

WORLD GOLF business FORUM



ANTALYA

20 – 23 MAY 2021



re-Conneting the WORLD...



WHERE THE GOLF WORLD GATHERS...

WGBF

Between 20 - 23 May 2021 the first “World Golf Business Forum” takes place in Turkey. After the start of WGBF, the coming events will take place in different countries.

As the organiser company ExpoHIS, we aim to bring together sector professionals, service providers and suppliers in WGBF (World Golf Business Forum) with a professional approach to deliver an efficient and effective event.

WGBF, which will be held for the first time in Belek, the golf paradise of Antalya, between 20-23 May 2021, is an international event that brings together the golf business world from different countries. It is a hub of business opportunities with the attendance of golf hotels, luxury hotel chains, golf courses, golf material suppliers, airlines, golf tour operators, golf media, advertising agencies and tourism promotion funds from all over the world.

During the event, WGBF participants have the chance to attend, to the panels and workshops where the most important professionals of the golf tourism world participate, to a traditional golf tournament after dynamic and interactive event days and different social activities each evening to relieve the tiredness of the day.

International business decisions must be based on rational reasons to build intercultural bridges. As ExpoHIS our vision is to support building those bridges. In this regard we believe that WGBF project will have a high impact on global platforms.

Thanks to our supporters, sponsors and participants who are involved in this visionary project.

WHO WE ARE...

Founded by Hideo Sawada in 1980 with the idea of making more travel abroad for young people, HIS differentiated travel and vacation at a time when tour travel was popular in Japan. HIS, which opens the door to the personal travel of more travellers by selling cheap flight tickets, is now one of the 10 largest travel operators in the world. More than **500** offices in **more** than **70** countries and **more** than **18,000** employees.

Creating a revolution in the tourism sector with its Japanese understanding of quality, global power, wide supplier network, team of tourism professionals and its travel mission for everyone, HIS works to introduce you to new cultures and unforgettable experiences. It makes your hotel reservations with cheap flight tickets, domestic and international tours that appeal to every segment, with the most suitable options for you.

With more than 40 years of industry experience, we want to be your holiday guide with more than **500,000** contracted hotels and affordable flight ticket services in more than **185** countries. Hotel, flight and tour reservations you need for your holiday are at HIS Travel at affordable prices!



With our **500+** offices, we are always there to support your trip, wherever you are in the world.



70+ Countries

500+ Offices

18000+ Employees

7.3 Billion Dollars in Endorsements



THE VENUE

Event takes place at Titanic Deluxe Golf Belek

5 – star comfortable all inclusive stay in the golf paradise Belek with below advantages.

- Full Hygiene Control
- Fully Enclosed Environment
- No Travelling necessary
- Full Control of who accesses the event
- All Inclusive Resort (so no additional costs for delegates)
- Short and easy ways (no driving necessary)
- Safe Tourism Certified

TITANIC DELUXE GOLF BELEK



Your Advantage

WGBF.org is a 3-day meeting place for golf destinations, resorts, courses and media to showcase their products to highly-qualified golf tour operators.

Networking



Keep your existing network by attending WGBF.org and create more awareness of your company.

1

New People



Meet new and responsible people from golf industry worldwide during our forum.

2

Great Speakers



Get the most updates and news from the correct and authorized golf professionals in our industry.

3

Have Fun



Fun is part of the life. Enjoy our after parties, golf tournaments and excursions during WGBT.org in Belek.

4

WGBF

WGBF is the FIRST EVEN AFTER CORONA taking place!

- Full refund in case of CORONA BASED CANCELLATION (so no risk!)

