



Workshop Agenda



- ATM A Hybrid Event
- ATM Dubai Health and Safety
- Show Features
- Arabian Travel Week
- ATM Virtual
- Seminar & Webinar Programme Highlights
- Marketing and PR Opportunities
- Partners
- Your Objectives
- Exhibitor Portal
- New Tools to Generate Leads
- Sponsorship
- Operational Deadlines



ATM 2021 – A Hybrid Event

A New Dawn for Travel & Tourism











Official Partners











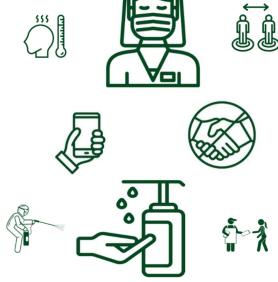




Your Well-Being Comes First

ATM Dubai will adhere to all Government rules and regulations in accordance with Dubai Health Authority and Dubai World Trade Centre (DWTC) including:

- Masks
- Social distancing
- Density rules
- Hygiene protocols



Specific Measures:

- Contactless transactions
- No hand shaking
- No badges printed onsite, no wallets or lanyards, no onsite registrations
- Barcode to be shown on phone or print out A4 badge at home/office
- Live scanning to ensure density rules adhered to
- ALL exhibitors to use Emperia app (FOC) to scan visitor barcodes
- Directional arrows printed on aisles with one-way traffic
- Number of people allowed on each stand to be prominently displayed





Density and Badging



Stand density rules:

1 person per 4m2 of usable stand space includes all exhibiting personnel, hostesses, VIPs, sharers, visitors

Example 1: 750m2 = 187 total people allowed on stand

Badging:

1 badge per 6m2 of contracted of useable stand space (ground & DD). MSH responsible for managing badge allocations for staff, sharers, VIPs and Hostess

- Example 1: 750m2 stand: 187 max density capacity. Badge allocation 125 (includes MSH ,Sharer, VIP, hostess) enables 62 visitors to the stand at any one time
- Exhibitors will not be able to purchase additional exhibitor badges or register as trade
- A badge can be exchanged at the badge query desk between 2 exhibiting staff if one is arriving and one leaving or if they attend on different days



ATM Dubai Timings

Sun 16 May:11.00 - 18.00Mon 17 May:10.00 - 18.00Tues 18 May:10.00 - 18.00Wed 19 May:10.00 - 17.00

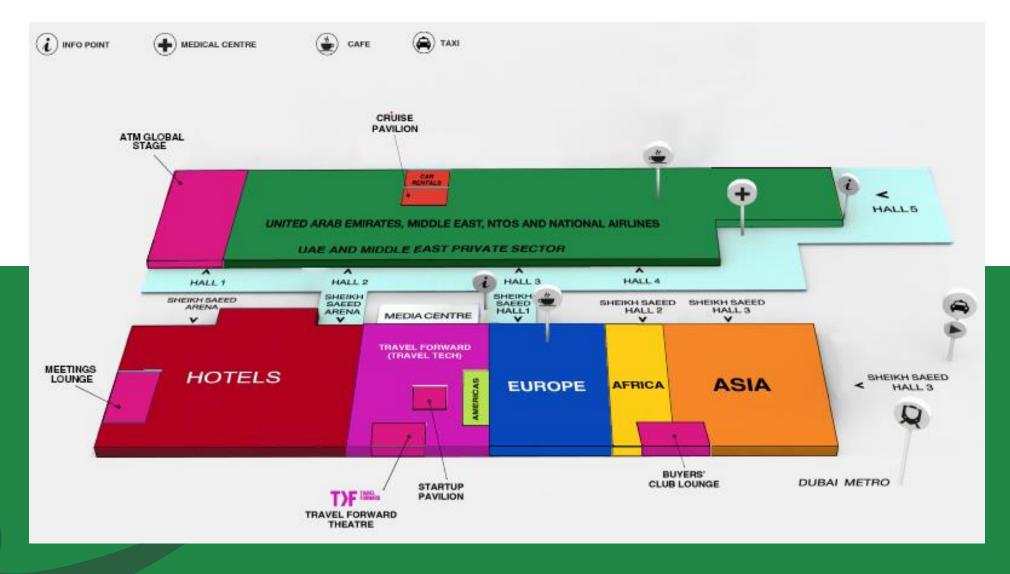
- All attendees to stagger arrival at ATM in order to avoid queues
- Recommended arrival times will be on e-badge
- ALL exhibitors should be in the halls before the show opens

Attendee Type	Opening Day (Sunday)	Monday – Wednesday
Exhibitors	08.00 - 11.00	08.00 - 10.00
Media	09.00 Media Centre, 11.00 Halls	08.00 Media Centre, 10.00 Halls
Buyers	11.00	10.00
Visitors	11.30 and 12.00	10.30 and 11.00





