

Trade Fare ENVOL 2024

BALEXERT - GENEVA
FROM 19 TO 21 SEPTEMBER 2024
EXHIBITOR FILE



GENÈVE
AÉROPORT



A UNIQUE LINK BETWEEN TOURISM PROFESSIONALS

The concept of the Take Wings exhibition is to offer exhibitors (airlines, tour operators, travel agencies, tourist offices, etc.) an environment capable of increasing visibility while promoting direct and irreplaceable contact with potential travellers.

In this age of digitalised offers, only the advice of real travel specialists can meet customers' expectations, particularly when it comes to :

- "made-to-measure" trips,
- "original" destinations,
- "different" approaches (trekking, thalassotherapy, responsible tourism, gastronomy, expeditions, culture, etc.).

30'000

VISITORS EXPECTED
ON AVERAGE ON A SATURDAY

DATES

Thursday 19th to Saturday 21st September 2024

LOCATION

Balexert – The No. 1 shopping centre in French-speaking part of Switzerland, it's a must-see for the people of Geneva.

Your stand will be at the heart of the Grande Place, a prime location on a main thoroughfare.



OPENING HOURS

THU

09:30 – 19:00

FRI

09:30 – 19:00

SAT

09:30 – 18:00



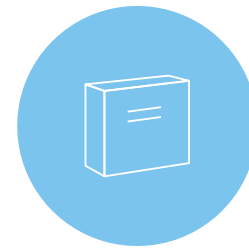


SPACE

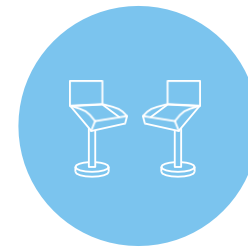
Area with exhibitor stands (around twenty exhibitors planned), laid out and decorated. The space is open, allowing visitors to wander around as they please.

STAND

Each stand 6m² includes:



1 counter



2 chairs



1-2 visuals

- A counter personalised with your logo
- A large customised display (200x250cm) with the exhibitor's name in all letters
- A second customised display (100x200cm) (optional)
- 2 chairs
- A plant
- A display stand for A4 brochures
- Possibility of installing a roll-up on your stand d

RATES


From CHF 1'990 ex VAT for 3 days, depending on the options (listed in the attached pdf)

A CHF 2'690.- HT
Fully customisable, **with 45" screen**

B CHF 1'990.- HT
Fully customisable, without screen

If your 2023 visual has been retained by Mathys and has not been modified in any way, a discount of CHF 300 on the 2024 edition will be applied.

DEADLINE REGISTRATION

 Confirm your registration using the attached form. To be returned before Friday 12 July 2024,

FILE DELIVERY

Layers and technical specifications can be found in the relevant pdf files. Only files in the required formats and dimensions will be accepted. Thank you for your understanding. The name of the exhibitor on the main visual (1984x2130) will be inserted by Mathys. Files must be sent by Friday 9 August 2024 to mathys-visuels@mathys.pro

If you are unable to provide us with files in the formats requested, you can call on our partner Mathys, as detailed below:

Files to be supplied :

- Vectorised logos (.pdf, .eps, or .ai)
- Full-size HD images at min. 75 dpi
- See technical specifications pdf for resolutions

Hourly rate: CHF 125

Files to be sent to mathys-visuels@mathys.pro

Deadline for submission: Friday 19 July 2024

COMMUNICATION

Poster and digital campaign in the canton of Geneva as well as on the various media of Geneva Airport and Balexert.

A one-month promotional campaign prior to the event is planned on the Balexert and Geneva Airport screen network.

ENTERTAINMENT AND DECORATION

Under development

CANCELLATION POLICY

- CHF 300.- administrative costs until 15 August 2024
- 50 % registration fees, from 16 August 2024
- 100 % registration fees from 13 September 2024

HEALTH SITUATION

Any measures in force at the time of the exhibition will be applied.

TERMS AND CONDITIONS OF PARTICIPATION

Exhibitors must offer package deals and/or flights and/or flights exclusively from Geneva and in French, at least for flyers and special offers.

Membership of a guarantee fund for tour operators and travel agencies offering package tours is compulsory. Promotional material (flyers, catalogues, etc.) may only be distributed on the exhibitor's stand, on the day and during official hours.

CONTACTS

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