CORONA PREVENTION

- Included PCR Testing upon arrival and departure for EVERYBODY attending
- Mandatory PCR Testing and access control for EVERYBODY wishing to access the resort during the event dates

LUXURY ACCOMMODATION & COMFORTABLE STAY

- Full Hygiene Control
- Fully Enclosed Environment
- No Travelling necessary
- Full Control of who accesses the event

PARTICIPANTS

- Fully Hosted Buyers by INVITATION ONLY (production in excess of 5.0 Mio Euros in 2018/2019 with positive feed back of at least three suppliers)
- Hosted Buyers (production in excel of 1.0 Mio Euros in 2018/2019 with positive feed back of at least two suppliers)
- Semi Hosted Buyers (production between 0,5 Mio and 1,0 Mio Euros in 2018/2019 with positive feed back of at least one supplier)
- Newcomers welcome (NEW POTENTIAL BUYERS)

PARTICIPANTS CATEGORIES



Tour operators



Golf Suppliers



Hotels



Golf Courses



Airlines



Tourist Boards



Media

PARTICIPANTS...



100+
Exhibitors

Meet with the suppliers in the golf industry from all over the world.



300+
Buyers

Meet with the potential decision makers as buyers world wide.



50+
Meetings per delegate

Increase your business by creating new connections.



