

Ukinbound EXHIBITOR WORKSHOP 2024

#ATMDubai

Destination
Partner:



Official
Partners:



IHG
HOTELS &
RESORTS



Built by
RX

In the business of
building businesses



Workshop Agenda

- ATM 2024 – What's New?
- WTM APP
- Theme
- Official Partners
- Floorplan 2023
- Seminar Programme
- Marketing & PR Opportunities
- Media & Association Partners
- Exhibitor Portal
- New Tools
- Sponsorship
- Operational Deadlines





ATM 2024 – What's New?



- New Strapline
- Meetings Pass and Meetings Lounge
- Networking Bar
- Accessibility Advancements
- Luxury, Sustainability, Marketing and Entrepreneurship Summits
- Extended focus Beyond Leisure
- Launch of ATM App
- New Theme



Download the ATM app



- Explore interactive floorplan
- Login to ATM Meet
- Manage diary
- Access full Exhibitor Directory
- See Conference Programme schedule
- Slido – Session Participation
- Check out what's on at the show

2024 Theme

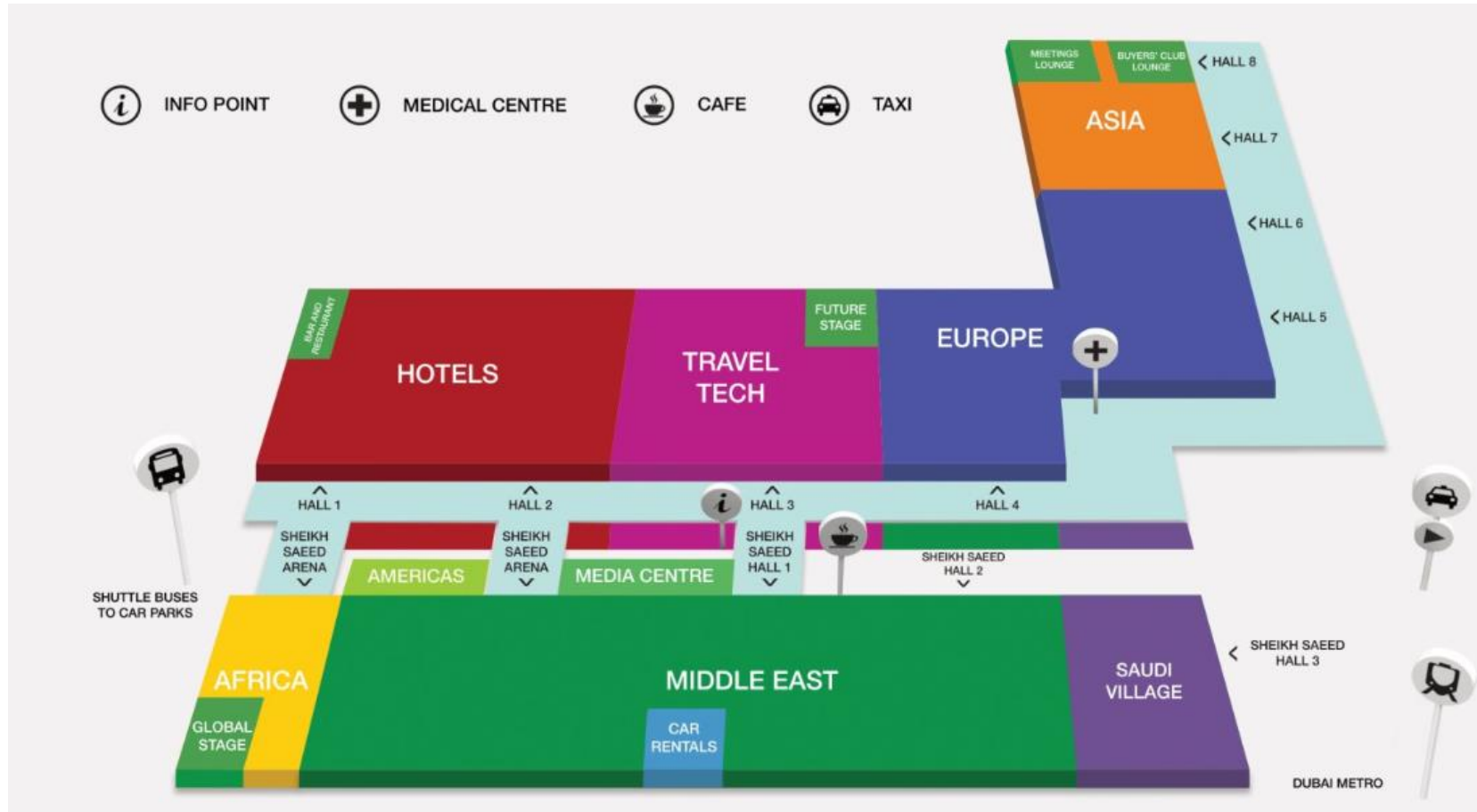
***“Empowering
Innovation:
Transforming
Travel through
Entrepreneurship”***



