

**BUSINESS
TRAVEL
SHOW
EUROPE**

**CELEBRATING
30
YEARS**

2024



EXHIBITOR OPPORTUNITIES

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CONFERENCES & EVENTS

Event overview

- Europe's largest corporate travel event
 - 700+ qualified corporate travel and meetings buyers
 - 200+ supplier exhibitors
- Running for 30 years
- Co-located at ExCeL in London with The Meetings Show and TravelTech Show
- 40+ education sessions + sponsored sessions
- 1:1 appointment tool



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2023 Statistics



700
BUYERS



3,041
ATTENDEES



26,690
EXHIBITOR
CONNECTIONS



2,514
MEETINGS

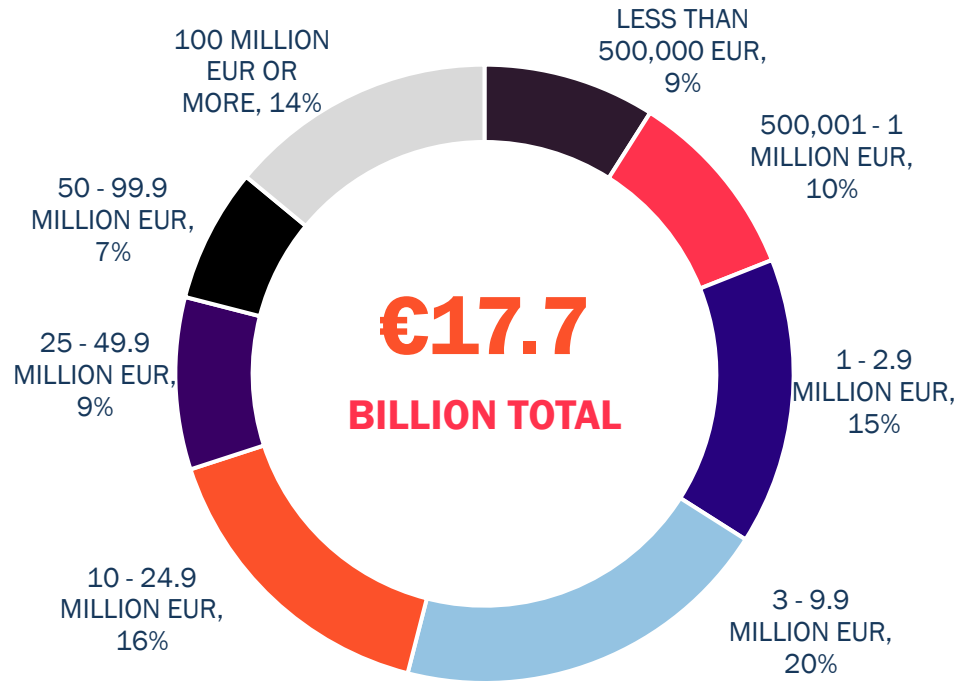
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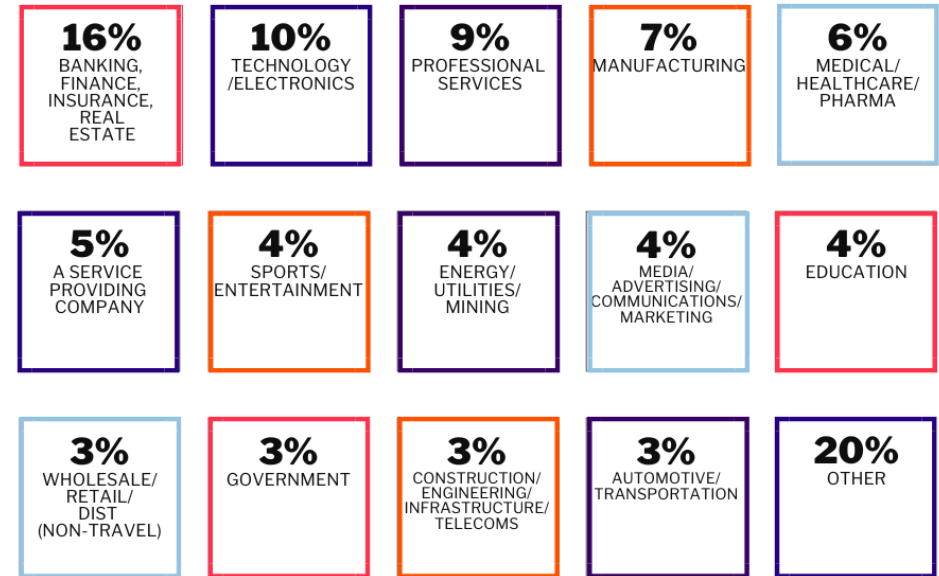
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2023 travel buyer profile