BUSINESS CATEGORIES

Hotel Sales & Marketing

Media Responsibles

Golf Club Sales & Marketing

Incoming Agencies

Tour Operators & Travel Agencies

Tourist Boards & Offices



DECISION MAKERS

Business Owners

General Managers

Politicians

Product Managers

Journalists & Reporters

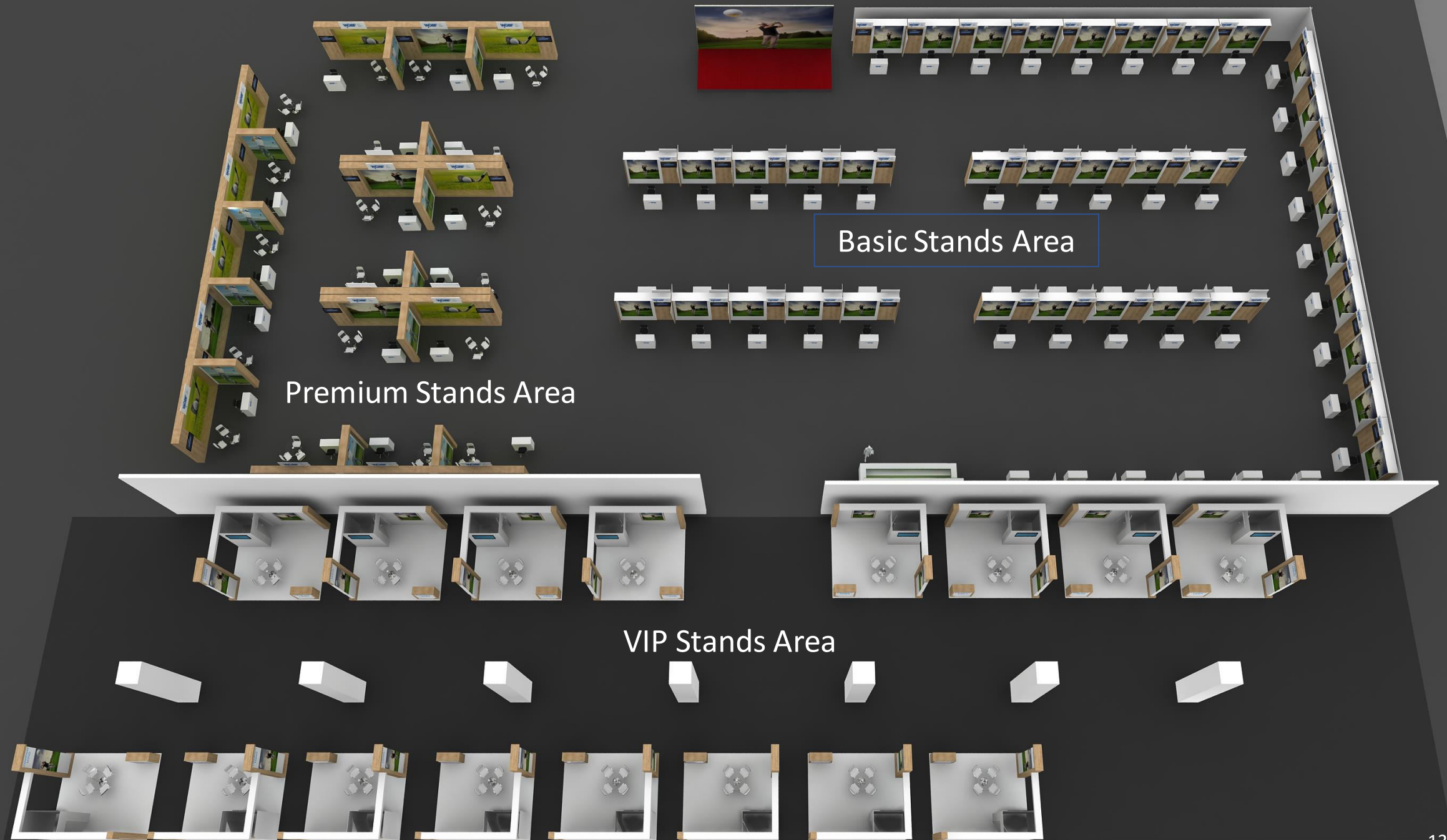
Country Representative

Exhibition Hall Stands Types

Make your choice

We offer in total 102 useful and comfortable stands in 3 categories.

- o 16 VIP Stands (incl. 4 delegates, 200 meetings)
- o 19 Premium Stands (incl. 2 delegates 100 meetings)
- o 67 Basic Stands (incl. 1 delegate 50 meetings)



VIP Stand

Create more awareness and exposure for your company by meeting 300+ buyers.

The 20SQM stands based at the entrance of the exhibition where your company gets the most exposure.



ME | EXHIBITION AREA

VIP Stand advantages

- ❖ Four diaries of pre-scheduled appointments with pre-qualified International Golf Travel Buyers.
- ❖ Four delegate badges including entry to the WGBF Tournament, industry talks and all evening networking functions.
- ❖ State of the art box 4m(w) x 2m(h) showcasing your company brand.
- ❖ Two Branding and poster boxes 1m(w) x 3m(h)
- ❖ Flat screen television
- ❖ Two round tables with 8 chairs
- ❖ One desk with your company logo and chair
- ❖ 20SQM floor space, including carpet, dividing walls, one EU plug socket
- ❖ Daily catering of water, coffee, tea, soft drinks and cakes
- ❖ Dedicated hostess on the stand
- ❖ Company profile featured online, in the mobile app and in the official show catalogue.
- ❖ Posting your company logo in our social media channels
- ❖ Publishing your company logo in our email signature.
- ❖ 4 nights stay at Titanic Deluxe Golf Belek Hotel in single rooms
- ❖ All inclusive stay (breakfast, lunch, dinner included)
- ❖ VIP Airport – Hotel – Airport transfer

- Price excludes the light box graphic print @€250.
- Spaces are limited and will be allocated on a first come, first served basis.

€19.999

exclusive vat



VIP Stands



PREMIUM Stand

Get your place in the premium category
and meet 100 buyers.

12SQM stands with a prominent position in the exhibition
hall with all comfort.



Premium Stand advantages

- ❖ Two diaries of pre-scheduled appointments with pre-qualified International Golf Travel Buyers.
- ❖ Two delegate badges including entry to the WGBF Tournament, industry talks and all evening networking functions.
- ❖ State of the art box 1m(w) x 2m(h) showcasing your company brand.
- ❖ Flat screen television
- ❖ One round table with 3 chairs
- ❖ One desk with your company logo and two bar chairs
- ❖ 12SQM floor space, including carpet, dividing walls, one EU plug socket
- ❖ Company profile featured online, in the mobile app and in the official show catalogue.
- ❖ 4 nights stay at Titanic Deluxe Golf Belek Hotel in a single room
- ❖ All inclusive stay (breakfast, lunch, dinner included)
- ❖ VIP Airport – Hotel – Airport transfer

