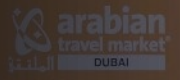




sia



Sponsorship & Marketing Opportunities



UKINBOUND
THE VOICE OF INBOUND TOURISM

ARABIAN TRAVEL MARKET 2025

We're looking forward to returning to Dubai for Arabian Travel Market, from Monday 28 April – Thursday 1 May 2025.

Attracting over 33,000 visitors in 2024, ATM is the perfect place to showcase your products and services to buyers from the Middle East, India, Africa, and increasingly the US, to create new business opportunities

UKinbound is proud to host the only stand representing UK tourism, and we are delighted to present a new range of opportunities to help you:

RAISE your profile to the international travel trade

GENERATE new leads and business interest

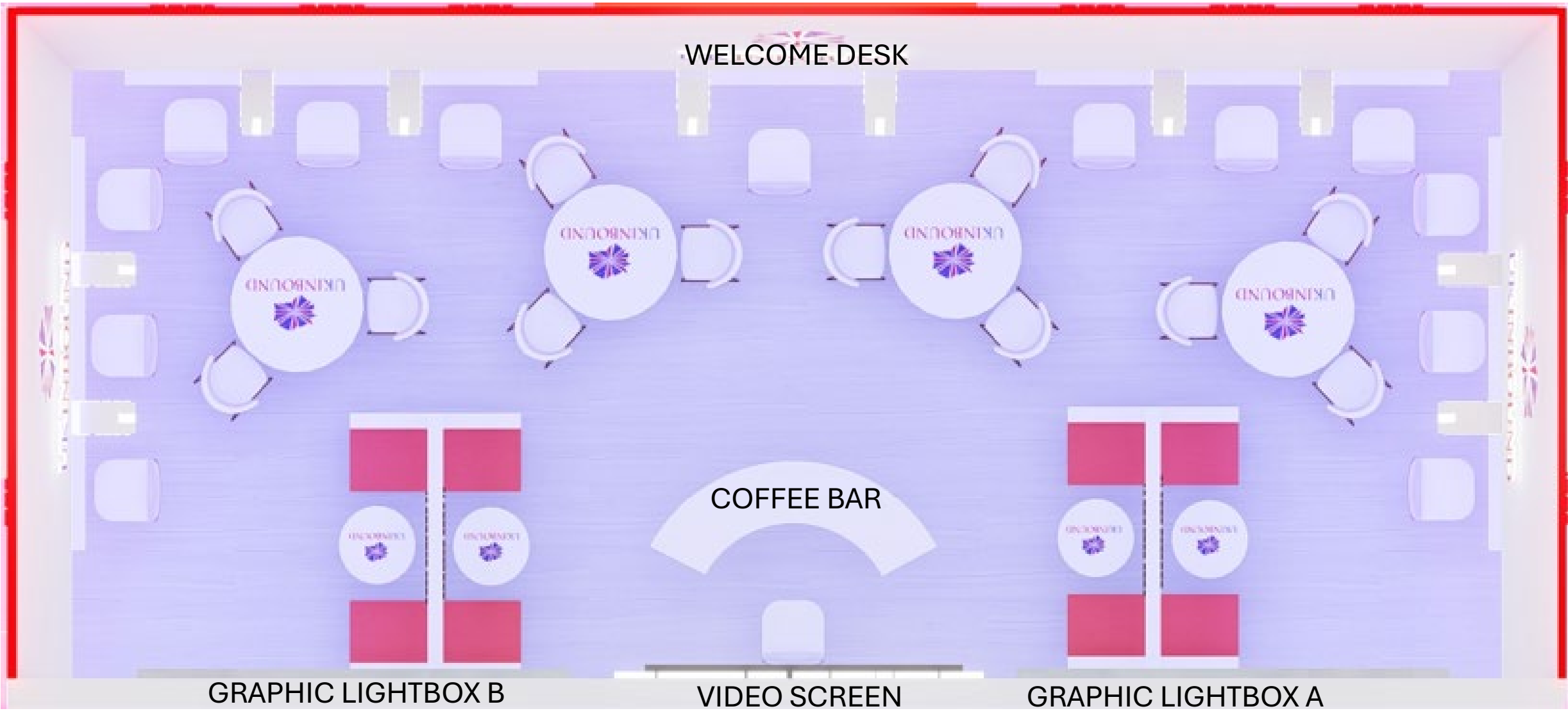
PROMOTE your products, services and initiatives

AMPLIFY your brand, even if you are not exhibiting

“ Participating at ATM on the UKinbound stand was a very productive! The stand was definitely busy and allowed me to connect with potential partners and showcase our region's offerings. ”

“ It was great to meet so many new contacts and I'm confident we will secure business as a result. ”

UKINBOUND STAND PLAN





UKINBOUND
THE VOICE OF INBOUND TOURISM

The UK welcomes you!
المملكة المتحدة ترحب بك!

GRAPHIC LIGHTBOX A

UKINBOUND

VIDEO SCREEN

UKINBOUND
THE VOICE OF INBOUND TOURISM

The UK welcomes you!
المملكة المتحدة ترحب بك!

GRAPHIC LIGHTBOX B

15 COMPANY NAME

UKINBOUND
THE VOICE OF INBOUND TOURISM

The UK welcomes you!
المملكة المتحدة ترحب بك!

COMPANY NAME 14

UKINBOUND
THE VOICE OF INBOUND TOURISM

The UK welcomes you!
المملكة المتحدة ترحب بك!

