

GUIDE THROUGH
PLACE2GO
11. INTERNATIONAL TOURISM FAIR

18 – 20 January 2024
Zagreb – CROATIA

ORGANISATOR:
PLACE2GO d.o.o.

Pantovčak 39a/1, 10 000 Zagreb, Croatia
+385 98 352 675

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MISSION

“ PLACE2GO International Tourism Fair is for exhibitors who wish to present themselves and showcase their products and services in an innovative and compelling manner. The PLACE2GO Fair appeals to travelers who wish to discover the beauty of the tourism and travel world, share their mutual experiences and knowledge, and get acquainted with the major tourism industry stakeholders.

”

VISION

“ Our aim is to become the largest networking event for international travel businesses and their potential business partners as well as the main platform for meeting the existing and attracting future travelers. Our event also strives to become the event gathering the largest number of renowned travel writers and influencers.

”





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1. THINK YOU KNOW EVERYTHING ABOUT THE PLACE2GO?

- The largest tourism fair in Croatia
- First held in 2012
- The place where supply and demand of the travelling destination world meet
- Includes both the B2B and B2C sector
- 700 international exhibitors from 38 countries thus far
- Free admission



2. WHEN DOES THE PLACE2GO FAIR TAKE PLACE?

- 18 – 20 January 2024 (3 days, Thursday through Saturday)
- B2B Day – accredited business attendees only
- B2B during the hours of 10 AM to 4 PM
- B2C Friday (4 PM to 7 PM) and Saturday – free admission for the general public
- PLACE2GO Opening Hours: 10 AM to 7 PM



3. WHY ZAGREB?

- Zagreb is the economic and administration center as well as the most populated city of Croatia
- Excellent road and air connection to the largest European destinations
- Up-and-coming tourist destination on the world tourist map



4. WHY ARENA ZAGREB?

- Home to the largest conference hall in Zagreb (5500 m²)
- Conveniently located near the southern entrance to the city and easily accessible from all directions via access roads
- Generous parking provision

5. WHO ARE THE EXHIBITORS?

- Travel businesses such as travel agencies, tourist boards, airlines, rent-a-car companies, cruise companies, hotels, motels, apartment buildings, villas for rent, camps, eco-tourism, spas, amusement and adrenalin parks, charter companies etc.
- Businesses such as insurance companies (travel insurance), communications service providers (mobile services), banks (travel and general purpose loans)

6. WHAT SPECIAL TOURISM FORMS FAIR PRESENTS?

- Adrenaline tourism, adventure tourism, cyclotourism, cultural tourism, eco-tourism, culinary tourism, nautical tourism etc.

LIST OF
EXHIBITORS
2023



7. WHAT ATTRACTS THE VISITORS?

- A large number of exhibitors
- Current offers from exhibitors and getting to know destinations
- Fair travel discounts
- The possibility of making new business contacts with partners from all over the world
- Interesting expert lectures and panels in the B2B section
- Appearance of well-known bloggers and travel writers in the B2C section
- Free entrance
- Numerous prize games

8. HOW IS PLACE2GO STRUCTURED?

- It is divided into the B2B days (Thursday and Friday) and B2C days (Friday and Saturday)



9. WHAT ARE B2B DAYS?

- Reserved for businesses only
- The occasion for travel businesses to meet and arrange future cooperation and renew existing relationships
- Meetings take place in three directions: exhibitor-to-exhibitor, business-to-exhibitor and business-to-business
- Panels, keynotes and presentations take place on the main stage, and the mini conference hall is reserved for specialized workshops
- Admission only by accreditation obtained through the PLACE2GO App





PLACE2GO APP

To make B2B days as successful as possible, we developed the PLACE2GO Android and iOS apps. The aim of this platform is to facilitate and allow for the meetings between exhibitors and businesses to be arranged ahead of the PLACE2GO event. During B2B days, the PLACE2GO Fair is closed to the general public and is admissible exclusively via accreditations by exhibitors and businesses registered through the PLACE2GO App.

