PHOTO + ADVENTURE

PHOTO + ADVENTURE
• Duisburg •

TRADE FAIR+EVENT for Photography, Travel and the Outdoors

Become our Partner Country and cover the German and Austrian markets in one go

Focus on

PARTNER COUNTRY

FOCUS ON PARTNER COUNTRY

Each year, Photo+Adventure teams up with a different partner country, exclusively presenting it to a very special target audience. Photo+Adventure is a unique trade fair: an event for travellers but not a standard travel or tourism trade fair. Seize this opportunity and benefit from an impressive presence at the event itself and an individual marketing package tailored to your specific needs before, during and after the event.

Cover the German speaking market at two unique events.

Become our partner country 2017 or 2018

SPOTLIGHT ON YOUR COUNTRY

From extensive logo and media presence beforehand *(including use of all social media channels)* to an outstanding presentation at the trade fair itself – we agree on a specifically tailored marketing package that best suits your needs.

As a partner country, a classy booth with the opportunity to show and tell what your region is all about, is the perfect way to present yourself to an audience of adventure and action travellers, seeking both nature and cultural encounters.

A partnership however provides many more opportunities:

- Your own stage for presentations within the supporting programme *(optional)*
- Presentation of your country's particular natural and cultural heritage, outdoor and adventure sports, special destinations and other unique aspects
- The partner country and Photo+Adventure organize a theme-based evening event *(optional)*

62%[1] do not attend the trade fair because of the photography topics only but specify the outdoor industry, travel or other (also in combination) as being the decisive factors.

„Very well organized, dynamic and unique."

„I really enjoyed listening to the entertaining presentations and checking out technical innovations."

„Very lively, the programme was perfect."

„I am fascinated by this range of offers! Very informative and inspiring."

VISITOR STATEMENTS

35% FEMALE

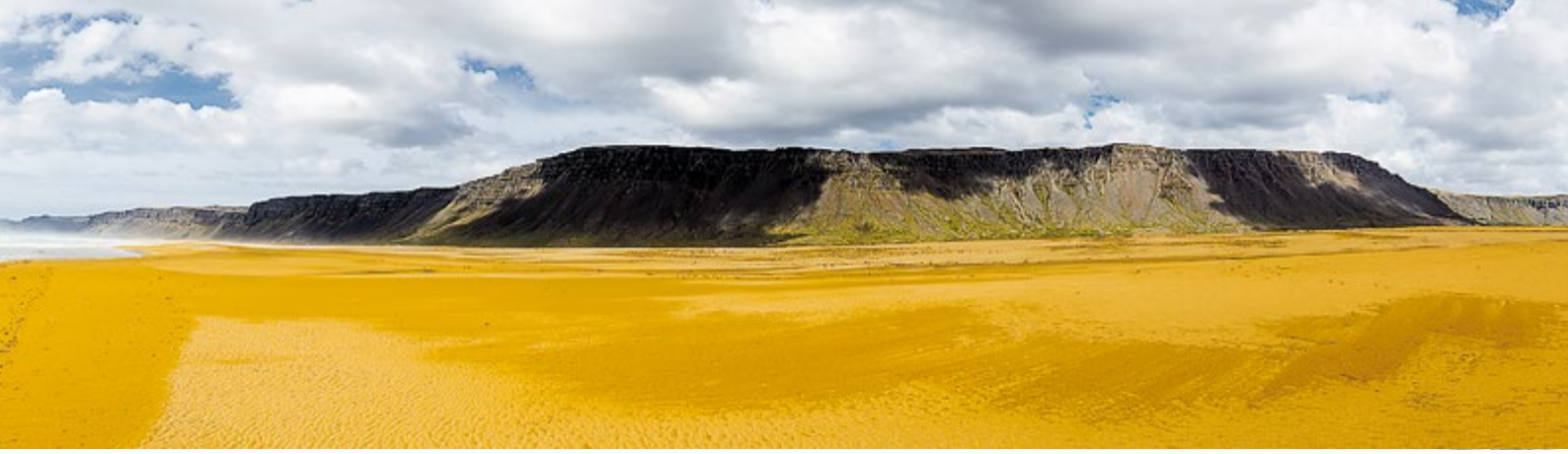
65% MALE

AVERAGE AGE 42 YEARS

Photo+Adventure with its three main topics photography, travel and the outdoors is the perfect match for Jordan, the adventure country. Trekking in the desert landscape of Wadi Rum, diving or snorkeling in the Gulf of Aqaba, countless picture perfect moments the Hashemite Kingdom offers – the festival event in Duisburg has provided us with an ideal platform to present our touristical highlights to a target audience that is well traveled, open-minded, interested in cultural aspects and very adventurous. Our expectations haven't been disappointed – quite the contrary.