Official Partners



Floorplan



Seminar Programme

2 Main Stages – Global Stage and Future Stage (previously Travel Tech Stage)

Topics across 50+ sessions:

- Blending MICE, Business & Leisure
- Empowering Entrepreneurship in Travel
- Global and Regional Travel Trends
- Hotels & Hospitality Growth
- Market Insights: China, India and Latin America
- Navigating Economic Disruption
- The Future of Luxury Travel
- Technologies Transforming Travel, such as AI and Big Data and Automation
- Students – Building a career in travel plus networking

Research Partners

Cirium, Deloitte, Euromonitor, McKinsey, Oxford Economics, STR, Videc

Conference Partners

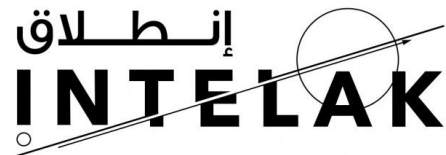
- EAHM – Emirates Academy of Hospitality Management
- GBTA
- Global Travel & Tourism Resilience Council
- ICCA
- Intelak
- LUTE: Luxury Travel Edit

Media

- AGBI
- Entrepreneur Middle East
- Travolution
- TravTalk
- DOTWN
- TTN

ARABIAN

TRAVEL WEEK™



Marketing & PR

PR Opportunities



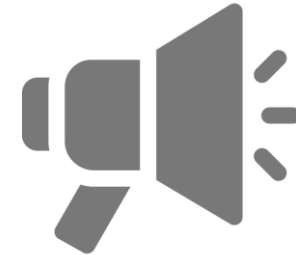
Press Conferences

- Monday 6 & Tuesday 7 May
- Al Ain Room B above Hall 3
- Includes full AV and refreshments
- Seated Capacity – 80
- **Early bird price** \$2,010 (+5% VAT) up to 5 April 2024
- \$2,300 (+5% VAT) from 6 April 2024



Press Releases

- The Media Centre will be located Opposite Hall 3 (Sheikh Saeed Hall 1 (as per last year)
- Paperless Media Centre
- Upload press releases to the exhibitor portal



Inform the PR Team

Trina Quintana

Mobile: +971 55 339 6255

Tel: +971 4 365 2711

E-mail: trina.quintana@shamalcomms.com

Online Community

Social Media

Facebook	179k
Twitter	133.7k
LinkedIn	64.5k
Instagram	76.5k
Youtube	7.8k





Email Database

WTM Portfolio	179k
WTM Portfolio Buyers	133.7k
International Media	64.5k

Total Social Media Reach 461.5k Annual Portfolio Website Traffic 461.5k

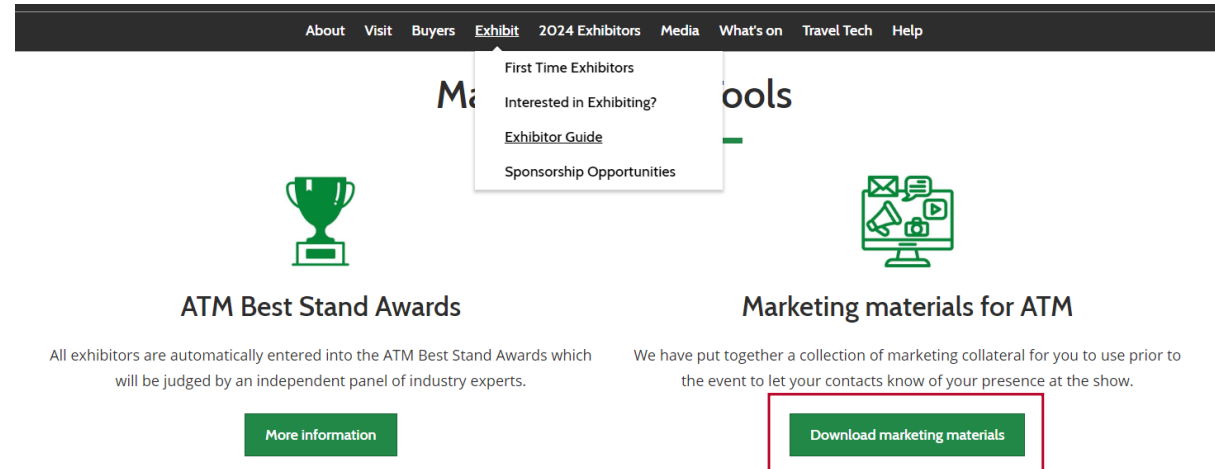
ATM benefits from reach to a database of travel professionals around the world in partnership with the other events in the WTM Portfolio including WTM London, WTM Latin America and WTM Africa