ATM Dubai 2021 Floorplan

















Client Events

- Breakfast Briefings
- Gala Dinners
- Fam Trips
- Networking Receptions

Speed Networking @ ATM Virtual

- Up to 6 Speed Networking Sessions
- Digital Influencers
- 5 Sponsored Sessions

ATM Buyer Forums with networking

- India
- KSA
- China

ATM Virtual

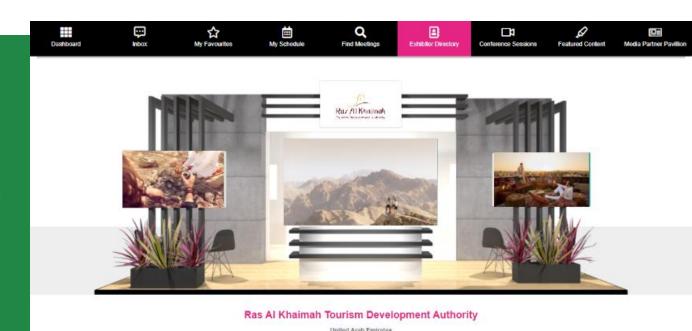


- Mon 24 Wed 26 May 2021 to run in **Gulf Standard Time (GST) 10:00 19:00**
- All video meetings and live webinars will be scheduled within this timeframe
- Platform can be accessed to view on-demand content from when the show opens until it closes, 24 hours a day

New Features

- Hosted Buyers list on exhibitor dashboards
- Hosted Buyers to have access to set up meetings with exhibitors 1 week before all other Buyers' Club members from 23 March.
- Exhibitors to have access to set up meetings with travel trade visitors (but not vice-versa)
- Enhanced match-making
- All live show seminars to be recorded and available on-demand on ATM Virtual
- MSH and Sharers will all be able to have a 3D booth like the one below from RAK

ATM Virtual 2020 attracted almost 12,000 attendees from 140 countries



angroves, water sports and more, Ras Al Khaimah is a truly unforgettable Arabian experience. Only 45 minutes from the hustle and bustle of Dubai, this



Meetings



- A Networking tool to help you find and book meetings with pre-registered buyers at ATM Live event before the show 'Connect Me'
- All Live and Virtual pre-scheduled meetings last 30 minutes
- Virtual drop-in meetings last 15 minutes
- ATM Dubai Meeting Locations live on stands / meetings lounge
- Hosted Buyers will get access to Connect Me and the Virtual Meetings Platform 1 week before other buyers 23 March
- Buyers will get access to Connect Me and to the Virtual Meetings Platform on 30 March
- Exhibitors will get access to the Virtual Meetings platform on 16 March to set up stand and profile. They can make
 meetings as soon as its open to hosted buyers on 23 March.

Permission Structures (Who Can Meet with Who)				
	Exhibitors	Buyers	Media	Visitors
Exhibitors	Υ	Υ	Y	Y
Buyers	Y	Υ	Y	N
Media	Υ	Υ	Y	N
Visitors Paid	Υ	N	N	N
Visitors	N	N	N	N



Seminars / Webinars



ATM Dubai

- 2 stages ATM Global Stage, Travel Forward Theatre
- All sessions to be recorded and then available ondemand on ATM Virtual platform

ATM Virtual

- Up to 15 live sessions across 3 days
- All live show sessions to be available on-demand
- Media partner led round-tables available on-demand

Programme Topics

- Hotels & Hospitality
- Saudi Arabia Tourism Summit
- Travel Technology
- Gulf Israel Ties
- Luxury Tourism & the Affluent Traveller
- Aviation
- Responsible Tourism
- Arab China Tourism Summit
- Country Buyer Forums China, India & Saudi Arabia

- ARIVAL Trends for In-destination Experiences (Tours & Attractions)
- Tourism Investment
- Cultural Tourism
- New Normal Destination Experiences
- Business Travel & MICE
- Destination Briefings
- Digital Marketing





Marketing & PR







PR Opportunities









Press Releases

- Sunday 16 & Monday 17 May
- Al Ain Rooms A&B above Hall 3
- Includes full AV and refreshments
- Seated Capacity 60
- Early bird price \$1,795 (+5% VAT)
 before 31 March
- \$2,010 (+5% VAT) from 1 April

- NEW Media Centre location
- Paperless
- Upload press releases to the exhibitor portal

NATHALIE VISELE

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WTM Portfolio Online Community





Total Social Media Reach

YouTube

 Facebook
 143k

 Twitter
 132k

 LinkedIn
 20k

 Instagram
 30k

Email Database

WTM Portfolio 250k
WTM Portfolio Buyers 23k
International Media 12k

330k Annual Portfolio Website Traffic 210k

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, WTM Africa and the Travel Forward series of events.

