



WELCOME TO INTER TOURISM EXPO, ACCRA.



Welcome to the Inter Tourism Expo Accra!

We are thrilled to have you on board as an exhibitor at this year's expo. Your participation is a valuable contribution to the growth and development of the African tourism industry.

As an exhibitor, you will have the opportunity to:

- Showcase your destination, product, or service to a targeted audience of industry professionals
- Connect with potential partners, investors, and customers
- Stay updated on the latest trends and innovations in tourism
- Network with industry peers and thought leaders

Our expo promises to be an unforgettable experience, with a packed program of events, exhibitions, and cultural performances. We are committed to providing a platform that fosters business growth, networking, and knowledge sharing. Our team is dedicated to ensuring that your experience at the expo is productive, enjoyable, and memorable.

Thank you for choosing to exhibit at the Inter Tourism Expo Accra.

We look forward to seeing you in Accra! Best regards

EXHIBITOR FOOTFALL

STATISTICS

- 1,200+ visitors from 8 countries
- 500+ business meetings and connections made
- 103+ exhibitors from 15 countries
- 60% increase in visitor numbers from the previous year
- 90% exhibitor satisfaction rate

TOP 5 COUNTRIES REPRESENTED

- Ghana (30%)
- Nigeria (20%)
- South Africa (15%)
- Sierra Leon (10%)
- Indian (5%)

DEMOGRAPHICS

- 60% industry professionals (tour operators, travel agents, etc.)
- 25% travelers and tourists
- 15% media and influencers
- 10% Visitors

2024 FOOTFALL EXPECTATIONS

- 200 exhibitors
- 100 startups
- 1000 plus business-to-business (B2B) visitors
- 50 investors
- Over 200 exhibitors from Ghana and beyond
- Keynote speakers and panel discussions on industry trends and insights
- Travel trade shows and networking opportunities
- Leisure eco-tourism tours
- Cultural performances and food bazaars

- **Networking opportunities:** Connect with industry professionals, tour operators, and travel agents from Ghana and West Africa.
- **Market exposure:** Showcase your products and services to a targeted audience of travel enthusiasts and industry decision-makers.
- **Brand awareness:** Increase visibility and recognition for your brand in the Ghanaian and West African markets.
- **Lead generation:** Collect valuable leads and contacts from potential customers and partners.
- **Competitive advantage:** Stand out from competitors and establish your brand as a key player in the tourism industry.
- **Market research:** Gain insights into the latest trends, consumer behavior, and industry developments in Ghana and West Africa.
- **Business opportunities:** Explore potential partnerships, collaborations, and business deals with local and international companies.
- **Cultural exchange:** Share your culture and learn about the rich cultural heritage of Ghana and West Africa.
- **Economic benefits:** Contribute to the growth of Ghana's tourism industry and support local economic development.
- **Fun and hospitality:** Experience the warm hospitality and vibrant culture of Ghana! By exhibiting at Inter Tourism Expo Accra, you can tap into the vast potential of the West African tourism market and take your business to the next level!

WHY EXHIBIT



EXHIBITOR & ATTENDEE PROFILE



Accommodation
Airline
Airport
Apartments
Bed & Breakfast/Guest House
Boutique Hotel
Camping/Caravans
Car Rental/Hire
City Convention Bureau
City Tourism Organization
Coach Company
Conference & Meeting Venue
Cruise Line
Destination Management Company
Destinations
Distribution Systems
Event Management Company
Event Support Services
Golf Resort
Ground Handling Supplier
Group Travel
Heritage Site
Hotel Chain
Hotel/Resort

Inbound / Receiving Tour Operator
Individual 5*/5° Deluxe/6° Hotel
IT / Technology Company
Land Travel
Marketing Services Agency
Museums
National Tourism Organization
Outbound Tour Operators
Press/Media
Private Gaming Reserve
Private Villa
Professional Conference Organizer
Regional Tourism Organization
Reservation Systems
Restaurants
Retail
Serviced Apartments
Software Solutions
Spas
Special Interest Tours
Sporting Venue
Suppliers and Services
Theme Park
Tickets
Events & Interior Decorators

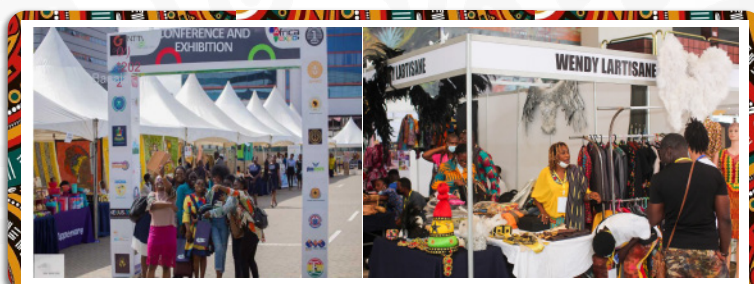
Ghana Tourism Authority
Ghana Tourism Development Company
Ghana Museums & Monuments Board
Ghana investment promotion center
Export Promotion Authority
National Board for Small Scale industries
Ministry of Trade & Industry
Ghana heritage conservation trust
Wild life Society of forestry commission
Cocoaresearch institute of Ghana
Ghana Cultural forum
Ghana Civil Aviation Authority
F&B Companies
Jewelry Companies
Arts & Craft
Horticulture
Insurance companies
Service providers
Financial Institutions
Skal Club
Real Estates Developers
Tourism Boards
Development Agencies
Trade bodies
Government Agencies

