



**2 - 4 MAY 2024**

# **EXHIBITOR'S FILE**

## TECHNICAL FILE

Name of the event: **International Tourism Fair**  
Edition: **7<sup>th</sup>**  
Location: **Lubango, Huíla**  
Exhibition Duration: **3 Days**

	TIMETABLE	DATE
Assembly	08.30 am to 08 pm <b>Own stand</b>	29 to 20 April 2024
	Organization Stand	
	Tax assembly Fee assembly	26 to 30 April 2024 17 <sup>nd</sup> to 30 <sup>th</sup> April
Exhibition	10 am to 06 pm	2 <sup>nd</sup> to 4 <sup>th</sup> May
Disassembly	8:30 am to 5:30 pm	5 <sup>th</sup> to 7 <sup>th</sup> of May 2024

## IMPORTANT DATES

Deadline for Registration  
08 Aril 2024  
Deadline for Catalog Registration

## PAYMENT CONDITIONS AND AGGRAVATIONS

- Registrations only will be considered after the total payment of the registration.
- Registrations after the deadline, are subject to a surcharge of 10% on the price list.

## PAYMENT DETAILS

### Fairs & Events Arena, Lda.

BANCO BIC AKZ  
CONTA: 131482054.15.001  
IBAN: AO06 0051 0000 3148 2054 1511 6  
SWIFT: BCCBAOLU

BANCO BAI AKZ  
CONTA: 076538619.10.001  
IBAN: AO06 0040 0000 7653 8619 1016 9  
SWIFT: BAIPAOLU

**Note:** This data is only for international registrations and payments in Dollars and Euros

## CONTACTOS

LUANDA  
Tel: (+244) 924 901 280 | Tel: (+244) 937 517 980  
Tel: (+244) 937 165 457 | Tel: (+244) 943 029 463 | Tel: (+244) 937 547 950 | (+244) 925 232 515  
**geral@eventosarena.co.ao**  
Cazenga - Oficinas Gerais dos Caminhos de Ferro de Luanda Luanda

BENGUELA  
Phone: (+244) 933 949 642  
**daniel.kafina@grupoarena.co.ao**  
Sales Consultant  
Ombaka National Stadium  
Benguela

## ATTENTION

This information doesn't invalidate the reading of the useful information of the event.



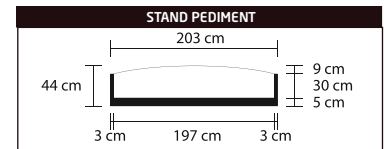
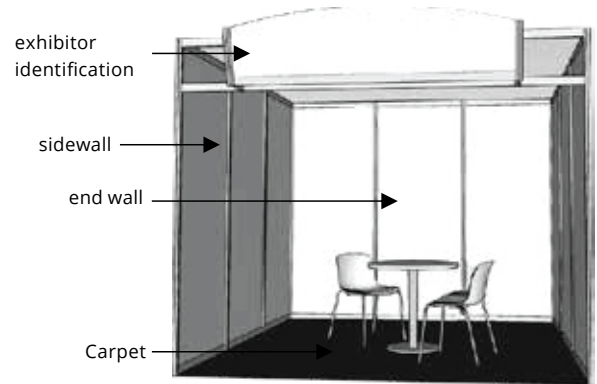
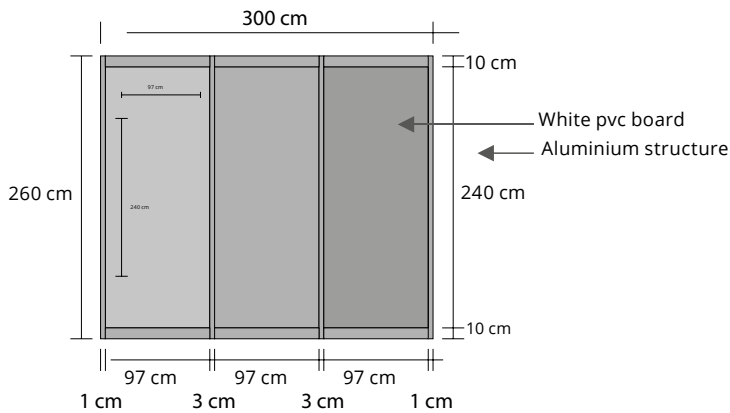