4.5k









Promote your company at ATM using our hashtags: #ATMDubai #ImgoingtoATM





@ATMDubai

Arabian Travel Market is the industry's leading travel & tourism exhibition unlocking business potential in the Middle East. 19 - 22 April 2020 #ATMDubai

· http://arabiantravelmarket.wtm.com/

Followers 17.948

Following 4,799





















Official Publications

- NO catalogue
- Official publications (individually wrapped) distributed at entrances by staff in PPE (no self-service)
- Digital Preview/Show Dailies: Rose.Dsouza@npimedia.com
- Yearbook: <u>kalgaay@gtmediame.com</u>
- Routeplanner: <u>ben.dunster@reedexpo.co.uk</u>

Digital Preview

DL: 5 April 2021

ATM Yearbook (GT Media)

DL: 29 April 2021

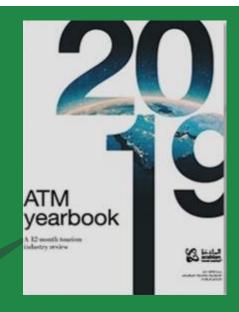
Routeplanner

DL: 15 April 2021

Show Daily

DL: 5 April 2021











Premium Media Partners















Media Partners











































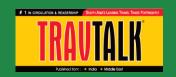
















Association Partners







































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 years event.

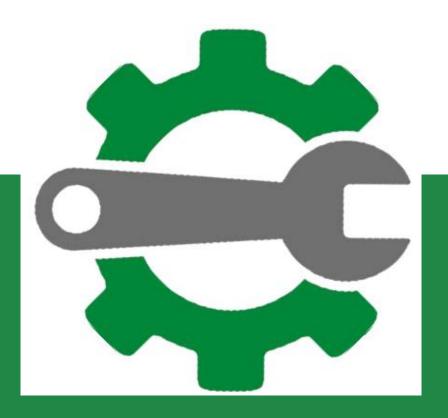


Tools to Make your Participation a Success



Welcome to the all new Exhibitor Portal!

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





Log In Screen





DUBAI

16 - 19 May 2021

Company Name Digital offering

Reed Exhibitions Test Bronze package

Stand location	Stand size	Stand type
ATM21	1 m ²	SPACE



Edit Profile Page

This information will appear in the show website.



Sharers

Add and Manage your allocated Stand Sharers.



Badges

Download and print your badges.



Manual

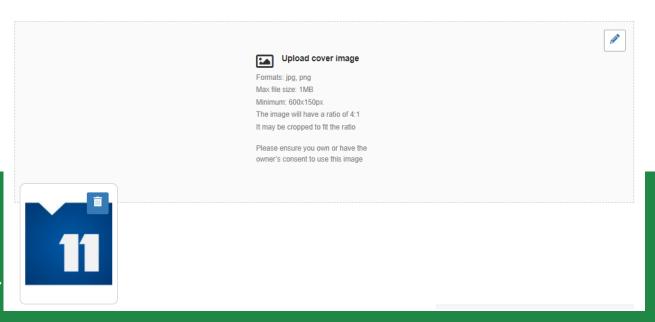
Access the Exhibitor Manual



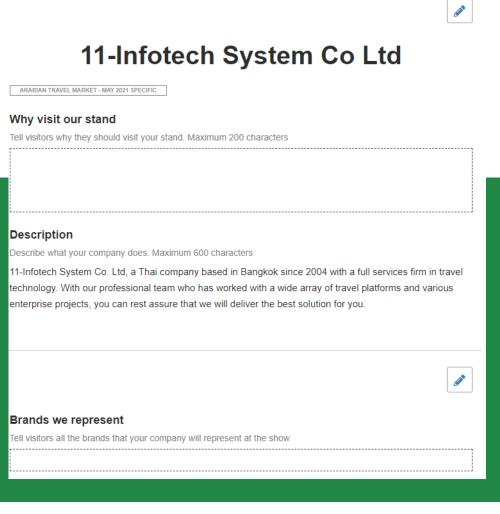


Edit Your Profile





- Company Name
- Company Description
- Logo



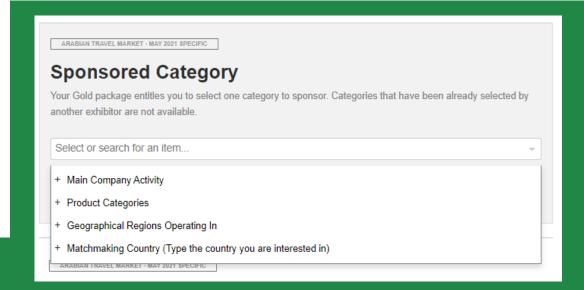


Edit Your Profile



ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC	* indicates a mandatory field
Filters Product Categories *	
Adventure travel company x Airline ground handling companies/service x Private travel companies/services x Ski Holidays x Ticketing agence.	
Travel recruitment companies/services	,
Geographical Regions Operating In * Please provide at least 1 and up to 10 answers.	
× Angola × El Salvador × China × Armenia × Bahrain	Cancel Save