Follow us on our Social Media Platforms and tag us:

-  X (Twitter): @ATMDubai
-  Facebook: @arabiantravelmarket
-  Instagram: @arabian_travel_market
-  LinkedIn: Arabian Travel Market

Promote your presence at ATM by using our hashtags:
#ATMDubai
#IamgoingtoATM


ATM Banners & Logos



About Visit Buyers Exhibit 2024 Exhibitors Media What's on Travel Tech Help


Ma...ools

- First Time Exhibitors
- Interested in Exhibiting?
- Exhibitor Guide
- Sponsorship Opportunities

 ATM Best Stand Awards

All exhibitors are automatically entered into the ATM Best Stand Awards which will be judged by an independent panel of industry experts.

[More information](#)

 Marketing materials for ATM

We have put together a collection of marketing collateral for you to use prior to the event to let your contacts know of your presence at the show.

[Download marketing materials](#)

- Banners and logos for you to use to promote your presence at the show
- You can find them on our website under: Exhibit - 'Exhibitor Guide'
- **For tailored assets that include your stand number and company name, please reach out to your dedicated Customer Success Coordinator.**

Social Media Banners



Design 1

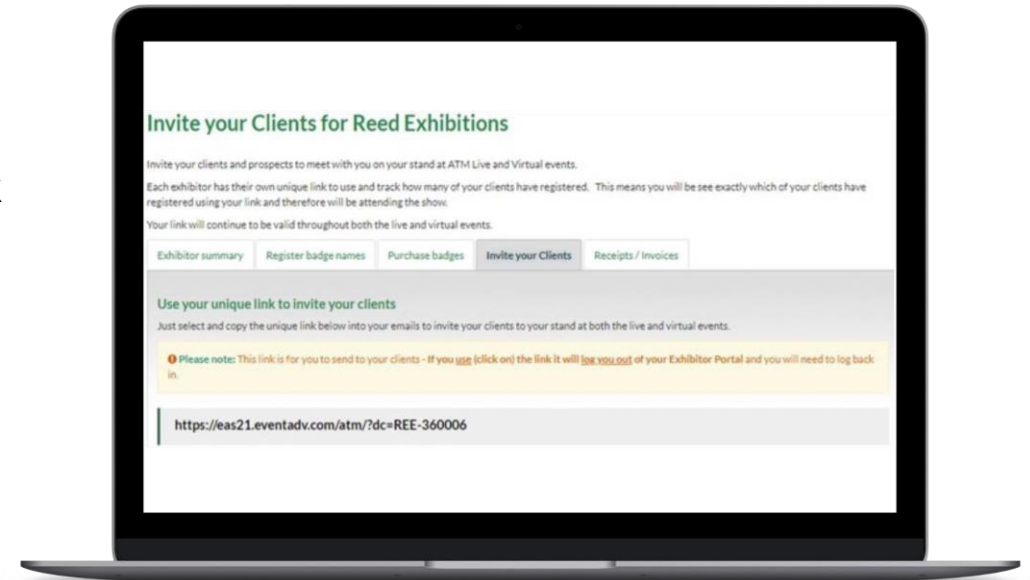


Design 2



My Invitations

- **Invite your clients and prospects** to meet with you on your stand in Dubai
- Each exhibitor has their own **unique link** to use and track how many of your clients have registered
- There **is no limit** to the number you can invite to attend
- Know in advance exactly who will be attending the show
- **Set up meetings** using the 'ATM Meet' meetings platform (which you will have access to as soon as you register for a badge – an automated email will be sent to you from atm@eventnetworking.com with your login details)