ANNUAL BUYER T&E SPEND



BUYER INDUSTRY SECTOR

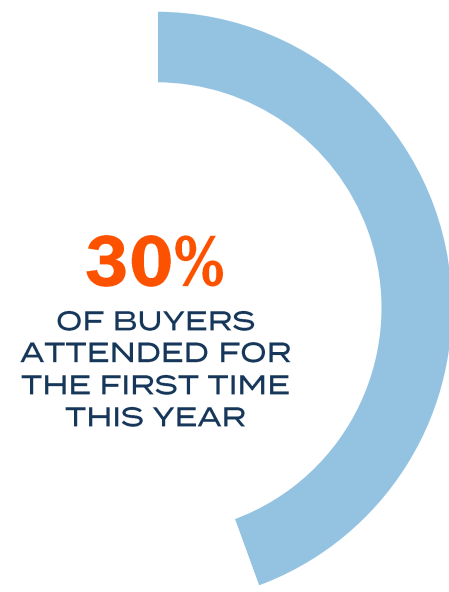


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2023 travel buyer profile



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2023 travel buyer profile

- Global Travel Safety Specialist
- Global Lead Buyer Travel Agencies, Travel Safety, Means of Payment
- Global Travel Manager
- Global Category Manager Travel & Meetings
- Director, Travel, Events & GT
- Global Travel Coordinator
- Global Travel Director
- Senior Travel Manager
- Procurement Lead
- Global Lead Buyer Transportation & Accommodation
- Global Travel & Expense Manager
- Global Procurement Manager
- Head of Commercial and Technology
- Procurement & Commercial Director
- Travel & Event Manager EMEA
- Global Head of Travel, Meetings & Events
- Global Procurement Manager - Corporate Services
- Global Procurement Manager - Corporate Services
- Head of Procurement
- Senior Category Manager
- Head of Indirect Procurement
- Global Corporate Travel Leader
- Global Corporate Travel and Risk Manager
- Head of Global IM Spend
- Group Director of Procurement
- Head of Concierge Travel and Events
- Sourcing & Supplier Manager
- Head of F&A Field Support
- Head of Travel
- Global Category Manager - Indirects
- Global Health & Safety Director
- Head of Operational Procurement & Category Manager of Travel
- Director of Financial Operations



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2023 travel buyer feedback

"Loads of contacts in the same place so it's really convenient and efficient for us as buyers."

Mott MacDonald

"Ideal networking opportunities, and chance to connect with existing suppliers, and find out information about prospective suppliers."

Formula E

"An excellent opportunity to network with peers from across Europe, and to meet with suppliers, all under one roof. I learn something new every time I attend"

Leonardo UK

"It is the ultimate place to network with other people and new suppliers you haven't heard about. A chance to learn, reflect and connect with suppliers and fellow like-minded people with similar interests in the travel industry."

BDO

"It's the highlight of my calendar every year and I look forward to catching up with all my suppliers in one location over the 2 days. It's also great to check out the new technologies and suppliers and there's always a spark of innovation which I can take back to the office!"

