




DISCOVER
AFRICA
28TH-29TH JANUARY 2012
OLYMPIA, LONDON
DISCOVERAFRICASHOW.COM

THE ONLY EXHIBITION
ENTIRELY DEDICATED
TO TRAVEL ADVENTURES
IN AFRICA.

- | ELEGANT LODGES | ISLANDS AND BEACHES |
- | SELF DRIVE | LUXURY TENTED CAMPS |
- | PRIVATE RESERVES |
- | PRIVATE HOMES | DESERTS |
- | SMALL AIRCRAFT AND HELICOPTER FLYING SAFARIS |
- | BIG 5 | CONSERVATION EXPERIENCES |
- | TRAIN JOURNEYS | FISHING | SPAS | WILDLIFE |

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MEDIA PARTNERS:

The Telegraph

travel
africa

PART OF
The Telegraph
**ADVENTURE™
TRAVEL SHOW**

ABOUT DISCOVER AFRICA

Discover Africa is an exciting new show feature at Adventure Travel Live. It is a real opportunity for tour operators, tourist organisations, accommodation and travel service providers to meet, engage and do business with a targeted audience of discerning consumers who will visit Adventure Travel Show to research, plan and book their visit to Africa.

The feature will be packed with inspiration, information and practical advice on all aspects of travel to this unique continent and form the ideal starting platform for people wishing to plan their own African adventure.

WHO SHOULD EXHIBIT?

- Safari operator
- Bush, barefoot and luxury tented camps
- Game reserves and wilderness lodges
- Train journey operators
- Conservation organisations
- Tourism organisations and offices
- Self drive companies
- Overland operators
- Small aircraft, helicopter and balloon operators
- Activity and adventure operators offering climbing, diving, walking, ballooning, fishing, watersports, cycling and golf
- Weddings and honeymoons
- Spas, retreats, hotels and accommodation providers

HOW WE WILL DELIVER YOUR CLIENTS

Discover Africa is supported by a national advertising and marketing that will reach millions. The closely targeted marketing, advertising, promotional and pr campaign will be a call-to-action message for anyone interested in travel to Africa.

Discover Africa will target and appeal to people who are already interested in travel to Africa without the high percentage of time-wasters that can be attracted to more broader based events. This targeted approach will ensure that your exhibiting investment is geared to deliver maximum return to the right audience for your business.

Activities to include:

- National newspapers
- Regional newspapers
- Specialist travel and lifestyle consumer magazines titles
- Strategic digital and online communications
- Direct mail and invitations
- PR and promotional campaign

Discover Africa will feature prominently in marketing, advertising, direct marketing and promotional activities. A dedicated Discover Africa microsite will be integrated on adventuretravellive.com which will highlight participating companies, talks and promotions. Discover Africa will also be included on show specific promotional pieces in The Daily Telegraph and other event media partners.



SPECIAL SEMINAR FEATURES

Special events within the show offer the opportunity for people to engage, interact and extract the information that they are unable to get from a website, advert or high street travel shop. The Discover Africa talk room will be packed with informative hands-on debates and talks, Q&A sessions, expert advice.

HOW TO GET INVOLVED

Exhibiting is easy and we have packages to suit even the smallest of companies.

Shell scheme space

£300 Plus vat per square metre with a minimum of 4sqm. Standard shell scheme provided comprises walls, grid ceiling, carpet and fascia with company name. Companies simply need to decide the size, position and style that suits their requirements, complete the application form and return it to the organisers.

Exhibitors building their own stands

Space only costs £270 plus vat per square metre.

CONTACT US

For further information please call:

Mary Briggs

Escape events Ltd, Lower Dane, Hartlip, Kent, ME9 7TE

T +44 (0)1795 844 400

F +44 (0)1795 844 862

E info@escapeevents.com

W discoverafricashow.com