- Mandatory section
- Match-making
- Upgraded packages





Edit Your Profile

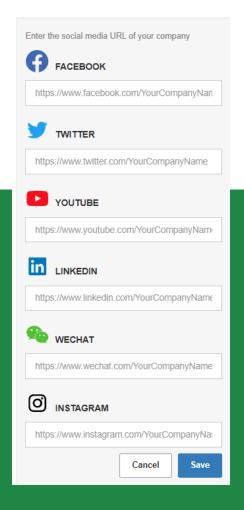


ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC

Upload Documents

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

Select a category...
 Upload PDF file
 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	w w
+ Accommodation	
O Adventure travel	ADADIAN TRAVEL MARKET, MAY 2004 ADECUEN
O Airline ground handling companies/services	ARABIAN TRAVEL MARKET - MAY 2021 SPECIFIC
○ Associations	Gallery of products and services
O Business & Financial companies/services	Add products to your 'Exhibitor Profile' to show visitors what you have to offer. Upload an image, a title, and a brief
O Business process management companies/services	description for each product. You can add as many as you like
O Business travel management companies/services	+ Add product
	Products added: 0



Adding Your Events



+ Add Session

Networking hour



B21

① Fri 11 September - 16:00-17:00

Add any events or seminars you're hosting during the show so visitors can plan ahead and ensure they don't miss out. You can add details of the session including speaker name, location, and description.





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

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. You can find further details on how to get in touch on the website.



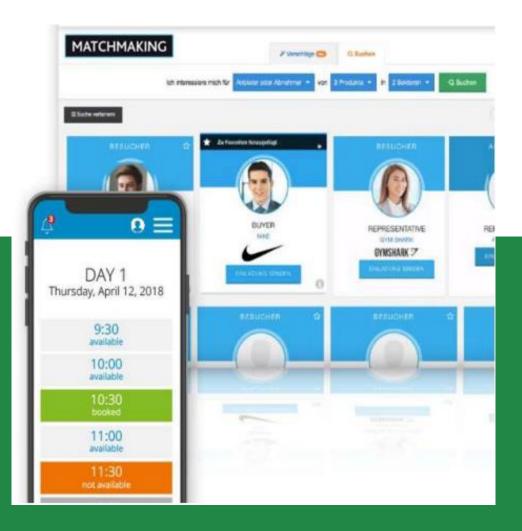


Connect Me



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

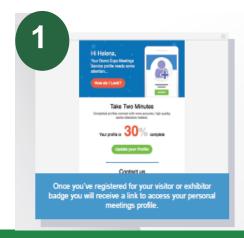




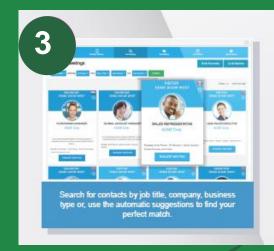


Connect Me













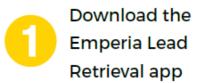




Emperia Lead Retrieval App



- Completely free app for your own mobile device
- Easily collect and qualify leads with a simple scan of a visitor barcode
- Simple & lightweight
- Works offline
- Multiple users
- Rate your lead
- Export your your leads at any time
- Quickly upload them to your CRM for timely follow up







Tap to scan the QR code on the attendee's badge



Login with your company credentials below



Take notes about your new leads and enter optional information including any follow-up actions.





Sponsorship



Digital Incentive: Bag Entry

Are you doing something special to promote your brand, products or services at ATM, or engage with BUYERS &ATTENDEES? We've partnered with Everthere, a digital offer bag, which gives you the opportunity to increase visibility of these at a low cost, attracting your audience and generating leads! Want to know more? Watch this video!

\$1,950 each Or 5 Offers for \$7,500

Outline your offer here



Your Logo here

Your package includes:

Not only is your offer included in the digital offer bag, we will send a direct link to the bag to all BUYERS & ATTENDEES in the lead up to the event.

After the show you will get the email addresses of anyone who is interested in your offer, along with enhanced lead profiling data and analytics.

Benefits include:

Lead generation: at the end of the event you get all of the contact details (name, email address, company name and job title) of any attendee who said yes to your offer!

Brand awareness: get your brand out in the industry to raise awareness and engagement from our audience with your entry. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

Thought leadership: Be recognised by your target audience as authority and experts in your area of specialism over and above your competition by including curated content such as reports, podcasts or access to exclusive webinars in the bag.

