



Tourism and International Hospitality in Egypt



23 – 25 July 2009

TOUREX'2009

*The First Exhibition & Conference for Tourism & Hotel Hospitality.
The Intercontinental City stars" Stars Centre", Cairo, Egypt*



Organized By
Egyptian for Business Management



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Dear Exhibitor,

*We are honored to invite you to participate in **TOUREX'09** the first exhibition and conference for tourism and hotel hospitality.*

TOUREX'2009

25 – 27 JUN 2009

**The First Exhibition & Conference for Tourism & Hospitality Hotel.
The Intercontinental City stars " Stars Centre", Cairo, Egypt**

Egypt is one of the most important points of tourist attraction among the countries of the world, in view of its various tourist sites, and the diversity of tourism products given. New tourist patterns have emerged to address wider segments of tourists across the world, in addition to the conventional patterns known of tourism of antiquities. These patterns include: tourism of international conferences and exhibitions, desert safari, yachts and marine-based and environmental tourism, as well as therapeutic and sports tourism, shopping, festivals, entertainment and cultural activities; diving centers tourism which is in great demand and has contributed to the increase in the number of tourists coming to Egypt, and these patterns are not known to many people.

Given that Egypt is witnessing a stage that is considered the most critical in its history due to the economic developments taking place resulting from the global financial crisis which led to a sharp decline in the tourism sector, it was natural that the financial liquidity crisis from the global crisis will in turn impact on the transport of individuals between the countries. Accordingly, most tourist countries have actually started to support the tourism sector through the launching of media campaigns and the organization of conferences to promote domestic tourism. In this context, our company decided to begin the organization of the First Conference and Exhibition for Tourism and Hotel Hospitality to promote the domestic and Arab tourism and change the culture of the Egyptian society from seasonal tourism to the full year tourism.

Therefore, we are pleased and honored to invite you to participate in the activities of the first conference and exhibition for tourism and hotel hospitality to achieve results on your promotion and marketing.

Please accept the assurances of my highest consideration and appreciation.

Chairman of the Board

Hany Said



Location

The first conference and exhibition for tourism and hotel hospitality **Tourex'2009** will be held from 23 to 25 July, 2009 under the auspices of His Excellency the Minister of Tourism, in cooperation with the Tourism Authority and the Chamber of Hotel Facilities and the Chamber of Tourism Companies. It will be held at the conference and exhibition hall (STARS Center) eighth floor of City Stars the Intercontinental, Nasr City in Cairo on an area of 8000 square meters.

The first event in Egypt

The first conference and exhibition for tourism and hotel hospitality in Egypt is considered necessary at this time, it provides a unique opportunity for hotel hospitality and tourism industry to meet and establish mutual relations. The presence of an exhibition for tourism and hotel hospitality gives the participants an immediate efficient competition of hotel facilities by bringing together buyers, sellers, consumers of tourism services, hotel companies, tourism and transport, tourism and hotel facilities, resorts and hotels drift and other tourist activities to meet and market. **TOUREX'2009** is the closest road to the revitalization of marketing domestic and Arab tourism.

The Exhibition's Goal

The exhibition aims is to stimulate domestic and Arab tourism in the current and next period that will be missed to make up for the Egyptians, Arabs, Egyptians and foreigners residing abroad to better service in quality and price in proportion to the income of all segments of society as well as to familiarize citizens with the advantages of touristic, archaeological, natural, and other areas:

Campaigns are one of the best ways to meet customer marketing and communication both ways. Successful exhibitions in the world have become universally and economically recognized.

The presence of hotels, resorts and villages in the exhibition gives an opportunity to build a marketing and trade relations network.

The new concessions will help to open new channels of communication between tourism companies and individuals.

Control of competitors in the market stimulates competition to provide better services to increase hotel capacity.

Improve the quality of services help companies attract local and international tourism.

Develop tourist facilities in the spotlight will increase interest among decision makers.

Put programs from new concessions to help customers plan and spend their holidays.

The presence of hotel and resorts representatives in the event is the best for immediate revenue.



The Conference

The Conference's Goal

The conference aims to maximize the role of domestic and Arab world tourism, discuss plans of action during the current and future time, provides advice and strategic and marketing studies, stimulates domestic tourism and alternatives to the Arab world tourism to overcome this current period.

The conference will discuss many of the topics selected by decision-makers, officials, economists and the press conference, to be transported through all the local news agencies, international print and broadcast.

Conference Topics

From seasonal tourism to year round tourism

The global financial crisis and its effects on tourism in Egypt.

To raise public awareness of the Egyptian society to change the culture of seasonal tourism to the full year one.

The concept and the objectives and the importance of domestic Arab world tourism.

The domestic and Arab world tourism from an economic perspective.

Media and the promotion of domestic and Arab world tourism.

Positive results to activate domestic and Arab world tourism.

The role of land and air transportation in activating domestic and Arab world tourism.

Components and constraints of domestic tourism.

To raise public awareness of the Egyptian society on how to deal with the resources of the hotel.

The role of the hotel and tourist facilities in the revitalization of domestic and Arab world tourism.