METHODS	BENEFITS
<p><b>PLATINUM</b> 45.500 \$ 38.000 €</p>	<p>36m<sup>2</sup> of privileged location Feature as Platinum Sponsor on social media and in the event catalogue with. One A4 advertisement page; Official Brand Day; 250 invitations to send to major clients; Reference / thanks at the official opening and closing ceremonies; Possibility of creating special actions aimed at key customers and to be and to be included in the official programme of the trade fair; Possibility of creating animations aimed at the general public and to be included in the official programme of the fair; Invitations for parallel activities developed within frame work of <b>BITUR 2024</b>; Negotiable: other forms of return; Additional: Sectorial partner (conditions to be specified in casa of interest); Dissemination of the company's advertising spot in the event's multimedia space. ( to be provided by the sponsor)</p>
<p><b>GOLD</b> 16.500 \$ 14.850 €</p>	<p>18 m<sup>2</sup> of privileged location; Feature as a Gold Sponsor on social networks and in the event catalogue with one A4 advertisement page; 100 invitations to major clients; Reference / thanks at the official opening and closing ceremonies; Possibility of creating special actions aimed at key customers and to be included in the official programme of the fair; Possibility of creating animations aimed at the general public and to be included in the official programme of the fair; Dissemination of the company's advertising spot in the event's multimedia space. ( to be provided by the sponsor).</p>
<p><b>ACTIVATION STAGE</b> 16.500 \$ 14.850 €</p>	<p>Recognition as sponsor of the Activation Stage; 9m<sup>2</sup> space; with special emphasis on the startup areas; Recognition in the general programme of the fair with the right to a page in the Fair's catalogue; Highlight and primacy in the protocol visits; Dissemination of the company's advertising spot in the event's multimedia space. ( to be provided by the sponsor).</p>
<p><b>LANYARDS AND BAGS</b> 16.500 \$ 14.850 €</p>	<p>All exhibitors and visitors are required to wear ribbons/cords and identification passes issued to give access to the event and its activities; The lanyards and bag sponsor will get the opportunity to get the company logo along with the event logo on this support</p>
<p><b>AWARDS CERIMONY</b> 16.500 \$ 14.850 €</p>	<p>Recognition as a sponsor of the Award Ceremony; Brand image at the awarding cocktail venue, 9m<sup>2</sup> space; Special highlight at the Award Ceremony; Recognition at the AWARD CEREMONY;</p>
<p><b>BAGS, NOTEPADS AND PENS</b> 16.500 \$ 14.850 €</p>	<p>Distributed to participants at conferences and forums; The Sponsor will be able to personalise the notepads and pens with the company's logo together with the logo of the event; Public recognition of the sponsorship;</p>
<p><b>OPENING CERIMONY</b> 10.000 \$ 9.000 €</p>	<p>Recognition as the Inauguration Ceremony sponsor; 9m<sup>2</sup> space with special emphasis on the welcoming ceremony; Recognition in the general programme of the fair;</p>
<p><b>TSHIRTS</b> 18.000 \$ 16.200 €</p>	<p>Distributed to participants at conferences and forums; The Sponsor will be able to personalise with company's logo together with the logo of the event; Public recognition of sponsorship;</p>

**Ps:** The production of the final artwork for the advertising materials is the responsibility of the sponsors. The remaining materials and promotional actions will be executed according to the event's communication and marketing plan.