Promote your presence at the show: drive traffic to your stand by catching the eye of visitors and BUYERS with an enticing offer in the bag that encourages them to come to the stand to collect a prize, product sample, tasting or voucher. At a virtual event drive traffic to your profile by creating an offer that can be redeemed by visitors or buyers reaching out to them within the virtual event platform.

Want to see how it works? Take a look at a demo bag here!



Sponsorship



Digital Incentive: Example Offers



Offer Type: curated industry specific content

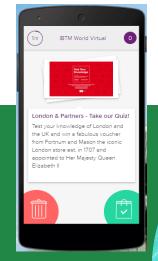
Benefits of this offer: Lead Generation; Thought Leadership, Brand Exposure



Offer Type: prize draw /
competition / product
giveaway
Benefits of this offer:
Lead Generation; Promote
your presence, Brand
Exposure



Offer Type: Discount / Product
Demo / Sample / Free Trial /
Tasting
Benefits of this offer:
Lead Generation; Promote
your presence, Brand
Exposure



Offer Type: Giveaway or prize in exchange for visitor activity

Benefits of this offer:
Lead Generation; Brand
Exposure



Operations – NEW FOR 2021

Every exhibitor is responsible for making sensible adjustments to their stand space and onsite activities to ensure we maintain a safe environment across the show for everyone who is onsite during build, show open and breakdown.

In addition to this information today, please ensure you have taken the time to read all of the latest Government and Public Health and venue guidance, in addition to the <u>exhibitor manual</u> and considered the experience of your staff onsite and reviewed your stand design to reflect a comfortable customer experience.

Key things you need to consider:

- 2m Social Distancing at all times
- Working out your maximum stand capacity and having a plan in place to manage and control this
- Keep your stand design open carefully consider your furniture layout and product displays
- Hand sanitiser available on the stand
- Plan your participation pre book meetings
- Protective screens on all reception counters
- 1m Perimeter
- No promotional giveaways





Operations – Shell Scheme Stands

All shell scheme stands include:

- Sanitiser dispenser
- Social distancing graphics
- Furniture, including a table with a protective screen
- Overnight stand cleaning

Guidance on COVID-19 Safety Measures for shell scheme stands are available in the exhibitor manual.











Operations – Space Only Stand Design

Maintaining a physical distance of **2m** between people should be a priority when designing your stand, based on current government guidance. Our advice is:







SIZE: DIA-18CM

New Stand Build Regulations, additional COVID-19 considerations and changes to the build-up and breakdown can be found in the Exhibitor Manual – These should all be communicated to your stand build contractor as soon as possible.



Operations- Stand checklist



Stand capacity in place – Monitoring and control plans in place

Exhibitor Responsibilities Form

Risk Assessment

Signage - Stand capacity and social distancing floor stickers recommended

Stand Cleaning – Booked through DWTC

Sanitisers need to be made available on all stands for both staff and visitors.

1m Stand perimeter

Screens on reception counters and recommended for face-to-face meetings

No entertainment - Individual demonstrations will have a management plan in place

No promotional giveaways. Event giveaways are permitted only if individually wrapped.

Space Only Stands





















Shell Scheme Stands







Stand capacity signage is included in your package – additional can be ordered

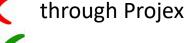


























Stand Catering



For 2021, stand catering should only be ordered following the below considerations:

- Ensure there is adequate space for staff and customers to keep a safe distance in line with government guidelines. (As masks will need to be removed whilst eating and drinking, they should only be served to people who are 2m apart with no flows of people nearby. Food and Drink should preferably be consumed when seated and within dedicated catering areas.)
- All catering staff on your stand will need be factored into your stand capacity
- Any stand catering should not create a crowd and should only be for exhibitors and visitors attending meetings on the stand





External Catering Applications & Deadlines



DWTC does not allow any food or beverages to be brought into the premises from external sources. However, exceptions have been made for Arabian Travel Market to allow UAE based hotel and airlines to bring in their own food items on their stands, subject to approval.

New external catering regulations for 2021 – can be found in the Manual.

Any stands wishing to apply for permission must complete a DWTC Catering Disclaimer form and comply with the DWTC policy and Dubai Municipality's Hygiene and Food Safety regulations.

The DWTC Catering Disclaimer Form must be completed by the exhibitor and sent to DWTC Hospitality Services Department in order to gain approval from the Dubai Municipality to bring food and beverages from outside into the exhibition halls. The deadline for this is 1 month prior to event.

Deadline: 9 April





During Build Up





- All staff coming onsite for Build-up must be aware of safety measures and follow social distancing guidelines at all times.
- Exhibitors can access the halls on Saturday 15 May ONLY
- Please consider who is onsite for this hand over and limit to ESSENTIAL staff only so that you do not exceed your stand capacity limits.

