



The official showguide

Where else can you target more than 15,000 Affluent cruisers and reach them for as little as £500.

Ocean Cruises



Expedition Cruises



Luxury Cruises



Family Cruises



River Cruises



Cruise official show guide

- A4 colour publication containing exhibitor details, floor plan, full programme of features and talks, product reviews and travel features.
- The catalogue will be handed out free of charge to every group of visitors at the show
- Print run 15,000

The Show catalogue is an invaluable reference guide/directory containing details of the Cruise lines, specialist operators and destinations in the cruise industry and kept by readers for many months after the event.

About the 2009 show visitors

Total visitor numbers 6,954

Male 43%
Female 57%

Age		
16-25 3%	26-35 9%	36-45 25%
46-60 35%	61-70 18%	70+ 10%

Cruise experience

New to cruise 21%
1-5 cruises 47%
5 plus cruises 32%

Annual holiday spend in £'s

1000-2500 8%
2501-4000 31%
4001-5500 34%
5501-700 16%
7000 plus 11%

2009 Show research

We have received excellent feedback from the 2009 show, giving us an insight into the visitors and what they hoped to gain from the show.

- A staggering 68% said they visited the show to book a cruise.
- An amazing 89% said they visited the show to research a cruise.
- Over two-thirds (64%) said they visited the show to take advantage of offers.
- An astounding 87% said the show exceeded or met their expectations.

Display Advertising Costs

Show guide	Sizes (trim)
Dps col @ £2500	
Page col @ £1500	297x210mm
1/2 Page col @ £900	134x190mm(h) 275x92mm(v)
1/4 Page col @ £500	135x92mm
1/8 Page col @ £300	92x63mm

Show guide

50 Free words of editorial (exhibitors only).
Optional inclusion of photo/logo @ £100

Inserts

Please contact us for further details.

Deadlines

Show Guide – Copy deadline for advertising is 1st February 2010

Copy requirements

The Cruise Show Guide is produced from computer to plate using CMYK process colours. All artwork must be to the correct size for the advertisement space booked. Allow 3mm bleed all round for full page adverts. Artwork can be supplied on CD, DVD or e-mailed in the following formats:

Apple Mac software accepted:
Quark Xpress - versions 4, 5 and 6
Illustrator - version 9 and 10 (CS)
Freehand - version 8
Photoshop - version 6 and CS

PC software accepted:
Photoshop - version 5
Please make sure all fonts are supplied (printer & screen parts) and that all picture elements are at a minimum of 300dpi
File formats accepted:
EPS · TIFF · JPG · PDF (print optimised) as CMYK and at a minimum of 300dpi resolution.



Show guide booking form

Company name	
Address	
	Post code
Telephone number	Fax number
Email address	
Contact name	Job title
Authorised signature	Date
Please reserve	(size) advertisement(s)
Price £	Less 10% agency discount £
VAT £	Total £

To book space please contact Escape Events Ltd on **01795 843 799** or alternatively complete the booking form and fax to **01795 844 862**. In signing this form we declare that we are aware of the terms and conditions and that we accept them and will abide by them without exception.

This form should be returned to:

Escape Events Ltd. Lower Dane, Hartlip, Kent.
ME9 7TE UK
T +44 (0)1795 843 799 F +44 (0)1795 844 862

Cheques should be made payable to Escape Events Ltd.

Credit transfers, please send to Nat West, Rainham, Kent Branch account name Escape Events Ltd, Account No.13037773,

Sort Code 60-17-44, BIC: NWBKGB2L
IBAN: GB40 NWBK 6017 4413 0377 73

www.escapeevents.com

VAT No. 879 035 293 Registered in England
No. 5511593

Terms and conditions

The order is now being processed. Copy and/or artwork should reach Escape Events by the date specified. If copy and/or artwork is not received by the copy date Escape Events reserve the right to put the client's name, address and telephone number in the space booked and charge the full cost of the space.

Cancellation of order must be in writing within seven working days of placing this order, or if the order is placed less than seven days before going to print, no less than 72 hours before going to print.

Every endeavour will be made to ensure the accuracy of the advertisement, but the client shall be responsible for checking all proofs submitted by Escape Events. The publishers can accept no liability for any error which does not materially affect the meaning of the advertisement. If the client has a valid claim in respect of a serious error or non appearance of the advertisement or otherwise Escape Events total liability to the client shall not exceed the cost of the advertisement. Proofs will not be supplied following late copy or unless specifically requested.

Accounts are strictly net, payable within ten days from the date of invoice. If payment is not made on the due date, Escape Events reserve the right to charge the client interest (both before and after judgment) on the amount unpaid at a rate of 2% above Barclays Bank plc's base rate until payment in full is made.

This order confirmation is the publisher's acceptance of the client's order which shall from the date of this confirmation be binding on both parties subject to these terms and conditions to the exclusion of all other terms and conditions.