable and you can view them in real time to see how many attendees have visited your stand and the fair as a whole.

Registration

You can send this registration form through **FAX** at **+34 915360580** or email a scanned copy to **info@imaste-ips.com**

ORGANIZATION INFORMATION (for invoice)

COMPANY NAME:

TAX CODE:

ADDRESS:

ZIP CODE:

CITY:

STATE:

CONTACT PERSON

NAME:

EMAIL:

PHONE:

PAYMENT PROCESS

Payment will be made through invoice, which will be issued upon receipt of this completed form and mailed by default to the contact person listed above. In the event that the invoice should be sent elsewhere, please indicate the designated recipient here:

NAME:

ADDRESS:

PHONE:

E-MAIL:

PACKAGE

(Networking Week and Annual Fair)

SILVER

GOLD

PLATINUM

WORKSHOPS

GOLF

IDIOMATIC TOURISM

LGBT

MICE

CRUISES

TOUR OPERATORS AND

TRAVEL AGENCIES

RATE

Please indicate the cost of your participation according to your selected package::

SIGNATURE OR COMPANY STAMP