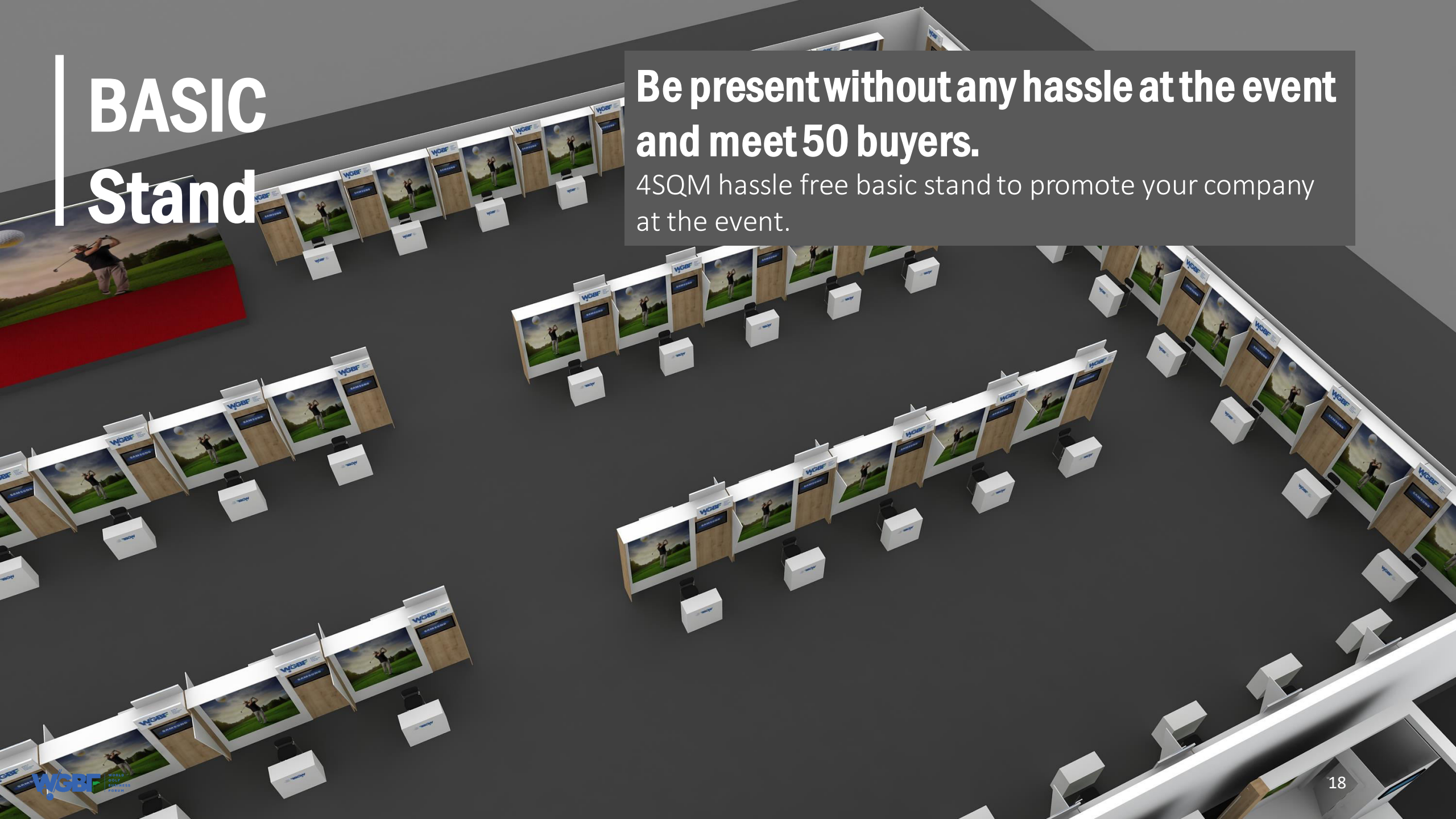
- Price excludes the light box graphic print @€250.
- Spaces are limited and will be allocated on a first come, first served basis.



BASIC Stand

**Be present without any hassle at the event
and meet 50 buyers.**

4SQM hassle free basic stand to promote your company
at the event.

