

BTEXpo 2009 – new look !

At a recent press conference the BTEXpo organizers unveiled the 2009 edition new look. After the evaluation of the '08 edition where they welcomed over 4000 visitors, representing 1600 of the total 2000 travel agents in Belgium, an Exhibitors Advisory Forum was assembled and several proposals put forward

It was decided, after extensive research, that Tour & Taxis remains the best possible location and also that the opening hours remain in big lines what they were last year. The dates 9 & 10th December have also been confirmed.

BTEXpo did appoint a new company to build its new look stands , this results not only in a big time saving (2 days of build up instead of 5 days!) but also in a big saving which enables BTEXpo to propose the lowest rates in the business in Europe!

The restaurant disappears, a snack comes in the middle of the room and the fair will be build up as a big village with lots of open space around it. Different stand sizes and prices – starting from € 590 for the smallest unit –, 2 nocturnes – 1 networking evening and 1 travel agents party- , will make the BTEXpo new look an attractive proposition. Of the exhibitors Advisory Forum 26 out of the 30 participants immediately put their names down for the prime slots on the exhibition floor, stands will be allocated on a first come , first serve system.

The organizers will also in 2009 make work from attracting MICE exhibitors and visitors.

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