Sky

"An excellent opportunity to see how this industry is changing, Technology is innovative and new tech companies are changing this landscape. Each year more innovative ideas come up. Connecting with Suppliers is key in our buyers world to strengthen relationships and help them understand our goals."

Cisco Systems

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2023 exhibitor feedback



"This is a great event but a little under rated. This is one of the biggest travel events but do not feel it gets the exposure it needs. Great event and great team of people. Really like this event and if done properly it is great for branding, maintaining current customers and bringing new customers."



"A good way to meet and reconnect with other companies in the industry. Great opportunity to hear speakers with vast knowledge of the industry speak. Also, an opportunity to hear from start ups in business to see what new ideas and tech there is."



"As Partnerships Lead for FCM, I really like the variety of companies that have a stand. In 1 day, I've the opportunity to explore some many different opportunities. I've some work for the rest of the year!"



"Great place to interact with customers & potential customers. Great hosted buyer program with plenty of possibilities to interact with them."



"It's very lively and full of interactions. Spiced with many valuable conversations"



REED & MACKAY
A Navan Company

"Great place to meet those who manage and book travel in the space of 2 days, keep up to date with industry trends and see what competitors are doing."

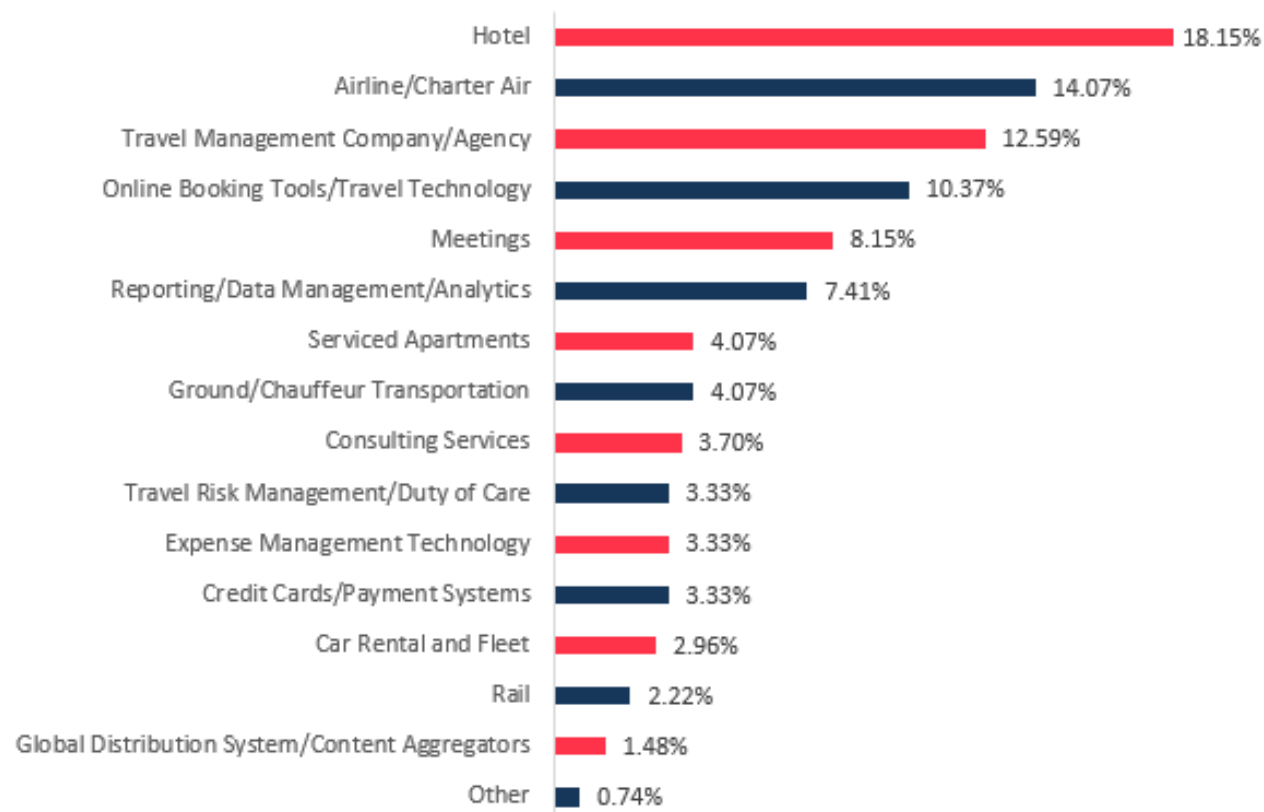
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2023 exhibitor category breakdown