10. WHERE IS THE PLACE2GO APP AVAILABLE?

- On the App Store and Google Play Store
- Download the app to your smartphone device
- Fill out the basic user data
- Log in

11. HOW DO I OBTAIN MY ACCREDITATION?

- Once registered via the PLACE2GO App, a printable accreditation will be automatically sent to your email address
- Your accreditation will also be accessible within the PLACE2GO App on your smartphone device

12. WHAT IS THE COST OF A BOOTH?

- Booths are priced at EUR 120/m² (excl. VAT)
- Standard booths available in 8,16, 24 and 48 m² sizes

13. WHAT IS INCLUDED IN THE INSTALLED BOOTH PRICE?

- Octanorm booth structure
- Lighting and power connection
- Sign board with company logo
- One-time cleaning prior to the fair opening
- Inclusion in the List of Exhibitors on the PLACE2GO website
- Inclusion in the List of Exhibitors in the PLACE2GO Fair Catalog
- Inclusion in the PLACE2GO Fair App
- Grey carpet
- Wi-Fi

14. WHAT IS NOT INCLUDED IN THE INSTALLED BOOTH PRICE?

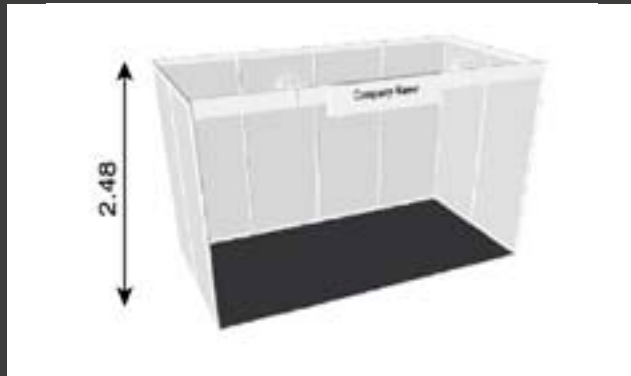
- Furniture
- Additional promotion on the fair exhibition floor (paid in addition to base booth price)
- Additional sign boards (on multiple-exhibitor booths)

15. ARE EXHIBIT SPACES (WITHOUT BOOTHS) AVAILABLE FOR LEASE?

- 24 m² or larger exhibit spaces are available for lease (specific positions only)
- At EUR 62/m² (excl. VAT), the exhibit space lease rate is just 30 % lower than the installed booth rate
- The lease rate includes a carpeted space and a power connection

STANDARD BOOTH SPECIFICATION SHEET

3D VISUALIZATION



8 m² (4 x 2)



16 m² (4 x 4)



24 m² (4 x 6)

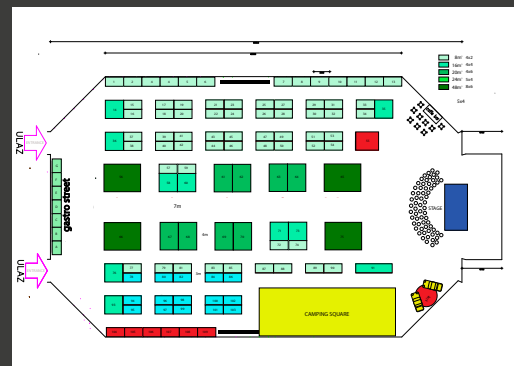
Note: Exhibit space lessees construct their stands of their own design and cost.

16. HOW TO BOOK A BOOTH?

1. Select a location on the layout plan in accordance with your exhibit space size requirements.
2. Fill out the Application form or request one via email.
3. Send the filled out Application form via email to the PLACE2GO Representative at **damjana@place2go.hr** or **roberto@place2go.hr**
4. Once we receive your Application form, we will mark your selected location on the floor plan and send you a 30% deposit invoice.
5. Your selected exhibit space will be reserved once the deposit invoice amount is visible on our bank account.

General Terms and Conditions of Exhibiting are available on our website **www.place2go.org**

VIEW FLOOR PLAN



DOWNLOAD
APPLICATION FORM

17. ARE ADDITIONAL PROMOTIONAL OPTIONS AVAILABLE?

Some of the additional promotion options include

- Showing promotional videos and commercials on a large screen
- Company logo printed on accreditation lanyards
- Branding on central exhibition floor
- Branding in access hallways to the main hall
- Branding on main exterior entrance to exhibition floor
- Branding in B2B newspaper



18. WHO HAS SUPPORTED US SO FAR?

This project has been supported by Croatian institutions and major Croatian and international companies. The significance and quality of this project is confirmed by having Turkish Airlines as our General Sponsor for 6 consecutive years. We pride ourselves on the long-term support received from the media through their generous media sponsorship and coverage.



19. WHO ARE WE?

The PLACE2GO team has 3 permanent members whom you will all meet during the fair preparation. We will do our best to answer all your questions and assist you in making a strong presence at the PLACE2GO Fair.