COFFEE BAR



COFFEE BAR SPONSOR

As the coffee bar sponsor, you will be at the heart of the stand where exhibitors and visitors will congregate.

UKinbound will supply coffee cups featuring your artwork.

You will also be included in the rotating video showreel on a 100-inch LED screen behind the coffee bar, as well as in our new digital brochure, so there will be plenty of dynamic exposure for your brand.



** image is indicative only – please refer to slide 5 this year's layout*

SPONSORSHIP INCLUDES:

- Logo on pre- and post- event materials
- Branding on the coffee bar
- Branded coffee cups (UKinbound can supply)
- 30-second video to play on rotation behind coffee bar
- Inclusion in new downloadable digital brochure

£5,000 + VAT

GRAPHIC LIGHTBOX

A highly impactful opportunity for your artwork to form an integral part of the backdrop.

At 2.6m x 2.7m, the lightboxes are easily visible from both off and on the stand, attracting attention from both stand visitors and passers-by.

A fantastic opportunity to amplify your brand and display key messaging or contact information to a large audience, at a glance.



SPONSORSHIP INCLUDES:

- Logo on pre- and post- event materials
- Branding / artwork on the graphic lightbox
- Inclusion in new downloadable digital brochure

£2,000 + VAT per lightbox

VIDEO SHOWREEL

We are delighted to offer a new opportunity to show a 30-second video, looped on rotation, on a 100-inch LED screen.

Your video will form part of the dynamic backdrop of the stand, centrally positioned behind the coffee bar where exhibitors and visitors will congregate throughout the show.

This is a fantastic opportunity to attract more visitors to your pod, or to showcase your product to buyers even if you are unable to attend Arabian Travel Market in person.

SPONSORSHIP INCLUDES:

- Logo on pre- and post- event materials
- Video to play on rotation on wall behind coffee bar



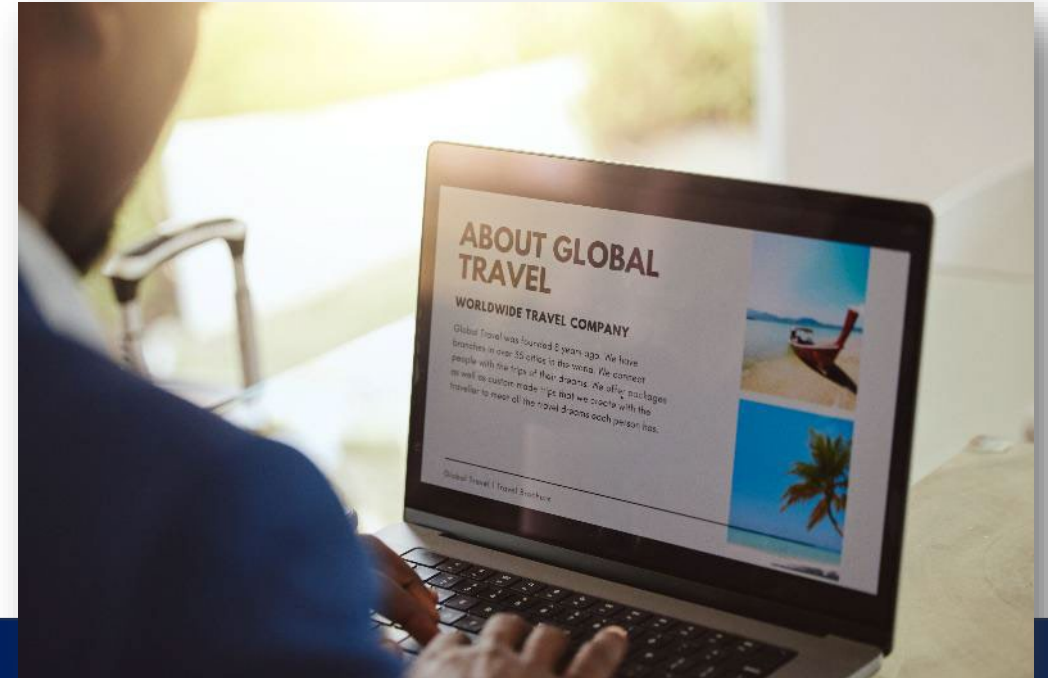
£1,500 + VAT
(up to 30 seconds)

NEW DIGITAL BROCHURE

New for 2025 is a downloadable digital brochure, offering an additional channel for members to showcase their products and messaging with stand visitors.

This opportunity is open to all members to provide a cost-effective way to market to buyers without having to be there in person.

UKinbound will compile a digital brochure from your supplied materials, which will be shared via the ATM online exhibitor directory, lead capture app, and via dedicated QR codes at numerous locations on the stand including at the welcome desk and on the coffee bar.



SPONSORSHIP INCLUDES:

- Logo on pre- and post- event materials
- Your marketing brochure / flyer included in compiled digital brochure

£750+ VAT
(up to 2 pages A4)

ENGLISH – ARABIC TRANSLATION

Enhance your welcome by displaying your key messaging in Arabic.

Our partner Tourism Media Group is pleased to offer English to Arabic translation for any text to be displayed on the graphic lightboxes, coffee bar, or video overlay.

Please note that availability of translation services will depend on the complexity of your design, and artwork proofing and approval timescales.

We therefore advise you to enquire as soon as possible to avoid disappointment.



Price on application - please contact Rob Way for more information.

To book or enquire about any of our sponsorship opportunities, please contact Rob Way:

rob.way@tourismmediagroup.com