2024 INTTA EXPO FOCUS

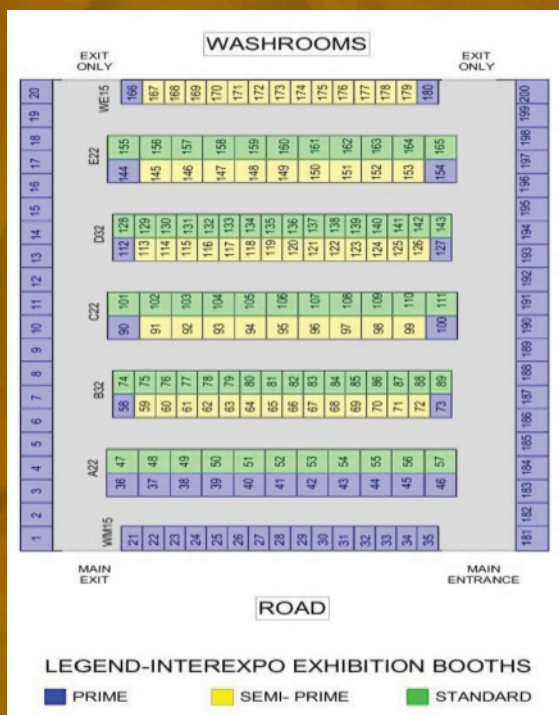
- MICE
- Gastronomy
- Health Tourism
- Agro Tourism
- Sustainable Tourism
- Fashion Tourism
- Creative Arts
- Investments
- Trade

WHAT TO EXPECT

- Thought Leaders Conference (Panel Discussions)
- Diaspora Forum on doing business in Ghana
- B2B Tourism Trade Exhibitions
- Fixed Business to Business Meetings
- Investments Pitch & Funding
- Fashion Show
- Familiarization Trips
- Networking Dinner



FLOOR PLAN



Inter Tourism Expo Accra '24

FOREIGN PARTICIPATION OPTIONS

EXHIBITORS - US\$ 550 FOR 3 DAYS

- 3x3sqm table space with standard shell scheme with backdrop stand, listing in brochure.
- Exhibitor Info Pack
- Morning, Afternoon Tea / Coffee & Snacks
- Lunch
- Gala Dinner & Fashion Show
- Local sim card with open internet
- 3 Nights Hotel Accommodation
- Conference, B2B matchmaking & workshop participation

RAW SPACE FOR EXHIBITORS - US\$ 100 PER SQM

- 6sqm Minimum

FAMILIARIZATION TOUR - US\$ 80

- 101 years eco-tourism cocoa farm site

CONFERENCE - US\$ 450

- Conference Tag & Info Pack
- Morning, Afternoon Tea / Coffee & Snacks
- Lunch
- Gala Dinner & Fashion Show
- Local sim card with open internet
- 2 Nights Hotel Accommodation
- B2B matchmaking & workshop participation

VISITORS - \$100

- Attend Opening Ceremony
- Exhibition Hall Access
- Networking Lounge Access

PAYMENT METHOD

USE ACCOUNT DETAILS BELOW
OR PAYMENT GATEWAY ON THE WEBSITE

Inter Tourism Expo Accra '24

GHANAIAN PARTICIPATION OPTIONS FOR EMBASSIES & BUSINESSES



EXHIBITORS SPOT A – GHC 2,000.00

- 3x3sqm space with Table & Chairs Exhibitor Info Pack
- Gala Dinner & Fashion Show 2 Nights Hotel
- Conference, B2B matchmaking & workshop participation
- 2 Days of Exhibition

CONFERENCE ONLY – GHC 500.00

- Conference Tag & Info Pack
- Gala Dinner & Fashion Show 2 Nights Hotel Accommodation
- B2B matchmaking & workshop participation

EXHIBITORS SPOT B – GHC 1,200.00

- 3x2sqm space with Table & Chairs Exhibitor Info Pack
- Gala Dinner & Fashion Show 2 Nights Hotel
- Conference, B2B matchmaking & workshop participation
- 2 Days of Exhibition

FAMILIARIZATION TOUR – GHC 450.00

101 years cocoa farm eco-tourism trip

PAYMENT METHOD

Dial *713*33*66# ON ALL NETWORKS TO PAY
OR USE ACCOUNT DETAILS BELOW

INVESTOR/BUSINESS PARTICIPATION OPTION

- Visa on Arrival
- Meet & Greet
- Expo Info Pack & Special Lanyards
- Arranged business meetings (Govt & Private)
- Investor Pitch Listing on Expo Website
- Tea / Coffee & Snacks
- Lunch
- Gala Dinner & Fashion Show
- Local sim card with open internet
- Discounted Air Tickets (Early Bird Bookings)
- 3 Nights Hotel Accommodation (4 Star)
- Airport Pickup
- Local Transport
- Participation Certificate
- Participation in Familiarization Tour

