

## Marketing Opportunities

# Best of Britain and Ireland

14-15 March 2012, NEC Birmingham

### Introduction

[Best of Britain and Ireland](#) (BoBI) is the UK's official trade exhibition dedicated exclusively to domestic tourism. The event is organised with support from VisitBritain and forms the centrepiece of British Tourism Week.

The Mersey Partnership will be leading the Liverpool City Region presence at BoBI 2012 and has several marketing opportunities available to TMP Members.

### Why Exhibit at BoBI?

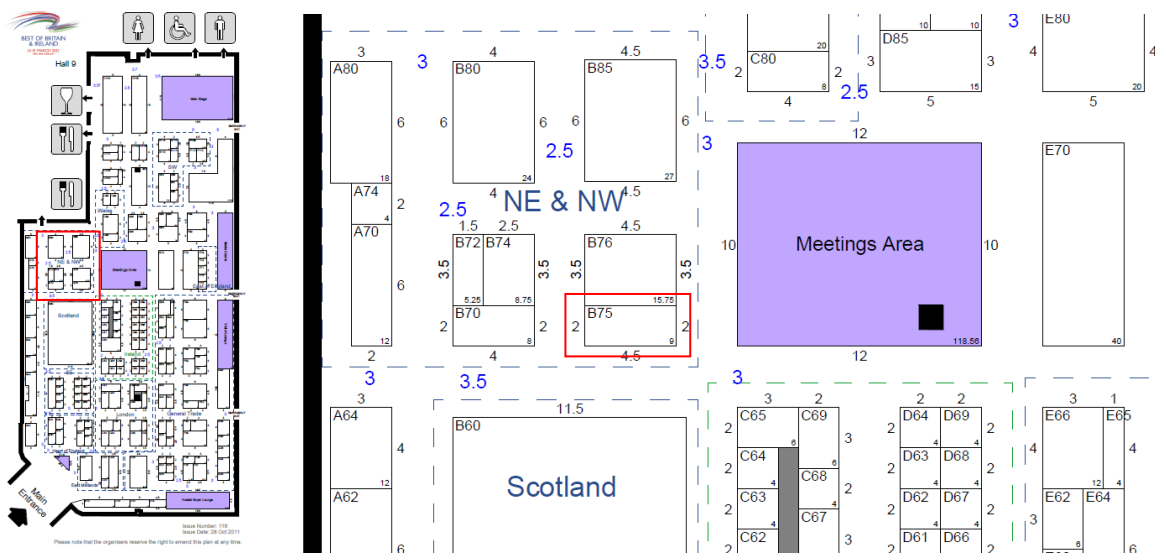
If you are looking engage with the travel trade and group travel markets, then this event is the ideal opportunity to showcase your business/venue to industry professionals.

Whether you are new to group travel or already have relationships with the trade, BoBI gives you direct access to c.2600 key buyers and decision makers. In addition, c.140 hand-picked domestic and international Hosted Buyers attend the show as well as travel media professionals and industry journalists.

For more information on exhibiting benefits please see the attached PDF from the BoBI organisers.

### The VisitLiverpool Stand

We have secured stand B75, a 9m<sup>2</sup> shell scheme corner stand in the Northwest area, between Visit Scotland and the popular meeting area.



## Marketing Opportunities

Exhibiting Stand Partner (Maximum of 3)	£1000.00 plus VAT
---	-------------------

To include:

- 2 day stand share on the VisitLiverpool stand (maximum of 1 representative per day)
- Copy of all contacts/leads made during the show
- Opportunity to display a single panel banner stand
- Inclusion of one specific media release in the official Liverpool City Region press pack
- Own literature distribution on stand

Brochure Distribution (Maximum of 3)	£250.00 plus VAT
--------------------------------------	------------------

To include:

- Literature distribution on stand
- Inclusion within official Liverpool City Region press pack

All marketing opportunities are available on a first come, first served basis. Please note that staff expenses, travel and accommodation are not included.

### Next Steps...

If you would like to take advantage of the BoBI 2011 opportunities, please contact Janine Ross, Campaign Manager.

E: [janine.ross@merseyside.org.uk](mailto:janine.ross@merseyside.org.uk)

T: 0151 237 3926

M: 07738 321 814