



**THE GLOBAL TRAVEL, TOURISM AND HOSPITALITY EXHIBITION**  
**1st February – 28th February 2010 On-line**

**1 Month Live Event**  
**plus 11 Months All information on-line!**

**Presented to you by**



**BUSINESSGLOBAL.COM**  
The International On-line Exhibition Center

## WELCOME TO BUSINESSGLOBAL.COM, THE VIRTUAL EXHIBITION CENTRE

### Why virtual exhibitions

Virtual exhibitions reflect the imagery of a real-world tradeshow with stands and displays. The visuals also sometimes reflect those seen in conventional shows so that visitors can relate to them easily.

Virtual on-line exhibitions are results oriented and cost effective as they eliminate the need for travel and accommodation, shipment and other costs. Increasingly, virtual exhibitions are becoming an important part of companies' marketing mix alongside advertising, direct selling and direct mail.



Exhibitors and visitors can connect with one another in an on-line environment through their computer in their own time and place of utmost convenience.

With the click of an icon, both exhibitors and visitors are able to chat live, to interact, send each other e-mails and monitor the flow of traffic visiting the exhibition with the use of detailed tracking mechanisms.

Valuable information and business negotiations are exchanged between visitors and exhibitors.

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The GTTHE is a live on-line exhibition bringing together under one virtual roof thousands of business to business Travel, Tourism and Hospitality professionals from a large range of destinations and industry sectors including tour operators, travel agencies and carriers to hotels, resorts, corporate and business travel decision makers and National/Regional Tourist Organisations all showcasing their worldwide travel and hospitality services.

By exhibiting at the GTTHE exhibitors have the opportunity to build brand awareness, explore and enter new markets, sell and sign new contracts, recruit new distributors and agents and establish new business relationships to energize and consolidate the tourism business, meeting the changing demands of the marketplace.

All a true professional needs to equip a bar, cafeteria or restaurant of any kind will be found in the Hospitality section of GTTHE. The Hospitality section will cover everything from ovens and refrigerators to coffee machines, and from cutlery and dishes to staff uniforms! The GTTHE is a unique opportunity for exhibitors to generate new sales leads effectively and cost-efficiently.

On-line visitors to the GTTHE have immediate access to thousands of leading trade professionals from all over the world directly from their computer without needing to travel long distances. At their own convenient time and location, they will be in a position to acquire market intelligence, develop new contacts, meet new and existing suppliers and enter new markets at literally no cost!

The travel, tourism and hospitality industries are in full expansion, generating sustainable benefits for everyone involved. With thousands of trade visitors attending the GTTHE 2010 event daily, BusinessGlobal.com hopes to develop new international channels to increase the volume of business and investment levels in these sectors on an international scale!



TRAVEL, TOURISM, HOSPITALITY

## COMPANY BACKGROUND



Global Sales Opportunities

Worldwide Corporate Buyers

International Brand Exposure

Customized Company Pavilion

Interactive Global Exhibitions

Live Networking for Personal Contact

BusinessGlobal.com is a leading International On-line Exhibitions Centre, hosting globally marketed, international exhibitions and trade shows on the internet, recreating the experience of attending any world class physical exhibition in terms of visual, sound, live interactivity, business networking and information services. In fact on-line exhibitions have an advantage in that they last longer! Following a month-long Live Event (24/7), all exhibitor's information remains on-line for a further 11 months in a non-live/interactive environment.

Our platform offers companies – small, medium or large – the opportunity to exhibit at major international events on-line, promoting their products and services to millions of motivated trade visitors, and greatly increasing their international customer base and enhancing their global presence.

***Our opening exhibition 'Best of China 2009' with over 3300 participating exhibitors, received an average of 20,000 unique visitors daily!***

This success is being closely followed by the 'Euro – China Partnership and Investment Fair' officially launched in the presence of the President of the House of Representatives, Mr. Marios Garoyian, diplomats and representatives of the Cyprus and Chinese communities, the Cyprus Chamber of Commerce as well as local and international press. The Fair, taking place Oct 30 - Nov 30, is dedicated to business cooperation between Europe and China and has exceeded participation expectations!





**EXHIBITIONS CALENDAR**

Best of China 2009	01 Sep. 2009 – 30 Nov. 2009
Euro-China Partnership and Investment Fair	30 Oct. 2009 – 30 Nov. 2009
Best of India 2009	01 Dec. 2009 – 31 Jan. 2010
Euro-India Partnership and Investment Fair	01 Jan. 2010 – 31 Jan. 2010
International Furniture & Interiors Exhibition	01 Jan. 2010 – 31 Jan. 2010
Global Travel, Tourism & Hospitality Exhibition	01 Feb. 2010 – 28 Feb. 2010
International Fashion & Accessories	01 Mar. 2010 – 31 Mar. 2010
Medical & Pharmaceuticals Exhibition	01 Mar. 2010 – 31 Mar. 2010
International Wellness & Health Exhibition	01 Apr. 2010 – 30 Apr. 2010
Euro-Mediterranean Trade and Partnership Fair	01 April 2010 – 30 April 2010
Best of Brazil 2010	01 April 2010 – 30 April 2010
Best of Russia 2010	01 May 2010 – 31 May 2010
Best of Europe 2010	01 May 2010 – 31 May 2010
International House & Garden 2010	01 June 2010 – 30 June 2010
International Environment & Energy Exhibition	01 June 2010 – 30 June 2010
Best of Asia/Oceania	01 July 2010 – 31 July 2010
International Business & Franchising	01 July 2010 – 31 July 2010
International Food & Beverages Exhibition	01 Aug. 2010 – 31 Aug. 2010
Best of USA 2010	01 Sep. 2010 – 31 Sep. 2010
Best of China 2010	01 Oct. 2010 – 31 Oct. 2010
Euro-China Partnership and Investment Fair	01 Oct. 2010 – 31 Oct. 2010
International Furniture & Interiors Exhibition	01 Nov. 2010 – 30 Nov. 2010
Best of India 2010	01 Dec. 2010 – 31 Jan. 2010

