



TRADE FAIR+EVENT for Photography, Travel and the Outdoors

Become our exclusive Partner Country and benefit from an entire year of unrivalled attention and an exclusive location

FOCUS ON

PARTNER COUNTRY



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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.

Become our partner country

FOCUS ON PARTNER 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*)

Ideally, Photo+Adventure accompanies a partnering country throughout the entire year from January 1 to December 31. An extensive clipping reporting is provided by Photo+Adventure.

61%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 am fascinated by this range of offers! Very informative and inspiring.“

VISITOR STATEMENTS

PARTNER COUNTRY STATEMENTS

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**

We are extremely pleased to have found an excellent and highly-interested audience. The lovely atmosphere in the trade show hall made us feel at home in Duisburg.

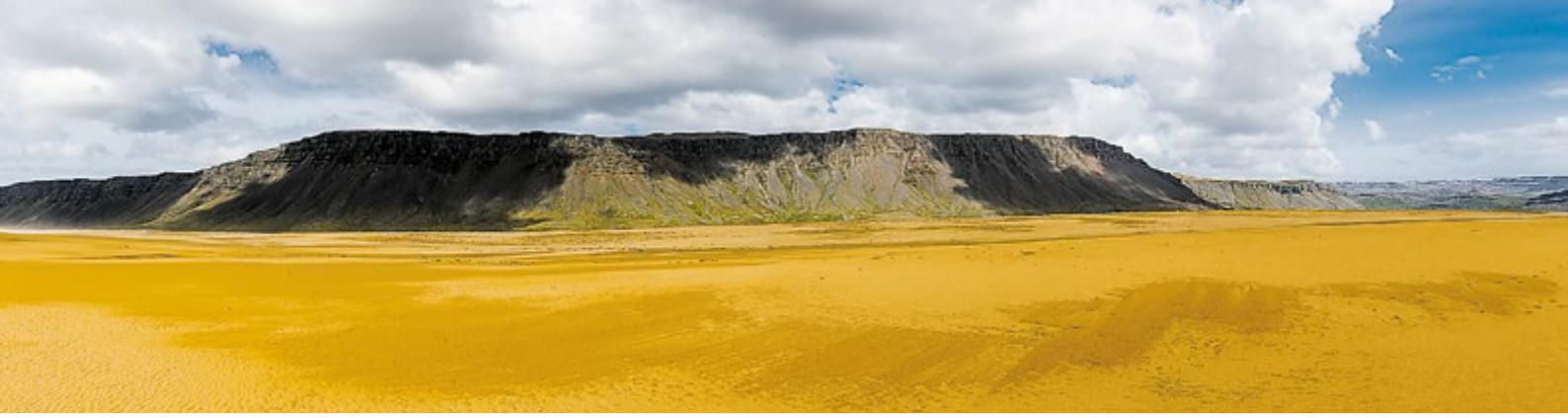
**STEFAN EBERLE, SOUTH AFRICAN TOURISM,
PARTNER COUNTRY 2017**

Texas stands for diverse landscapes, vibrant cities and surprising encounters. We are very happy to be able to present this diversity as a partner country of Photo+Adventure. Photography, adventure and outdoor experiences - that's what Photo+Adventure offers, which is a perfect fit with Texas with its partly undiscovered nature and magical places.

Throughout the two days of the fair, we had many great discussions and hope to have inspired one or the other to travel to the second largest state in the United States.

**JULIAN LUTHER, TRAVEL TEXAS, PARTNER
COUNTRY 2018**

¹ All statistics refer to the visitor survey in 2019



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 walk during the event
 - Benefit from our existing photo-related press database to reach out to a new target group
- + Internet and social media
 - Logo placement on Photo+Adventure websites, in Photo+Adventure newsletters and in credits of advertisement trailer
 - Partner country microsite (*content to be delivered by partner country*)
 - Social Media (i.e. Facebook, Twitter, Instagram...), Blogging and newsletters – 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, subject to additional charge*)
 - Alignment of joint marketing activities

EXTENSIVE BRANDING AND MARKETING LEADING UP TO THE EVENT

- + Supporting Programme
 - Advertising during the breaks between presentations on stage (*max. 30''*)
 - Special activity – stage presence: presentation / award ceremony of a competition (*e. g. photo competition*) on stage (*details on request*)
 - Participation at Photo+Adventure treasure hunt (*on request*)
- + Your trade fair booth
 - free choice of placement (*booth price not included*)
- + Advertising and branding opportunities during the show (*upon request*)
 - Branding, promotion teams, advertising flags/banners outside the exhibition hall as well as inside, food or beverage sampling, etc.

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

PRICE FROM EUR 10,000.-





DATE & CONTACT GERMANY

DATE

2023: Landschaftspark Duisburg-Nord, Germany
13th to 14th of May 2023

2024: Landschaftspark Duisburg-Nord, Germany
8th to 9th of June 2024

MANAGEMENT

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PARTNER COUNTRY 2023

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THERE'S MORE TO EXPLORE

PHOTO+ADVENTURE VIENNA, AUSTRIA

Photo+Adventure Duisburg has an affiliate event, taking place in November in Vienna, Austria. If you are interested in covering the German and Austrian markets in one go, please get in touch with us for special package deals.



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