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PLACE2GO FAIR VISITORS AND EXHIBITORS

“ Travelling is my great passion, and the fair is the ideal opportunity to explore the destinations I plan on visiting. ”

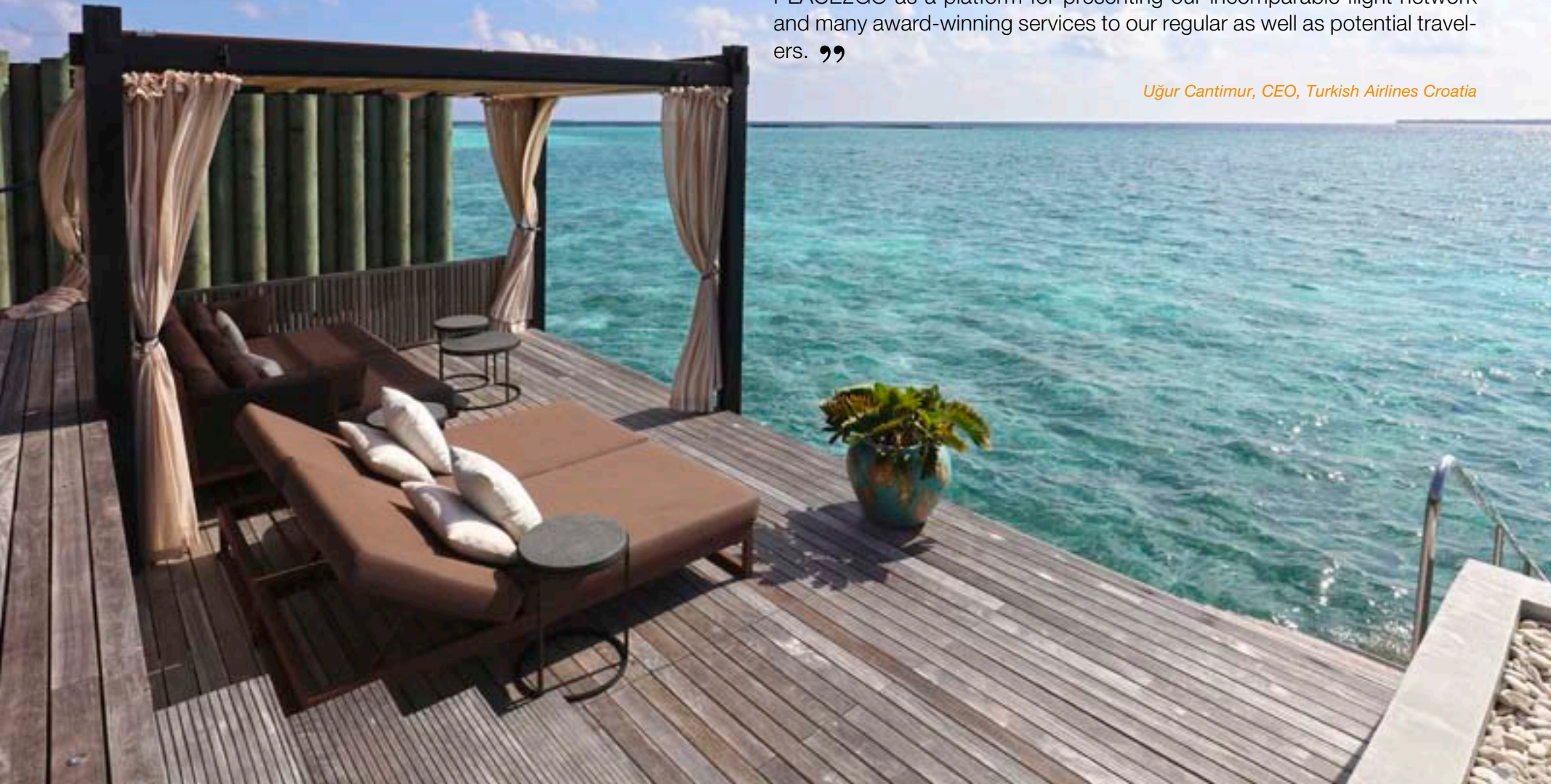
Barbara Barišić

“ Our partnership with PLACE2GO is based on a common vision and goal: to give our travelers and users a fresh perspective on travelling, destinations, and to provide them with full mobility. ”

Anton Krivak, CEO, Sixt Rent-a-Car Croatia

“ As the largest carrier in the world by number of destinations, we view PLACE2GO as a platform for presenting our incomparable flight network and many award-winning services to our regular as well as potential travelers. ”

Uğur Cantimur, CEO, Turkish Airlines Croatia



INFORMATION AND RESERVATIONS:

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