



# International Golf Travel Market®

## IGTM DIGITAL PACKAGES

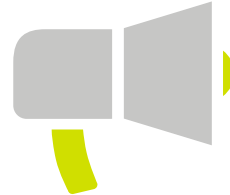
Maximise your global reach by targeting IGTM audience before the 2018 show.

The digital packages have all the features you need to get your brand in front of the right buyers at the right time.

### DESIGNED TO MEET ALL TRAVEL EXHIBITORS' OBJECTIVES



**Lead generation**



**Brand awareness**



**Thought leadership**

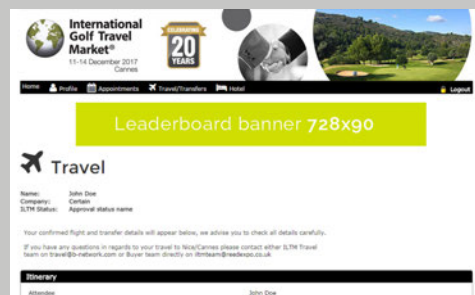


**Promote your presence at  
the show**

The Hosted Buyer Zone is the online hub for IGTM qualified Buyers – everything they need for the event is found in the zone and each Buyer logs in an average of 11 times. Your adverts will be live from when the zone opens in June to when it closes in January.

## HOSTED BUYER ZONE - KEY PAGE BANNER

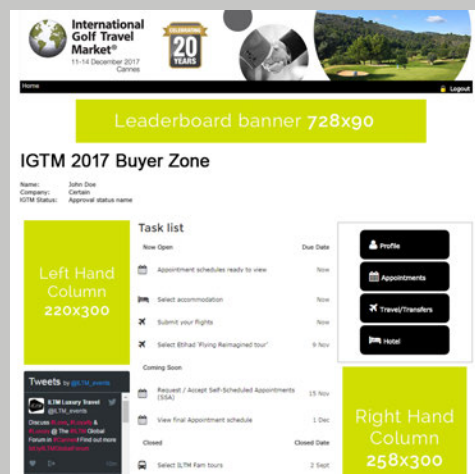
- Promote your brand, product or destination to our qualified Buyers on the Profile, Travel or Accommodation page in their dedicated zone for planning the event and selecting their preferences.



Leaderboard Banner 728x90px

## HOSTED BUYER ZONE - HOMEPAGE TAKEOVER

- Showcase your advert on the Homepage of the dedicated Buyer Zone, in front of buyers every time they login to view their travel, accommodation, appointments and more.



Leaderboard Banner 728x90px

Left Hand Column 220x300px

Right Hand Column 258x300px

## HOSTED BUYER ZONE - APPOINTMENT TAKEOVER

- Exclusive sponsorship of the key Buyer Zone pages that buyers visit during the appointments process, including preference selection, Self-Scheduled Appointments and their diaries.

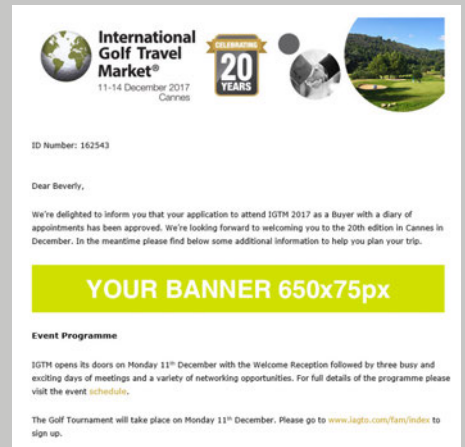
Leaderboard Banner 728x90px

Right Hand Column 258x300px



## EMAIL – BANNER IN HOSTED BUYER EMAIL

- ▶ Promote your brand to buyers at the critical time when they are selecting preferences. Your banner advert will feature in an IGTM email sent to all our qualified Hosted Buyers.



## EXCLUSIVE EMAIL – YOUR HTML SENT TO HOSTED BUYERS

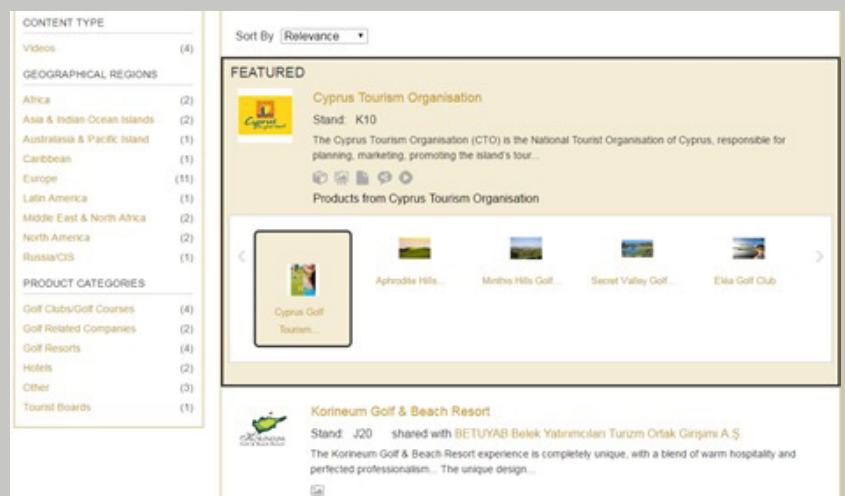
- ▶ An exclusive email sent to all IGTM Hosted Buyers during the peak show build up, featuring your chosen branding, content, images and links (HTML provided by you).



*\*This example is from a different Reed travel event*

## DIRECTORY PREMIUM PACKAGE

- ▶ Get noticed by 53% more buyers with a highlighted exhibitor directory listing twice the size of regular exhibitors and showcase your products for 3 times more product views.



## IGTM 2018 BRONZE SPONSOR

**ONLY 1  
AVAILABLE**

### BRONZE PACKAGE - 1 AVAILABLE

	Price
Hosted Buyer Zone - Banner on a key page (Profile, Travel or Accommodation)	€1,000
Email - Banner in a Hosted Buyer email	€750
Directory - Premium Package	€320
<b>RATE CARD</b>	<b>€2,070</b>
<b>TOTAL - SAVING 10%</b>	<b>€1,850</b>

## IGTM 2018 SILVER SPONSOR

**ONLY 1  
AVAILABLE**

### SILVER PACKAGE - 1 AVAILABLE

	Price
Hosted Buyer Zone - Homepage Takeover	€3,000
Email - Banner in a Hosted Buyer email	€750
Directory - Premium Package	€320
<b>RATE CARD</b>	<b>€4,070</b>
<b>TOTAL - SAVING 15%</b>	<b>€3,450</b>

## IGTM 2018 GOLD SPONSOR

**ONLY 1  
AVAILABLE**

### GOLD PACKAGE - 1 AVAILABLE

	Price
Hosted Buyer Zone - Appointment Takeover	€5,000
Exclusive Email - your html sent to Hosted Buyers	€1,500
Directory - Premium Package	€320
<b>RATE CARD</b>	<b>€6,820</b>
<b>TOTAL - SAVING 20%</b>	<b>€5,450</b>