LENA KLEININGER, ACCOUNT DIRECTOR JORDAN TOURISM BOARD, PARTNER COUNTRY 2015

[1] All statistics refer to Duisburg 2016



THE SERVICE IN DETAIL

EXTENSIVE BRANDING AND MARKETING LEADING UP TO THE EVENT

- Print
  - Your logo on all advertising material, admission tickets and the cover of the trade fair magazine
  - Advertisement(s) or advertorial(s) in the trade fair magazine
- Media
  - Partner country mentioned in the boilerplate of press releases before, during and after the trade fair
  - Joint press conference with the Photo+Adventure team
- Internet and social media
  - Logo placement on Photo+Adventure websites, in P+A newsletters and in credits of advertisment trailer on internet channels
  - Partner country microsite (content to be delivered by partner country)
  - Facebook and Twitter – we market your relevant content to our community
  - Reference to partner country in exhibitor & trade visitor newsletter
- Optional/additional on request:
  - Special allocation of free tickets *(VIP tickets, press tickets)*
  - Own photo exhibition *(details on request)*
  - Alignment of joint marketing activities

PRESENCE AT THE TRADE FAIR

- Supporting Programme
  - Advertising during the breaks between the presentations on stage (max. 30´´)
  - Special activity – stage presence: presentation / award ceremony of a competition *(e. g. photo competition)* on stage
  - Own presentation room *(on request)*
  - Activity space / movie room at your stand
- Your trade fair booth
  - Booth space at special price (starting from 12 m²)
  - Standardized booth at special price or own booth construction
  - Preferential placement / free choice of place
- Advertising and branding opportunities during the trade (upon request)
  - Branding, promotion teams, advertising flags/banners outside the exhibition hall as well as inside, food or beverage sampling, etc.

Further joint or individual marketing activities available on request. Please get in touch to work out a customized marketing plan, tailored to your specific needs.

PRICE FROM EUR 7500.-

Ask for single event appearance or special prices combining both events

DATES & CONTACT GERMANY

DATES

2017: Landschaftspark Duisburg-Nord, Germany
10th to 11th of June 2017

2018: Landschaftspark Duisburg-Nord, Germany
9th to 10th of June 2018

MANAGEMENT GERMANY

Daniela Fluehr, Katrin Schmidt, Christian Thomas

phone: +49 28 33 / 57 64 66 0

mail: info@photoadventure.eu

web: www.photoadventure.eu

DATES & CONTACT AUSTRIA

DATES

2017: Messe Wien, Vienna, Austria
November 2017

2018: Design Center Linz, Austria
November 2018

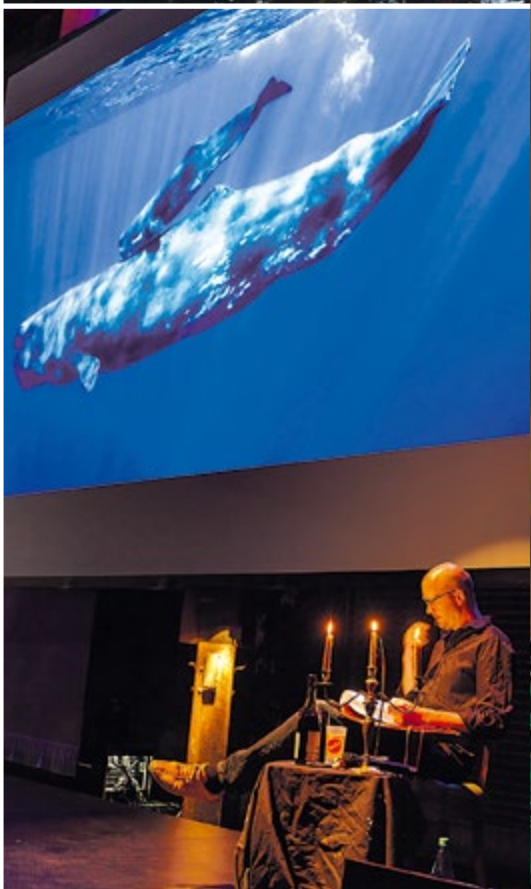
MANAGEMENT AUSTRIA

Oliver Bolch, Thomas Wiltner

phone: +43 22 42 / 388 55 0

mail: office@photoadventure.at

web: www.photoadventure.at



IMPRINT

Pubisher: P+A Photo Adventure GmbH, Am Haus Asselt 11, 47647 Kerken, Germany
All copyrights and exploitation rights rest with P+A Photo Adventure GmbH.
Copyright Photo: Jordan Tourism Board, Klaus Kasperszak, Tina Umlauf, Fotolia, Katrin Schmidt