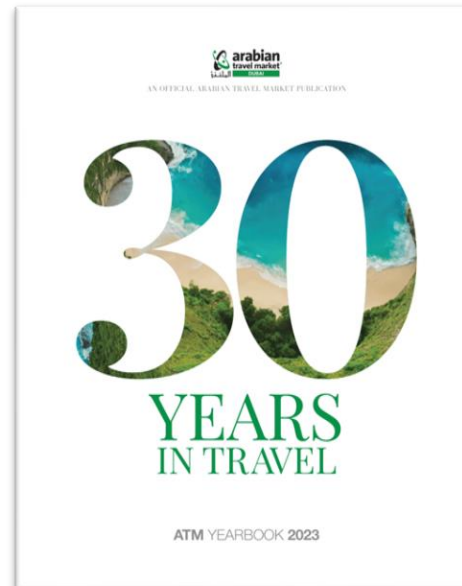


Official Publications

Digital Preview (NPI Media)



ATM Yearbook (GT Media)



Show Daily (NPI Media)



Advertising Contacts

- Digital Preview & Show Dailies: Rose.Dsouza@npimedia.com
- Yearbook: kalgaay@gtmediame.com

Premium Media Partners



Official Radio Station



Media Partners

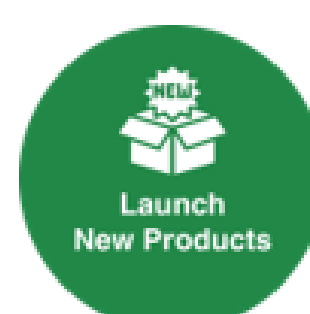
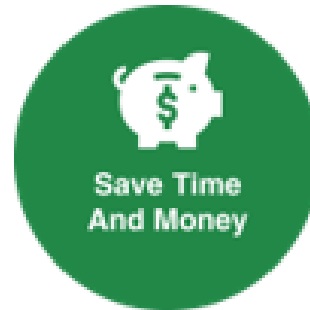


Association Partners



Exhibitor Portal & Meetings Platform

Your Objectives



We are here to help you!

As an exhibitor we want to be able to make your ATM experience run smoothly so you can get the most out of the event. We want to know your goals or questions so we can try and help you for this year's event.

Tools to Make Your Participation a Success

- Improved layout
- Intuitive System
- Easy to Navigate
- Drive Visitors to your stand

Exhibitor Directory

Exhibitor Directory

bahrain



153 Exhibitor(s)

Filters

Features

- ILTM Arabia (45)
- New exhibitor (35)
- Strategic Partner (11)

Exhibitor Main Company Activity

- Accommodation (619)
- Associations (9)
- Business & Corporate Travel (44)
- Consulting Company / Services (7)
- Destination Management Company (DMC) (245)
- Educational Establishment (1)

More

Premium



Bahrain Tourism & Exhibitions Authority (BTEA)

Stand: ME2110

Company Website

Company Email

+97317558800

Why visit our stand

Discover the pearl of the Middle East!

Description

Bahrain is the only island in the Middle East. A diverse island rich in culture, heritage and entertainment. An island to experience and feel rather than visit.

Brands

Bahrain Tourism Board, Gulf Air, Hotels, DMCs and travel partners.



New Exhibitions & Convention Centre

Log In Screen

Arabian Travel Market - Reed Exhi... ▾



DUBAI

6 - 9 May 2024

Company Name	Digital offering
Reed Exhibitions Test	Bronze package

Stand location	Stand size	Stand type
ATM24	1 m ²	SPACE



Edit Profile Page

This information will appear on the show website.



Exhibitor Dashboard Analytics

Check your performance and get insights to improve

New Insights available



Sharers

Add and manage your allocated Stand Sharers.



Manual

Access the Exhibitor Manual



Video

Access the exhibitor videos



Badges

Download and print your badges.



Emperia
Lead Capture Services

A consolidated list of leads.
(Total: 3, New: 3)

Edit Your Profile

11-Infotech System Co Ltd

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Why visit our stand

Tell visitors why they should visit your stand. Maximum 200 characters

Description


Describe what your company does. Maximum 600 characters


11-Infotech System Co. Ltd, a Thai company based in Bangkok since 2004 with a full services firm in travel technology. With our professional team who has worked with a wide array of travel platforms and various enterprise projects, you can rest assure that we will deliver the best solution for you.

