

BEYOND THE EXHIBITION

Vacanze Weekend propose itself to be an important appointment wich can satisfy the many tourism market needs and realize communication opportunities before, during and after the exhibition.

Here the main planned focus areas.

Wine&Food Area

Among Vacanze Weekend halls a Wine&Food area cannot be missing, in order to stupefy visitors by exquisite local dishes and wines.

Each Exhibitor who wants to offer their local products at his stand has to inform our office in order to be placed in the **Tasting Planner** that will be promoted by media and website starting from 60 days before the Exhibition.

Morover, following its success in the last edition, the Wine&Food area also includes real restaurants connected to local culinary traditions.

Show Area

A stage will be arranged inside the exhibit area for exhibitors and organizer's shows. This option offers the opportunity to capture visitors' attention presenting companies, plans, territories in a dynamic and engaging way. In this case too the **Events Planner** will have dedicated promotion on media and website for further visibility "beyond the Exhibition".

Competition Area

All the Exhibitors will be able to offer accommodations, tours and tourism pockets managing for draws: these kind of competitions let them more interest from the public, more visibility on our website and other media, more precise and useful information about visitors thanks to the coupons that have to be filled at their stands (**a well-selected database of contacts**).

Special Offers Area

The exhibitors who are interested in a **complete promotion** before, during and after the exhibition can take advantage of a high visibility package:

1. Space in Vacanze Weekend website, in the appropriate "special offers from our € 300+Vat Exhibitors" area (with a link to their website for the Exhibitors who have enjoyed the initiative), starting from the 1st December 2009

2. Presentation of the offers on a plasma at the entrance of the exhibition € 200 +Iva

3. Signal box on the guide map € 200 +Iva

4. Presence on the newsletter which is planned to be sent both before (to the whole € 500 +Iva database of the 2009 circuit: Padua, Brescia, Turin, Verona) and after the exhibition

€ 900 +Iva

Complete Package

Our office is at your complete disposal to do our best in organizing your participation!

VACANZE WEEKEND

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