Maximizing the role of domestic and Arab world tourism and its contribution to the revival of the national economy.

The conference and exhibition's aim is to reach out to individuals and invite business men and women to spend their vacations in Egypt instead of going overseas.



Media and Marketing Campaign:

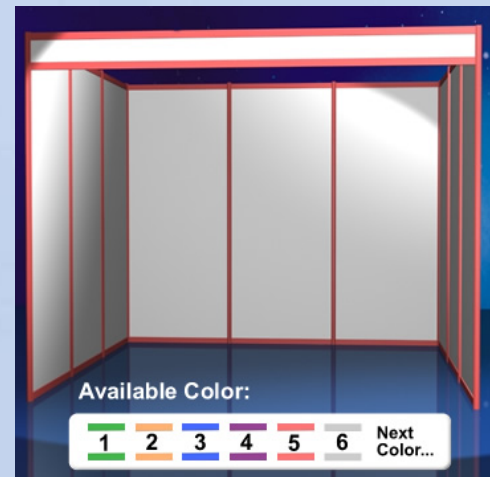
The advertising campaign includes a comprehensive and careful study by all means and video ad to ensure access to the largest base of economic and tourism advertising which includes the following means:

- 1- Invitation cards to all events and to target Arab Chambers of Tourism.
- 2- Media coverage in national newspapers and magazines.
- 3- Media coverage in the Radio and TV broadcast.
- 4- A guide for the conference and the exhibition that contains data of each participant.
- 5- Invitations to all travel agents, airlines, banks, Embassies and foreign communities living in Egypt.
- 6- Invitations to all members of organizations, clubs, syndicates and businessmen and women.
- 7- Press conference represented by local and international news agencies.

Services provided by the company to all participants of the conference:

Media campaign in national newspapers and magazines before and during the exhibition.
An invitation package that includes a hundred invitations for each travel agency to provide to its clients.
A guide for the conference in the name of the participating travel agencies to be handed to the visitor's and exhibitors.
Invitations will be mailed to all businessmen and women in Egypt that are interested.
Preparing the exhibit area as follows:

- Booth ground is covered by carpet
- 3 Spotlights for each booth
- 1 Table, 2 Chairs for each booth
- Power supply 220 volts
- Banner with the name of the travel agency
- 2 Dinner invitations for each booth
- 2 Invitations to attend all events of conference
- 100 invitations for each participant agent to hand to their clients



Means of Participation and Payment:

9 m to 18 m 295 U\$ or its equivalent in Egyptian pound
18 m to 36 m 275 U\$ or its equivalent in Egyptian pound
More than 36 m 250 U\$ or its equivalent in Egyptian pound
Spaces without the processing of 225 U\$ per meter or its equivalent in Egyptian pound
Booth, Conference attendance, Media Campaign, 2 Dinner Invitations and 100 invitations for each participant agent.

Method of payment:

Cash or by cheque and 10% sales tax.



Catalogue

To advertise in the catalogue:

- | | |
|---|--|
| 1. External back cover | 2000 U\$ or its equivalent in Egyptian pound |
| 2. Internal back cover | 1000 U\$ or its equivalent in Egyptian pound |
| 3. Internal front cover | 1000 U\$ or its equivalent in Egyptian pound |
| 4. First and last page | 750 U\$ or its equivalent in Egyptian pound |
| 5. Full internal page | 500 U\$ or its equivalent in Egyptian pound |
| 6. Brochure size 23 cm X 23 cm | |
| 7. Page Size 22.5 cm X 22.5 cm | |
| 8. 4 color brochure | |
| 9. To contract full payment 30 days before advertising | |
| 10. Printing technical specifications will be forwarded once payment is done. | |
| 11. 10% sales tax will be added. | |

Sponsor

To participate in the sponsorship:

Each sponsor will enjoy the following privileges:

1. 18 square meter booth in the entrance of the hall.
2. 1 m X 2 m banner in the entrance.
3. Name and logo of each sponsor will be on invitations.
4. Name and logo of each sponsor will be on all advertisements in media.
5. 2 pages in the brochure in the exhibition with the name and logo of each sponsor.
6. 200 invitations for the opening of the exhibition.
7. 4 dinner invitations

Sponsor fees:

(10000 U\$) or its equivalent in Egyptian pound

Method of payment:

Cash or by cheque and 10% sales tax.



أستمارة حجز
Reservation Form
TOUREX'2009
23 – 25 July 2009

The First Exhibition & Conference for Tourism & Hospitality Hotel.
The Intercontinental City stars' Stars Centre', Cairo, Egypt

Name of the company أسم المنشأة
Name of the Responsible..... أسم المسئول
Title..... الوظيفة
Address..... العنوان
Tel No..... رقم الهاتف
Fax No رقم الفاكس
PO Box..... صندوق البريد
E-mail..... البريد الإلكتروني
Brochure الكتالوج
Booth No جناح رقم
Space requirements..... المساحة المطلوب
Value القيمة
Date / / 2009 التاريخ / / ٢٠٠٩
Name..... الأسم
Signature التوقيع
Seal ختم الشركة

