

VAKANTIEBEURS

the world at your feet

IMPORTANT DEADLINES

Tip!

- Refer to your Vakantiebeurs participation in all your correspondence.
- Place the registration link in your digital signature in your e-mail communication.

October 2010

- 4 October** Deadline registration for Exhibitions Academy (only for Dutch speaking).
- 6 October Define your trade fair objectives. See www.vakantiebeurs.nl/promotion for promotion options that can help you achieve your objectives.
- 6 October Enter details in the Digital Catalogue. Go to <http://catalogue.vnuexhibitions.com> and make sure visitors can find you. Have you lost your login code? Please contact the Exhibitors Phone.
- 6 October Subscribe to Vakantiebeurs Business Group on LinkedIn to stay up to date with the latest developments.
- 6 October Advertise on www.myzoover.nl at a 15% discount. More info: www.vakantiebeurs.nl/myzoover.
- 28 October** Exhibition Academy at Media Plaza, Utrecht, Holland (only for Dutch speaking).

November 2010

- 3 november From now on send us your news through the news form on www.vakantiebeurs.nl/news.
- 3 november Place the registration link on your website. Recoup your registration costs! Invite your relations and receive a financial compensation for every visitor you generate.
- 5 november** Deadline to enter details in the Digital Catalogue. Go to <http://catalogue.vnuexhibitions.com>.
- 12 november** Deadline to advertise in Vakantiebeurs Wegwijzer and Reisrevue Xtra.*
- 12 november** Deadline to reserve a time slot in the Worldly theatre.*
- 12 november** Deadline to submit input for the main theme Unforgettable destinations.*
- 15 november Compile a list of the business associates you intend to invite.
- 22 november Announce your presence at the trade fair in your digital signature.
- 22 november Send out invitations to all of your business associates and press.
- 22 november** Deadline stand design approvals for stands < 49m² or stand who deviate from the stand regulations. Please send your drawings to standkeuringen@vnuexhibitions.com.

DEADLINE - PINK
TRADE FAIR ACTIVITIES - BLACK
DO NOT MISS THIS DATE! - BLUE

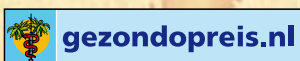
* The forms to apply for these activities can all be found at www.vakantiebeurs.nl/infokit

Unless otherwise indicated, all dates highlighted in pink are deadlines. Make sure you take action before the deadline!

	39	40	41	42	43
MA		4	11	18	25
DI		5	12	19	26
WO		6	13	20	27
DO		7	14	21	28
VR	1	8	15	22	29
ZA	2	9	16	23	30
ZO	3	10	17	24	31

	44	45	46	47	48
MA	1	8	15	22	29
DI	2	9	16	23	30
WO	3	10	17	24	
DO	4	11	18	25	
VR	5	12	19	26	
ZA	6	13	20	27	
ZO	7	14	21	28	

Main Sponsor:



Host Country Far Destinations:



Host Country Europe:



VAKANTIEVAKBEURS
11 January 2011
VAKANTIEBEURS
12 - 16 January 2011

Join the LinkedIn Vakantiebeurs Business Group

Jaarbeurs
Utrecht



VAKANTIEBEURS

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December 2010

- 1 December** Deadline to register for the free stand and staff training on 10 January 2011* (Only for English speaking).
- 3 December** Deadline to apply for sound on your stand and Vakantiebeurs will pay your Buma Stembra costs*.
- 3 December** Deadline to apply your activities within your stand for listing in the Vakantiebeurs Wegwijzer and the website.*
- 10 December** Deadline to apply for promotion options.*
- 13 December** Recoup your registration costs! Invite your relations and receive a financial compensation for every visitor you generate.
- 13 December** Instruct your Sales team and plan call sessions to set up appointments at the trade fair.
- 13 December** Use your database on MyZoover and reach your target group quickly and efficiently all year round. More info: www.vakantiebeurs.nl/myzoover.
- 15 December** Deadline for ordering exhibitor passes and stand set-up and break-down passes.*
- 15 December** Deadline for ordering invitations (for business associates) and posters.*
- 20 December** Start planning your after sales strategy from this point on.
- 22 December** Place your press items in the Digital Press Room and send them to news@vakantiebeurs.nl.
- 22 December** Send out a reminder to business associates who have not yet responded to your invitation.
- 22 December** Get your sales team to call all business associates to make an appointment at the trade fair.
- 22 December** Send a confirmation email to visitors who have pre-registered.
- 24 December** Deadline for ordering your stand construction through your Sales & Account Manager
- 28 December** Last chance ordering stand catering to size at Deli Premium, www.delipremium.nl.
- 29 December** Deadline to apply for buyout and sampling of catering at Jaarbeurs Catering Services, kesselsm@jaarbeurscatering.nl.
- 31 December** Deadline to order technical stand facilities from Jaarbeurs Expopoint at www.expopoint.nl.

December 2010

	48	49	50	51	52
MA		6	13	20	27
DI		7	14	21	28
WO	1	8	15	22	29
DO	2	9	16	23	30
VR	3	10	17	24	31
ZA	4	11	18	25	
ZO	5	12	19	26	

Januari 2011

	52	1	2	3	4	5
MA		3	10	17	24	31
DI		4	11	18	25	
WO		5	12	19	26	
DO	6	13	20	27		
VR	7	14	21	28		
ZA	1	8	15	22	29	
ZO	2	9	16	23	30	

Questions? We'll be happy to help:

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Exhibitors Phone
+31 (0) 30 295 2999

Check for more information:
www.vakantiebeurs.nl

Unforgettable destinations

January 2011

- 6 January** Start of set-up
- 7 January** Deadline to apply for lunch service or stand catering at Deli Delivery, www.delidelivery.eu.
- 11 January** VakantieVakbeurs (Trade Day)
- 12 January** Start of Vakantiebeurs Consumer Days
- 17 January** Break-down
- 17 January** Send out a thank you email to everyone who has visited your stand.
- 24 January** Indicate your preferred stand location for the next edition in 2012 and contact your Sales & Account Manager.

February 2011

- 2 february** Use your database on MyZoover and reach your target group quickly and efficiently all year round. More info: www.vakantiebeurs.nl/myzoover.
- 2 februari** Evaluate your objectives and follow up your leads!

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