Remember you will need:

- High-vis jackets
- Closed shoes
- Contractor Badge

Stand construction must be completed by Friday 14 May
Aisles need to be cleared by 12pm on Saturday 15 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





Operational Deadlines









Double Decker Stand plan

Space Only Stand plan deadline – 1 April

deadline - 12 March

Electricity, Furniture, Catering, Graphics, Extras - **16 March**

Internet, Catering, Rigging
- Early Bird 18 April /
Standard 10 May

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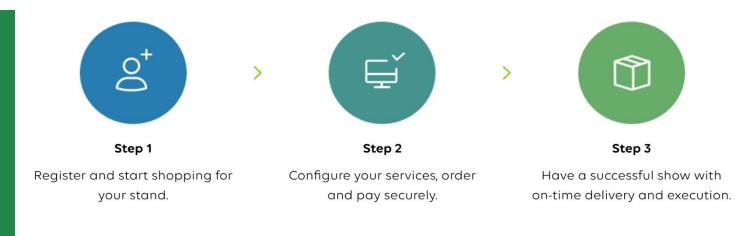
Exhibitor Responsibilities form – 9 May 2021





Your stand's one-stop-shop for simple, convenient and 100% secure online booking

Start ordering online here: https://www.eventplus.ae/atm



https://youtu.be/xtJu6mT2MG8





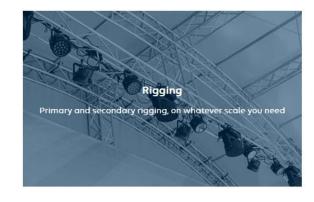


Your stand's one-stop-shop for simple, covenient and 100% secure online booking

Our comprehensive services & products



















Your stand's one-stop-shop for simple, convenient and 100% secure online booking

Start ordering online here: https://www.eventplus.ae/atm

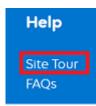
Step 1: Login/Register to the site.

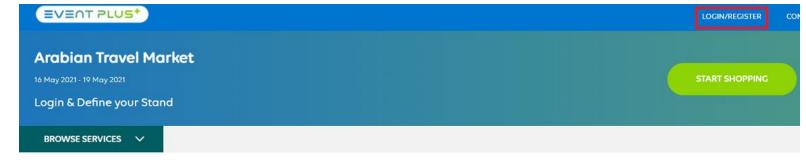
https://youtu.be/evFsVy3GLrg

Step 2: Define Your Stand

Step 3: Browse the services , add to cart and place order https://youtu.be/xtJu6mT2MG8

For step by step process, refer Site Tour in the footer







Catering

Reception Displays
Bakery
Mini Sandwiches
Cold Canapés
Hot Canapés
Dessert Canapés
Hot Beverages
Cold Beverages
Fresh Juices
Water
Live Stations
Exhibitor Meals
F&B Personnel
Tableware

CUSTOMISE YOUR MENU

Data & Telecom

Wifi Wired Internet Services Telecom Services IT Equipment

Rigging

Satellite

Primary Rigging Secondary Rigging Banner Rigging

Cleaning

Nightly Cleaning and Sanitisation Stand By Cleaning Stand Hygiene Cleaning Rubbish Skip Rental

Flower Arrangements

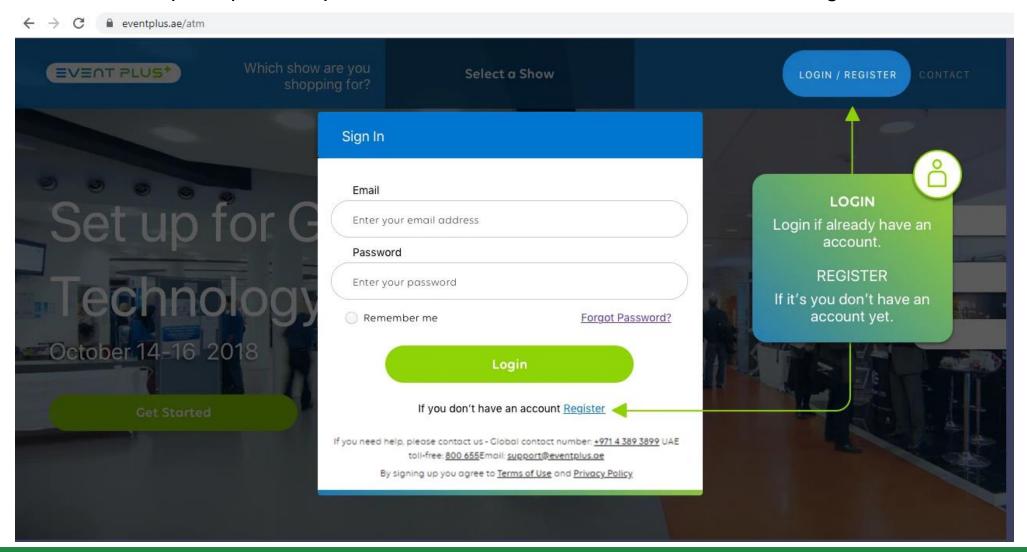
Reception Flowers
Coffee Table Flowers
Meeting Room Flowers
Welcome Area Flowers