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2024 exhibitor stand options

	Description	Inclusions	Price	E-reg charge	Additional options available at an additional charge
SPACE ONLY 	The ultimate opportunity of creativity to showcase your company brand, style and personality.	N/A	£1,053.00 + vat p/sqm	£495.00 + vat 14sqm or less / £660.00 + vat for 15sqm +	Walling, carpeting, branding of wall, furniture, dressing, electricity and Wi-Fi
SHELL SCHEME 	In stand structure	Includes white walls, grey cord carpeting with your name/stand number on the fascia board.	£1,111.00 + vat p/sqm	£495.00 + vat 14sqm or less / £660.00 + vat for 15sqm +	Graphics/branding of walls, furniture, dressing, electricity and Wi-Fi
MEETING PODS 	An all inclusive, comfortable and intimate environment for suppliers just looking to organise pre-scheduled 1-2-1 conversations	Includes logo branding (on each side of the pod), interior lighting, (one or two) power sockets.	£5,528.00 + vat	£495.00 + vat 14sqm or less	N/A

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2024 exhibitor stand options

	Description	Inclusions	Price	E-reg charge	Additional options available at an additional charge
THE HUB 	A turnkey, cost-effective solution, ideal for a meeting area.	Includes your own dedicated table of three chairs to host clients and prospects, table tent signage, logo on walling (communal back wall or column) and a shared power area.	£3,316.00 + vat	£495.00 + vat 14sqm or less	N/A
ACCOMMODATION VILLAGE 	A higher specification purpose-built stand for brand and cost-conscious suppliers. A turnkey, cost-effective meeting area with your own dedicated table of four to host clients and prospects.	Includes name board, access to shared storage area, lighting, shared power, one high table, three stools, grey cord carpeting and your logo or artwork on the back wall (1mx1.4m high)	£1,252.00 + vat p/sqm	£495.00 + vat 14sqm or less	Full branding of stand walling, additional furniture/deco and Wi-Fi
AIRLINE PAVILION 	Turnkey exhibitor solution designed to maximize your marketing investment *max 1 supplier per Airline Pod	Includes logo on the back of your stand, short dividing walls, three seats, coffee table, low storage cupboard and 1 x 500w socket. (Logo or artwork to be supplied 1m x 1m)	9sqm = £4,416.00 + vat 12sqm = £5,887.00 + vat	£495.00 + vat 14sqm or less	N/A

BTN start up zone

The BTN Start Up Zone is designed to showcase the most innovative products introduced to the business travel market*.

The Start Up Zone kiosk stand includes:

- Diary to arrange appointments with hosted buyers
- Listing on the website and show app
- Tall Table & Stool
- Lighting with a shared electrical point
- Graphic/artwork on back wall
- Registrations fee
- Feature in the show preview that goes out to the entire database

Stand price £2,500 + vat

Terms and conditions to exhibit in the Start Up Zone:

- Your company must have been registered since January 2020 and be less than 3 years old
- Your company must target corporate travel or meeting buyers
- Your company must have a B2B product or service
- You can only exhibit in the Start Up Zone once