**BASIC**

>9m<sup>2</sup>



01 table  
02 Chairs

The printing of the graphic image of panels can be requested separately and subject to budget (consult It's Us)

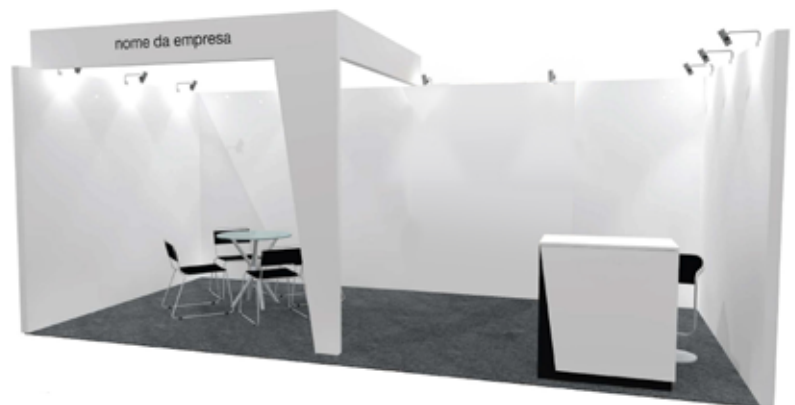
**BRONZE**

18m<sup>2</sup> | 27m<sup>2</sup> | 36m<sup>2</sup>

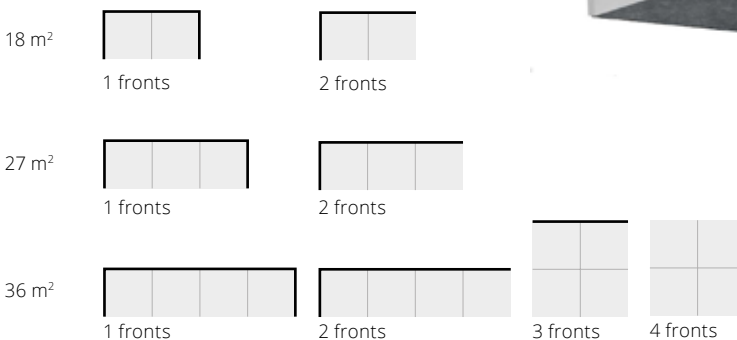
**INCLUDED**

Construction System: MDF Lacquered in white paint  
Floor: Carpet  
Furniture: 01 meeting table  
03 chair  
01 stool  
01 shelf counter without door

Identification: 01 fronton with company name in Helvetica print



**POSSIBLE SETTINGS**



**RULES**

The walls of the stand are white and can not be painted, any intended change should be subject to evaluation and budget by It's Us.

It is also strictly forbidden to make holes in the walls, the plasmas should be on tripods or movable.

GRAPHIC PRINTING MEASURES (not included)

WALLS DIMENSIONS  
2924 x 2400 mm  
5848 x 2400 mm  
2924 x 2400 mm

FRONTON  
Front: 3 x 0,35  
Side: 2,52 x 0,35  
Pilar: 0,55 x 2,40

BALCONY  
Front: 0,92 x 0,90  
Side: 0,45 x 0,90

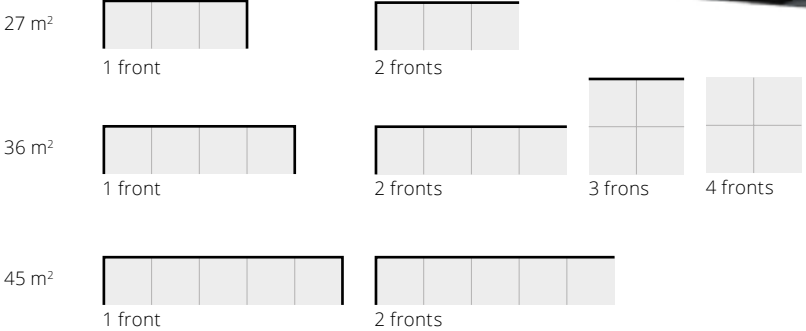
**SILVER**  
INCLUDED

27m<sup>2</sup> | 36m<sup>2</sup> | 45m<sup>2</sup>

- Construction System: MDF Lacquered in white paint  
 Floor: Carpet  
 Furniture: 01 meeting table  
 03 chair  
 01 counter with shelf without door  
 01 light box with 1 image (canvas) only on the front of the box  
 01 stool  
 01 1x1 storage with door
- Identification: 01 fronton with company name in Helvetica print