Brands we represent

Tell visitors all the brands that your company will represent at the show






 **Upload cover image**

Formats: jpg, png
Max file size: 1MB
Minimum: 600x150px
The image will have a ratio of 4:1
It may be cropped to fit the ratio

Please ensure you own or have the owner's consent to use this image



1. Company Name
2. Company Description
3. Logo

Edit Your Profile

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

* indicates a mandatory field

Filters

Product Categories *

Please provide at least 1 and up to 5 answers.

Adventure travel company Airline ground handling companies/services

Private travel companies/services Ski Holidays Ticketing agency

Travel recruitment companies/services Conference/Meeting venues

Geographical Regions Operating In *

Please provide at least 1 and up to 10 answers.

Angola El Salvador China Armenia Bahrain

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Sponsored Category

Your Gold package entitles you to select one category to sponsor. Categories that have been already selected by another exhibitor are not available.

Select or search for an item...


- + Main Company Activity
- + Product Categories
- + Geographical Regions Operating In
- + Matchmaking Country (Type the country you are interested in)


ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC


1. Mandatory section
2. Match-making
3. Upgraded packages


Edit Your Profile


Enter the social media URL of your company


 **FACEBOOK**

 **TWITTER**

 **YOUTUBE**

 **LINKEDIN**

 **WECHAT**

 **INSTAGRAM**

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Upload Documents

Select a category (Brochure, Case Study, White Paper, Press Release or Other) and upload the PDF file.

1

2

Maximum size 5MB per file.

Matchmaking & Gallery of Products

Matchmaking

Select items that best represent your company to help visitors find you through our recommendations (emails and matching while they visit the website)

Matchmaking Product

Select or search for an item...

+ Accommodation

- Adventure travel
- Airline ground handling companies/services
- Associations
- Business & Financial companies/services
- Business process management companies/services
- Business travel management companies/services

ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Gallery of products and services

Add products to your 'Exhibitor Profile' to show visitors what you have to offer. Upload an image, a title, and a brief description for each product. You can add as many as you like

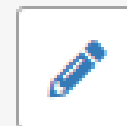
[+ Add product](#)

Products added: 0

Adding Your Events

+ Add Session

Networking hour



📍 B21

🕒 Fri 11 September - 16:00-17:00

We're Here to Help!

Resetting your Password

If you have forgotten your password and need to reset it, you can enter your email address at the following link to trigger a forgotten password email:

<https://auth.reedexpo.com/password/forgotpassword?locale=en-GB>

If you need any help accessing and updating the exhibitor portal, please contact our dedicated **customer services team** who will be happy to assist. You can find further details on how to get in touch on the website.