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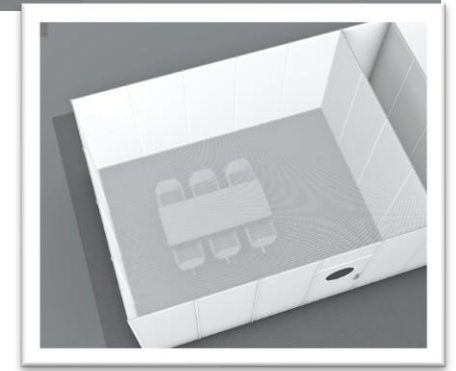
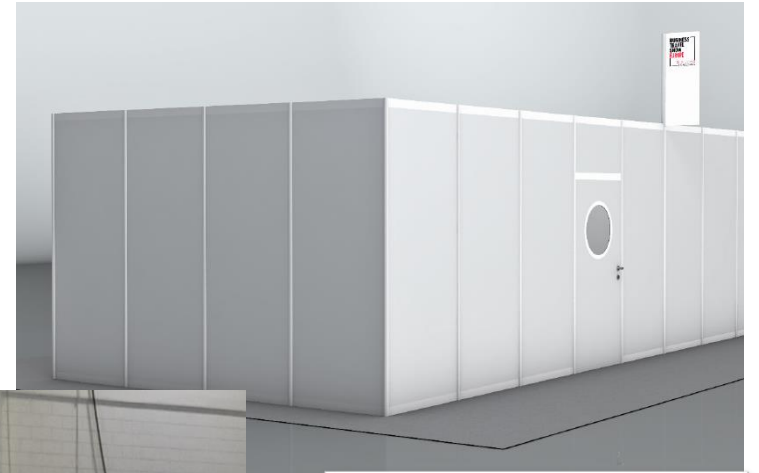
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Business lounges

- 20m² private meeting areas are designed to give you more privacy away from the bustling show floor and provide additional space for internal meetings and conversations with customers/prospects.
- Includes a door with a branded flag that includes your logo.
- Furniture and graphics are available to purchase to customise the lounge as well.
- Space is extremely limited and lounges are available on a first-come, first-serve basis.

£7,500 + vat



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Space only



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Shell scheme



Meeting pods



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Accommodation village



Airline pavilion



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All exhibiting packages include

- Access to request hosted buyer appointments
- Opportunity to invite your customers and prospects onto the hosted buyer programme
- Event platform and app
 - Visibility of all opt-in buyers registered to attend
 - LinkedIn style connections requests with travel buyers through the BTSE diary platform
- Show floor access to network with buyers of The Meetings Show and TravelTech Show
- Main show-website and platform exhibitor listing
- Marketing and PR tools
 - A tool kit of ideas, resources and guides helping you make the most of exhibiting
 - Access to the BTSE PR team to extend your reach and press engagement



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Since 1984, the BTN Group (Business Travel News, Business Travel News Europe, and The Beat) has been the leading global source of business travel and meeting information, news, data, analysis and research serving the \$1.4 trillion business travel industry.

Our audience of corporate travel managers, procurement/sourcing executives and travel management professionals purchase/manage billions of dollars of business travel and meetings annually and they are responsible for setting travel/meeting policy on behalf of their company and organization.

The BTN Group produces over forty annual conferences, events and tradeshows in North America and Europe creating the ideal environment for corporate travel/meeting buyers and suppliers to connect through education and networking.

The BTN Group Content Solutions division produces custom webinars, research, white papers, newsletters, case studies, account-based marketing programs and more for suppliers.

BTN Europe is the leading source of information, news, features, data and research for corporate travel managers, procurement executives and travel management professionals. In addition to daily news content and regular analysis, interviews and features, BTN Europe publishes a range of reports including Europe's Leading TMCs, the Travel Manager Salary & Job Satisfaction Survey, the Hotlist, the Spotlight Series, and Sustainability in Business Travel.

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