Payment Details

- ☐ Payment gateway on the website
- ☐ Bank Transfer

Full payment should be made payable to following account details

Account Name:	Inter Tourism Expo
Bank:	Zenith Bank Ghana Ltd
Address:	Zenith Heights, No.37 Ind Ave.
Account Number:	6010100463 (GHC) 6040168315 (USD)
Swift code:	ZEBLGHAC
Bank & Branch Code:	20101

Pre-Event

- 1.Registration: Register online (www.intertourismexpo.com) or through our sales team to secure your stand.
2. Stand Allocation: Stands will be allocated based on the type of package booked and on a first-come, first-served basis.
3. Exhibitor Manual: Receive a comprehensive manual with event details, setup instructions, and logistical information.

Setup and Installation

- 1.Move-in Date: [Date] (2:00 pm - 10:00 pm)
2. Stand Setup: Exhibitors are responsible for setting up their stands.
3. Furniture and Equipment: Order necessary furniture and equipment through our official suppliers.

Event Days

- 1.Event Dates: 11th-13th Sept. 2024 (9:00 am - 5:00 pm)
- 2.Exhibition Hours: 9:00 AM - 5:00 PM
- 3.Stand Staffing: Ensure your stand is staffed during exhibition hours.

Tear Down and Move-out

- 1.Tear Down: 12th Sept. 2024 (5:00 pm - 8:00 pm)
- 2.Move-out: [Date] (8:00 pm - 10:00 pm)

Additional Services

- 1.Electricity and Internet: Pre installed power & WiFi .
- 2.Marketing Opportunities: Take advantage of our promotional offers, such as sponsored content and banner ads.

Important Contacts

- 1.Event Manager Contact: +233505525535
- 2.Sales Team Contact: +233554267412

Key Deadlines

- 1.Registration: 6th September 2024
- 2.Stand Payment: 7th September 2024
- 3.Setup and Installation: 10th September 2024

By following this setup plan, you'll be well-prepared for a successful exhibition at the Inter Tourism Expo Accra. If you have any questions or concerns, don't hesitate to reach out to our team.

TERMS AND CONDITIONS

Definitions

- "Expo" refers to the Inter Tourism Expo.
- "Vendor" refers to the individual or company applying to participate as a vendor at the Expo.
- "Expo Organizers" refers to the organizers of the Inter Tourism Expo.

Application and Confirmation

- Vendors must submit their application by the deadline specified by the Expo Organizers.
- Expo Organizers reserve the right to accept or reject any application.
- Upon acceptance, Vendors will receive a confirmation email with details

Booth Allocation

- Expo Organizers will assign booth spaces based on availability and preferences.
- Vendors are responsible for ensuring their booth setup does not exceed the allocated space.
- Payment Terms
- Vendors must pay the vendor fee in full by the specified deadline.
- Payments are non-refundable unless the Expo is cancelled by the

Cancellation Policy

- With written cancellation before 15TH August 2024 a refund of the registration fee will be made (less GHC500.00 for administrative charges).
- No refunds will be made after that date.

Liability and Insurance

- Vendors are responsible for their own liability insurance and must provide proof of insurance upon request.
- Expo Organizers are not liable for any damages or losses incurred by Vendors.

Setup and Dismantle

- Vendors must setup their booths within the designated timeframe.
- Vendors must dismantle their booths by the end of the Expo.

Conduct

- Vendors must conduct themselves in a professional and respectful manner.
- No loud or disruptive behavior will be tolerated

Intellectual Property

- Vendors are responsible for protecting their own intellectual property.

Governing Law

- These Terms and Conditions will be governed by and construed in accordance with the laws of Ghana.

By participating in the Inter Tourism Expo, Vendors acknowledge that they have read, understand, and agree to abide by these Terms and Conditions.

MARKETING STRATEGY



Mail Campaign



Social Media



Website



Radio Media



Online ADS



Outdoor Campaign



Print Advertising



Association Based

PARTNERS



MINISTRY OF TOURISM,
ARTS & CULTURE



MINISTRY OF FOREIGN AFFAIRS
& REGIONAL INTEGRATION



MINISTRY OF TRADE & INDUSTRY



MINISTRY OF HEALTH



MINISTRY OF EDUCATION



MINISTRY OF AGRICULTURE



MINISTRY OF LABOUR



Readers Bay
Foundation



GOIL
Good energy



RwandAir



MINISTRY OF TOURISM,
ARTS & CULTURE



YOKS



DAVID DOUGLAS
LEADERSHIP FORUM



Wc



Coastal
Television



MINISTRY OF LABOUR



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