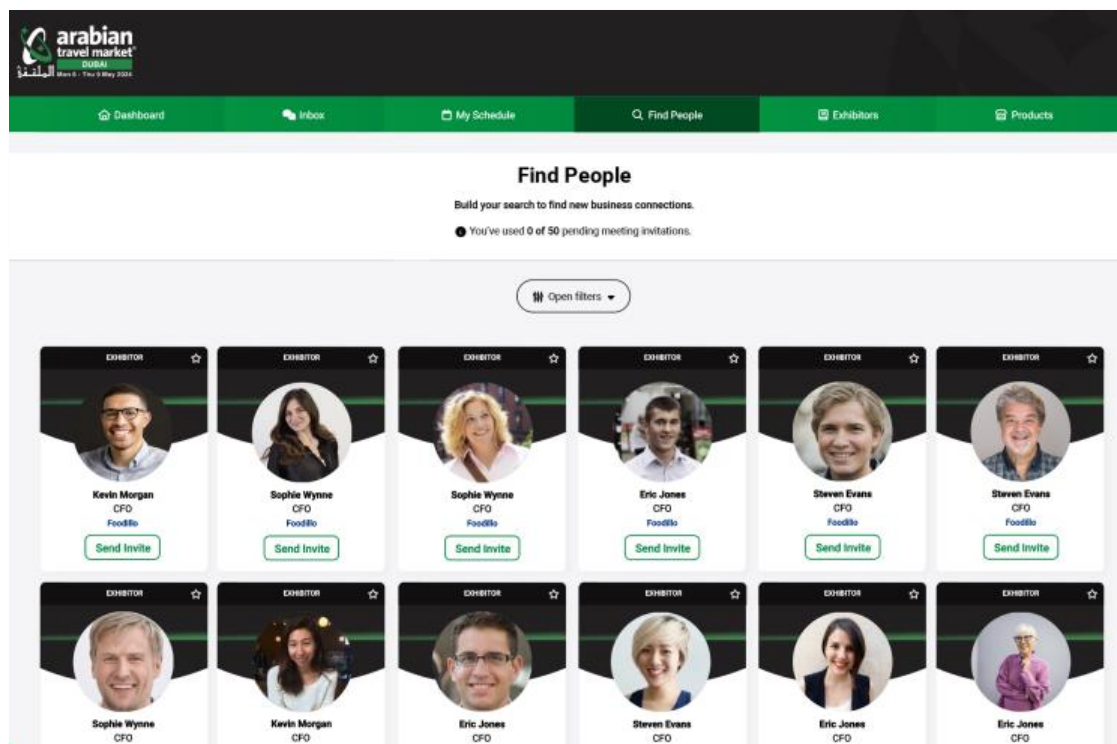
We're Here to Help

If you need any help accessing and updating the exhibitor portal, please contact our dedicated customer services team who will be happy to assist
(open from Monday to Friday 8am - 8pm BST)

+44 (0)20 8271 2158

arabian.helpline@reedexpo.co.uk

ATM Meet – Official Meetings Platform (*previously Connect Me*)



Find buyers interested in your products & services:

- Connect with buyers pre-show
- Arrange meetings
- Add your favourite seminars to your diary
- Reminders before each meeting

ATM Meet

1



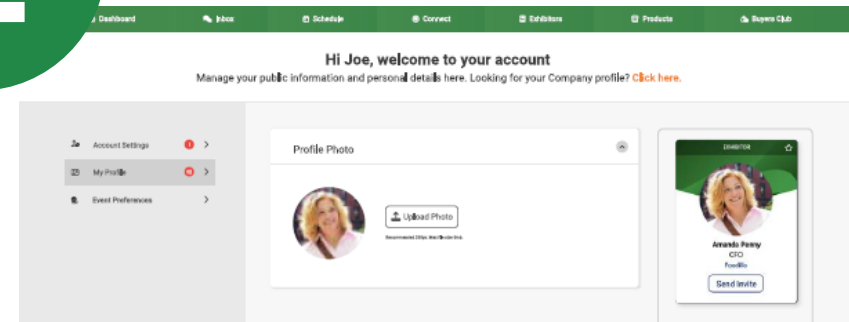
Hi Joe

Step 1

Access the Meetings Programme

Once you have registered, you will receive an email with access to your personal ATM Connect Me profile.

2



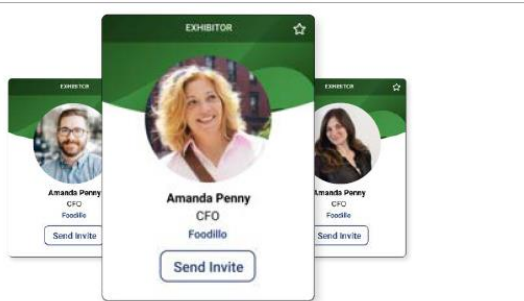
Step 2

Update Your Profile

Update your personal & company profile, so other people attending Arabian Travel Market can find you. Your contact details are only exchanged with your confirmed meeting partners.

ATM Meet

3

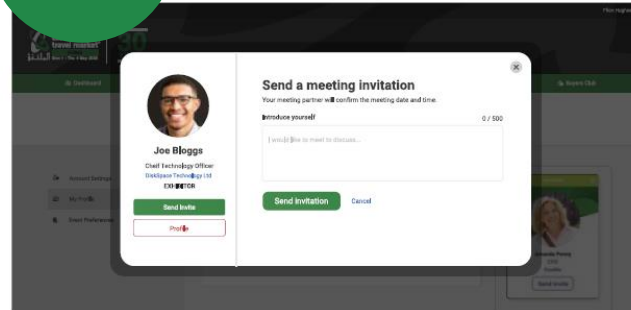


Step 3

Search Exhibitors & Users

Search for exhibitors & users that you wish to meet with based on your business requirements. Use the filters to narrow your search results.