**POSSIBLE SETTINGS**



- GRAPHIC PRINTING MEASURES (not included)
- WALLS DIMENSIONS  
 2924 x 2400 mm  
 7848 x 2400 mm  
 1000 x 2400 mm  
 1000 x 2400 mm  
 1924 x 2400 mm
- FRONTON  
 Front: 3 x 0,35  
 Side: 2,52 x 0,35  
 Pilar: 0,55 x 2,40
- BALCONY  
 Front: 0,92 x 0,90  
 Side: 0,45 x 0,90

**RULES**

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**GOLD**

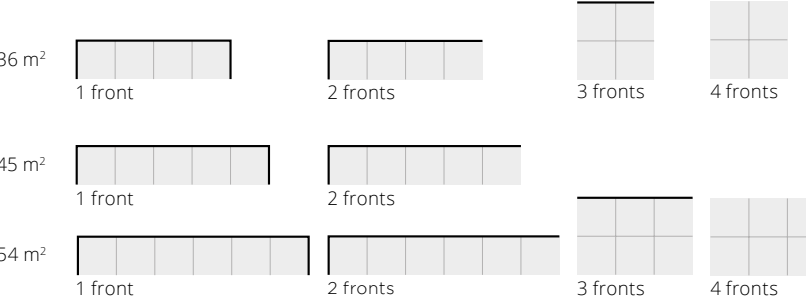
**INCLUDED**

36m<sup>2</sup> | 45m<sup>2</sup> | 54m<sup>2</sup>

- Construction System: MDF Lacquered in white paint  
 Floor: Carpet  
 Furniture: 01 meeting table  
 03 chair  
 01 counter with shelf without door  
 04 stools  
 01 high table  
 02 light box with 1 image (canvas) only on the front of the box  
 1x1 storage with door  
 01 TV with tripod
- Identification: 01 fronton with company name in Helvetica print



**POSSIBLE SETTINGS**



**RULES**

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**GRAPHIC PRINTING MEASURES (not included)**

- WALLS DIMENSIONS  
 2924 x 2400 mm  
 10848 x 2400 mm  
 1000 x 2400 mm  
 1000 x 2400 mm  
 1924 x 2400 mm
- FRONTON  
 Front: 3 x 0,35  
 Side: 2,52 x 0,35  
 Pilar: 0,55 x 2,40
- BALCONY  
 Front: 0,92 x 0,90  
 Side: 0,45 x 0,90

### THE BITUR 2024 AWARDS CEREMONY,

aims to publicly recognise the companies and entities that stand out the most during the exhibition.

- 1- During the week prior to the exhibition, the Organisation will pre-define the award categories according to the level of the exhibition and the sectors represented.
- 2- The Criteria are general and apply to the across the various Categories.  
Criteria for evaluation:
  - a) Exhibition quality;
  - b) Stand Attractiveness;
  - c) Innovation, application of new Technologies;
  - d) Richness of contents, graphic or audiovisual;
  - e) Harmony in the use of the exhibitor's branding on the multiple elements (constructive, decorative, promotional, graphics and uniforms);
  - f) Available Promotional material;
  - g) Pro-activity in customer service.
- 3- Throughout categories defined and on the basis of the criteria presented, are selected the nominees for each category.
- 4- A jury previously selected by the organisation will vote individually.
- 5- All exhibitors will automatically be nominated for each category.
- 6- Votes result will only be known during the award ceremony BITUR 2024 where the winners will get trophies and personalized diplomas.

**We wish everyone good luck!**

### AWARDS BITUR 2024

#### REGISTER NOW IN YOUR CATEGORY:

- |                                                                        |                                                                         |
|------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <input type="checkbox"/> Best Participation Travel Agencies            | <input type="checkbox"/> Best Participation Equipment and services      |
| <input type="checkbox"/> Best Participation Cultural Agents            | <input type="checkbox"/> Best Participation in Gastronomy               |
| <input type="checkbox"/> Best Participation Tourist entertainment      | <input type="checkbox"/> Best Participation Hotels                      |
| <input type="checkbox"/> Best Participation Associations and Provinces | <input type="checkbox"/> Best Participation Tourist resorts and hostels |
| <input type="checkbox"/> Best Participation Airlines                   | <input type="checkbox"/> Best Participation Rent a Car                  |
| <input type="checkbox"/> Best Ecotourism Participation                 |                                                                         |