Parking

Security

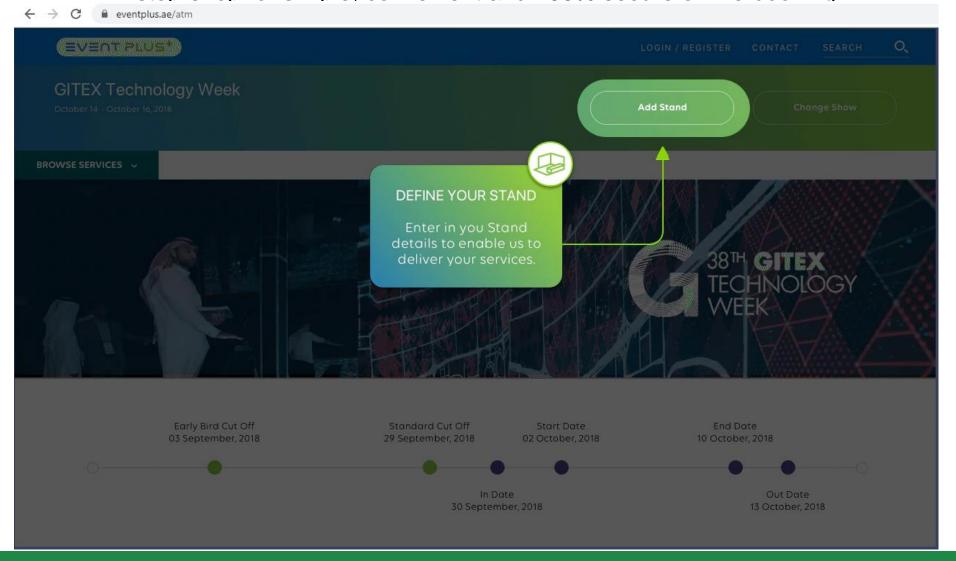






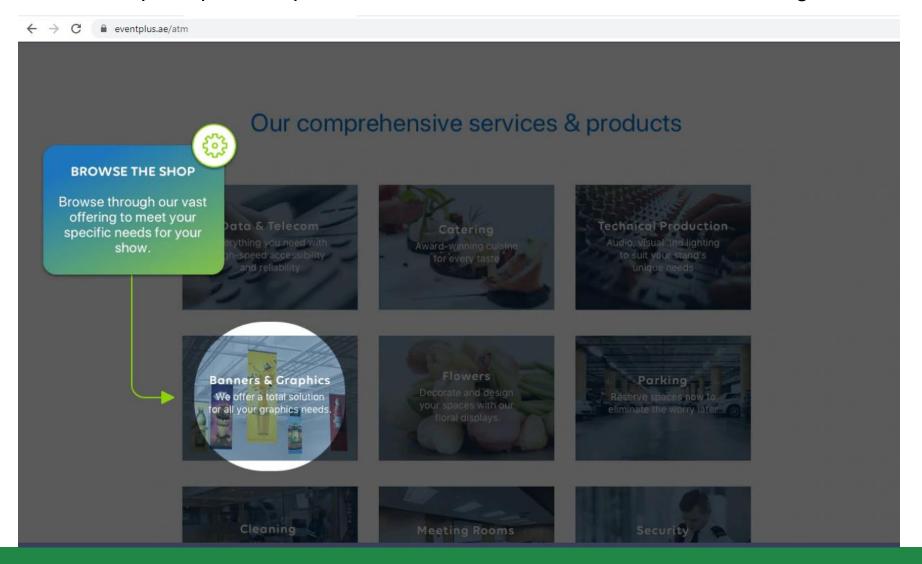






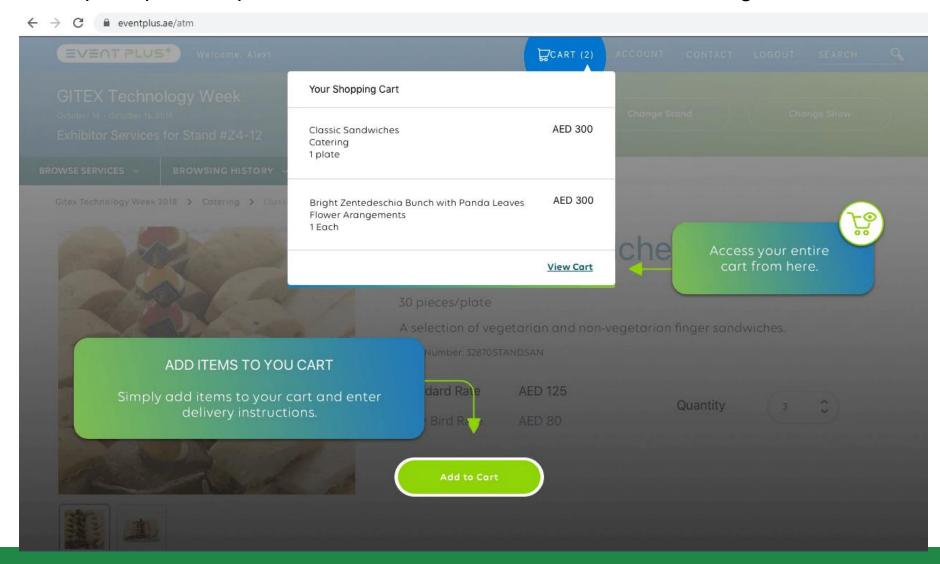






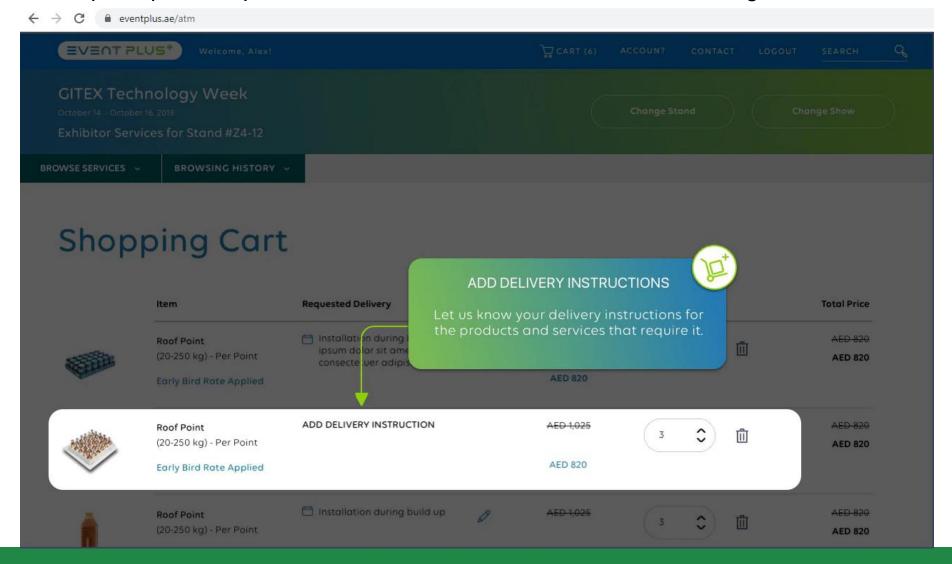