4

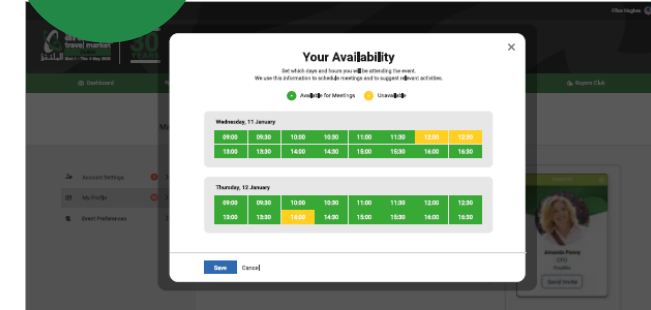


Step 4

Send Invitations

Send & receive invitations with high level contacts & pre-arrange meetings in the dedicated meetings lounge, or at the exhibitor stands.

5



Step 5

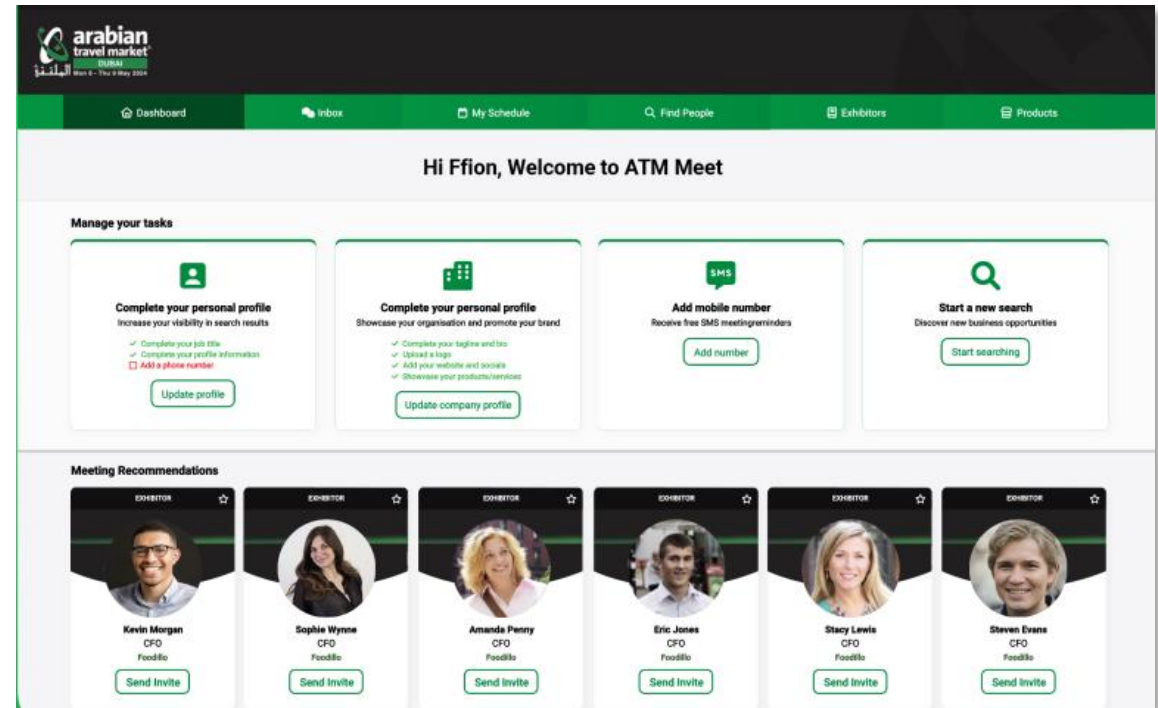
Your Schedule

With your event schedule, SMS reminders & help from our onsite team, you will never miss a meeting & arrive at your appointments on time.

ATM Meet Meeting Tool

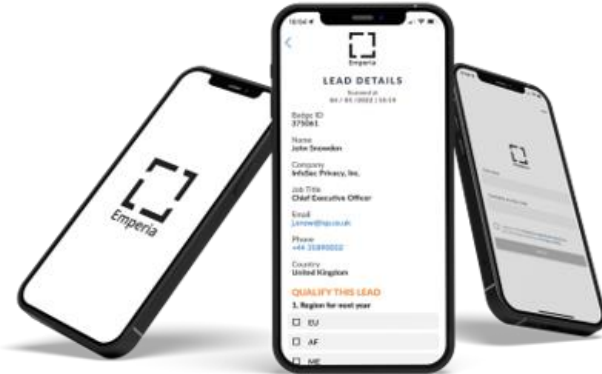
Highlights

- Exhibitors will have access to 'ATM Meet' to set up stand and profile in February. You can make meetings as soon as its open to hosted buyers.
- Meetings platform opens to all buyers and visitors a week later.
- Up to 40 pending meeting requests (without having been accepted or rejected)
- After a week, if the meetings aren't accepted or rejected they get expired in order to free up space in your diary and enable you to send further requests



Smart Event Tools

What Does a Smart Event Include?

