



Participate as an exhibitor at the international travel trade fair Tourest!

International travel trade fair Tourest is the oldest and the biggest travel trade fair in the Baltic states which has been organized annually since 1991 by Estonian Travel and Tourism Association (ETFL). In 2014 Tourest gathered almost 500 exhibitors from 24 countries during 3 days to give an overview what tourism industry has to offer. Estonian people are eagerly looking forward to the fair to organize their holiday plans. For exhibitors it is also the best opportunity to meet Estonian travel industry. Visitor numbers are growing every year and in 2014 it reached almost 36 000!

Tourest is held in 3 halls. In the main hall, there are represented foreign destinations, tour operators, travel agencies, transportation and insurance companies, educational institutions, hotels, spas, restaurants, entertainment and leisure companies, etc. In "Holidays in Estonia" hall, Estonian tourism regions are represented to give an overview of what Estonia has to offer as a destination. For our little tourism fans, there is a children hall to offer them variable fun and educative activities.

Furthermore, there is always an interactive main stage program to amuse our visitors even more. Many presentations, performances, auctions, quizzes, games, etc. take place. Every exhibitor has the opportunity to participate in the main stage program and thereby benefit even more. In addition, it is possible to hold seminars, workshops etc. in the fair centre's seminar rooms.

Some reasons why You should participate as an exhibitor:

- Tourest is the paramount event of Estonian tourism industry which takes place already for the 24th time
- Tourest is the oldest and the biggest travel trade fair in the Baltic states
- Tourest is the biggest fair in Estonia by visitor numbers (~36 000 visitors)
- Estonian people are eagerly looking forward to the fair to organize their holiday plans
- Tourest is an opportunity to introduce Your destination or company to thousands of holidaymakers
- Entrance for visitors is mostly free
- Tourest always gets a lot of media reflection (also many special projects are being made with exhibitors by different media channels)
- Tourest is a perfect opportunity to get an overview of the industry - all tourism spheres are represented
- Tourest is the best opportunity to meet Estonian travel industry
- Tourest is an opportunity to get to know Your competitors
- Tourest is an opportunity to make new business relationships and contacts
- Tourest is an opportunity to introduce Your brand
- Tourest is an opportunity to present and sell Your products
- Tourest is an opportunity to meet existing and new clients, including Your competitors' clients
- Tourest is an opportunity to get to know Your clients' wishes and needs, using this knowledge and experience later for product development

Additional promotion possibilities for exhibitors:

- Participation in the main stage program (auctions, games, performances, etc.)
- Participation in the professional program (seminars, presentations, etc.)
- Advertisement or article in Tourest's official fair magazine
- Logo in exhibitors' list (www.tourest.eu)
- Advertisement on exhibition halls' display screens
- Right to send the clients an unlimited number of free web-invitations, which will guarantee a free entrance to the fair

Prices*

- Exhibition space only:
89 EUR / m²
- Standard stand, no equipment (9-15 m2)
117 EUR / m²
- Standard stand, no equipment (16-24 m2):
112 EUR / m²
- Standard stand with basic equipment (9-15 m2):
126 EUR / m²
- Standard stand with basic equipment (16-24 m2): **119 EUR / m²**

Extra:

- 2 sides open (up from 12 m2): **+15%**
- 3 sides open (up from 18 m2): **+15%**
- 4 sides open (up from 48 m2): **+10%**

- Exhibition space for vehicles / outdoor space:
41 EUR / m²
- Advertising space:
41 EUR / m²
- Participation fee for co-exhibitor:
35 EUR

* VAT 20% will be added to the prices.



Looking forward seeing You
on February 13-15, 2015
at Estonian Fairs' exhibition centre in Tallinn, Estonia
at the 24th international
travel trade fair Tourest 2015!

Additional information:

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