## PAVILION FEATURES



A number of different features are offered in our exhibition space which is very easy to use both by exhibition companies in setting up their pavilion as well as by visitors in searching for information on our website. The interactive features of our website facilitate the communication between exhibitor and visitor during the 1-month live event.

### Company Profile

- Add your company profile, products and services.
- Hyperlink to your company website and email.

### Pavilion Banners

- Use display boards to advertise your company on the actual structure of the pavilion itself.
- Link from these banners to a webpage, presentation, leaflet, brochure, video.

### Featured Products

- Choose your main products/services to vividly display within your pavilion for your visitors' immediate observation.

### Virtual Briefcase

- Permanently store all business cards, product catalogues and any other exhibition information collected.

### Product/Services Catalogues

- Add your company/product catalogues or documents you want your visitors to see.

### Video Upload

- Upload multiple promotional videos featuring your products/ services/ company profile, etc

### Live Chat

- Use live text chat to communicate instantly with visitors. Potential for several sales representatives to communicate to customers at the same time.

### Internet Telephone

- Hold telephone conversations with visitors and exhibitors for more personal interaction. Up to 10 sales representatives may talk at the same time.

### Appointment Making

- Should a visitor enter your pavilion at a time that you are not available, they can request an appointment to talk to you. The system automatically takes account of your time zone, and will send you an email reminder to ensure you don't miss appointments.

### Send Message

- Visitors are able to send a personalised message to exhibitors with the click of a button.

### Business Card Exchange

- Exchange business cards with your visitors instantly. Visitors can even add your business card to their virtual briefcase even during your absence.

### Products Search

- A state-of-the-art detailed search engine will make it easy for visitors to search for companies according to country of origin, industry sector, type of products and services offered, etc.

### Feedback

- Exhibitors will receive detailed statistics regarding visitors to the pavilion e.g. numbers, industry sector, country etc.

Our Exhibitors have access to a very-user friendly administration interface which guides them through a step-by-step procedure of how to upload/modify information and how to use the system. In addition, a detailed set-up and usage manual is available as well as a 24/7 online and telephone Helpdesk which supplies information needed and any technical support in relation to setting up a pavilion.

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## OUR PACKAGES

Exhibition Standard Features		Exhibition packages			
Package (USD \$)	Small 975	Medium 1525	Large 1975	Star 2475	
Company Information	YES				
Pavilion Banner	1	2	4	4	
Featured Items	30	50	100	150	
Virtual Briefcase	YES				
Product /Services Catalogues	5	10	20	30	
Video Uploads	5	10	15	20	
Interactive Features					
Live Text Chat	1	1	2	3	
Internet Telephone	1	2	4	10	
Appointment Making	YES				
Business Card Exchange	YES				

## MAIN CATEGORIES

### Travel & Tourism:

- Airlines
- Tourism Authorities
- Travel Agents / Tour Operators
- Hotels / Resorts
- Car Rentals
- Cruising
- Airport Authorities

### Hospitality:

- Ovens, Cookers, Fryers, Fry Tops
- Refrigerators, Freezers, Ice-making machines / Ice-crushers
- Dish-washers, Glass-washers
- Mixers, Vegetable & Meat cutters, Food processors
- Coffee Machines, Blenders
- Cutlery, dishes, glasses
- Uniforms

## BENEFITS OF ON-LINE EXHIBITIONS

### Accessibility & Event duration

- No queues or waiting time
- Month-long live event, 24hours per day
- 11months non-live interactive event and information access

### Live interaction

- Text conversations with instant messenger
- Internet telephone conversations
- Email appointment-making 24hrs per day

### Market

- Much greater projected targeted trade audience
- Development of larger, global customer base
- Ability to discover and approach previously unexplored markets at a very low cost

### Cost

- Much lower than the cost of any physical exhibition, international or otherwise

### Exchange of information

- Instant search of exhibitors
- Easy access to companies' details
- Instant exchange of business cards
- Catalogue downloads
- Viewing of promotional videos
- Tracking of activity
- Tracking of seminars offering expertise
- Reviewing of video displays

### Environment

- No carbon emissions from exhibitor and visitor travel, accommodation, printing of promotional materials, or creation of displays

### Feedback

- Statistics provided on visitor information, including numbers, country of origin and industry sector

YOUR INVESTMENT

## Contact Details

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