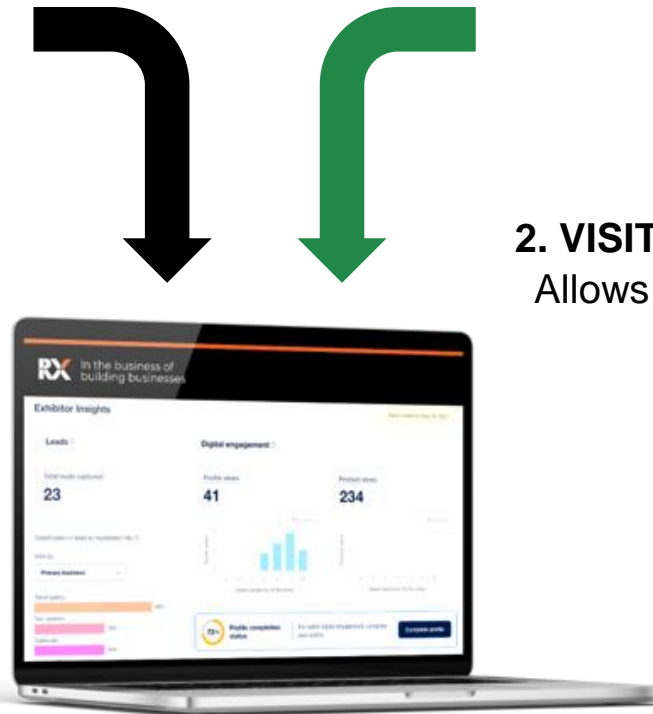


1. EXHIBITOR PRODUCT (APP)
 Allows **exhibitors** to capture conversations with a visitor



2. VISITOR PRODUCT (QR Code)
 Allows **visitors** to collect content electronically

3. EXHIBITOR DASHBOARD
 That holds the leads that are generated by both products



Colleqt Demo

Imagine you are a visitor walking on the show floor, and see an exhibitor you are interested in. You would like to get their contact details and you see a tent card with this QR code.

Scan the QR code with the camera on your phone and click on the link.



Colleqt Demo

Now that you have scanned the EXHIBITOR QR code, you need to scan your badge.

This QR code is on your BADGE. **Scan your badge. (You only need to do this once, after the 1st Colleqt QR code that you scan.)**

You now have access to the Exhibitor's contact details, and can proceed scanning Colleqt QR codes around the show.



Operations

During Build Up

- **All staff coming onsite for build-up must be aware of the site rules**
- All contractors need to acknowledge DWTC's health and safety violation policy and brief their teams accordingly
- Contractors must work in line with DWTC, Government and Show guidelines and ensure that they have carried out risk assessments and put the required controls in place to protect their staff
- Operation of forklifts and other mechanised lifting equipment is strictly prohibited. Only the official lifting contractor is permitted to operate these within the halls and loading areas. If you require this service onsite please contact DB Schenker to arrange

Remember you will need:

- **High-vis jacket (if you don't have one, they can be purchased from the Minutes shop in the Concourse)**
- **Safety footwear (steel toe caps if onsite Wed-Sat) or appropriate shoes with a closed toe and thick sole (Sunday) – open toe shoes will not be permitted**
- Contractor badge (if onsite Wed-Sat)
- Space only stand construction must be completed by Saturday 4 May
- Aisles need to be cleared by 4pm on Sunday 5 May so aisle carpet can be laid
- There will be strictly no access to contractors on the opening morning, except for 'stand by' staff with an official ATM Exhibitor badge or Maintenance badge

Questions?

For all enquiries about the
Exhibitor Portal, please contact:

Customer Services

Telephone: +44 (0)20 8271 2158 |

Email: arabian.helpline@reedexpo.co.uk

For enquiries about ATM Meet
please contact:

Customer Services

Telephone: +44 (0)20 81388493

Email: ATM@eventnetworking.com

Thank you! We look forward to
welcoming you to the show.

6 – 9 May 2024, Dubai World Trade Centre