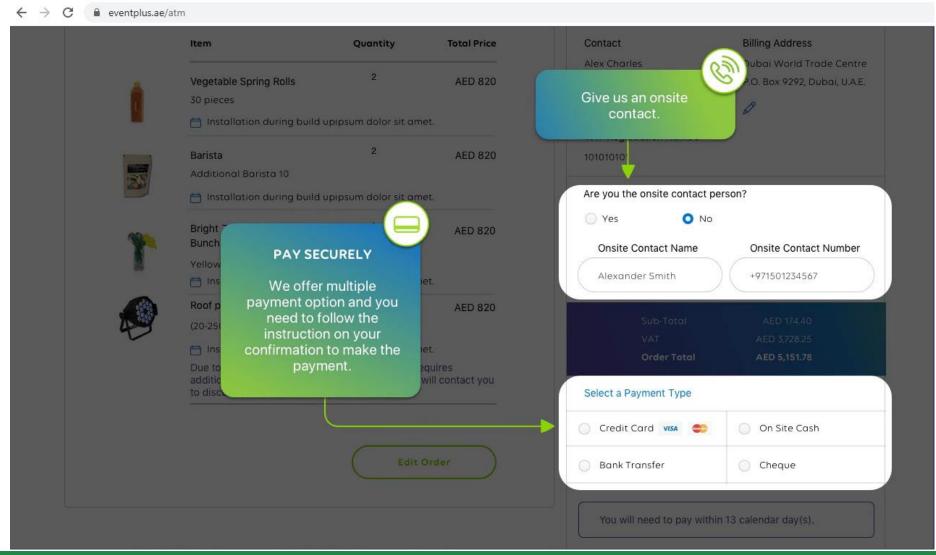
















Email: support@eventplus.ae

Global contact number: +971 4 389 3899

UAE toll-free: <u>800</u> 655