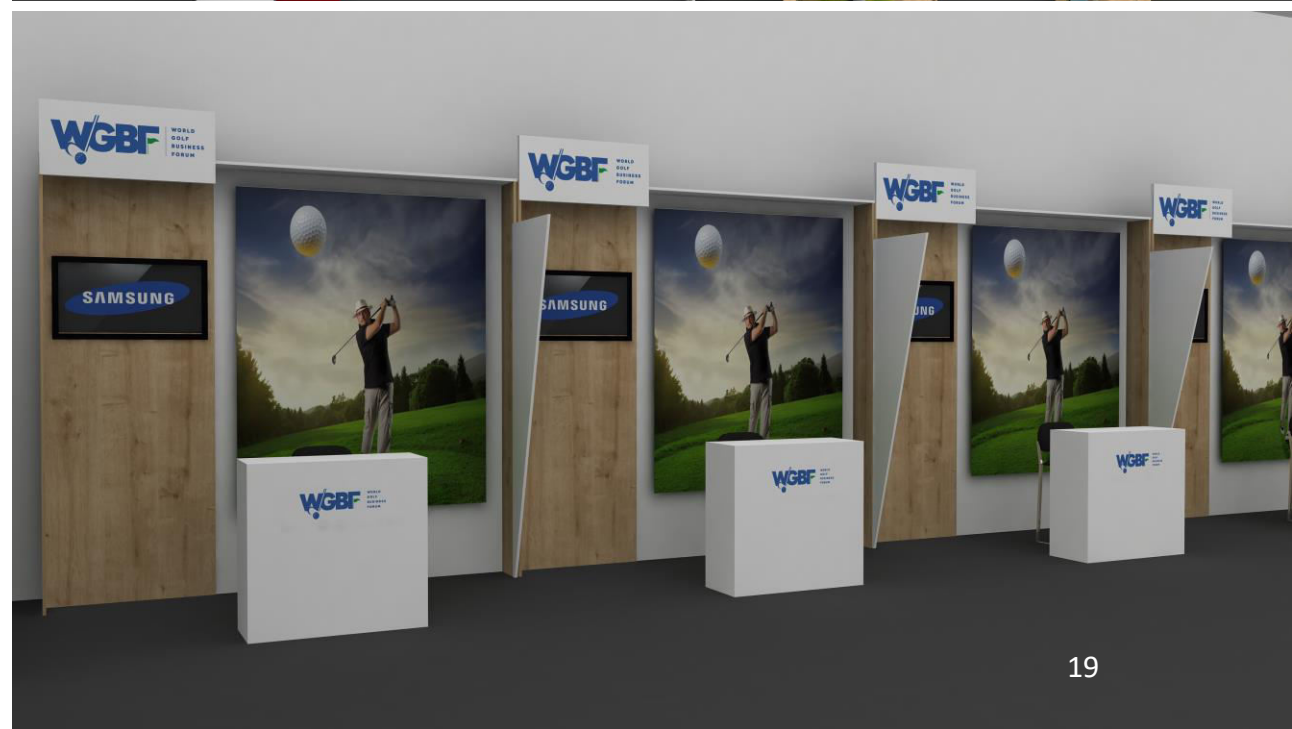


Basic Stand advantages

- ❖ One diary of pre-scheduled appointments with pre-qualified International Golf Travel Buyers.
- ❖ One delegate badge including entry to the WGBF Tournament, industry talks and all evening networking functions.
- ❖ State of the art box 1m(w) x 2m(h) showcasing your company brand.
- ❖ Flat screen television
- ❖ One desk with your company brand and a bar chair
- ❖ 4SQM floor space, including carpet, dividing walls, one EU plug socket
- ❖ Company profile featured online, in the mobile app and in the official show catalogue.
- ❖ 4 nights stay at Titanic Deluxe Golf Belek Hotel in a single room
- ❖ All inclusive stay (breakfast, lunch, dinner included)
- ❖ VIP Airport – Hotel – Airport transfer

- Price excludes the light box graphic print @€250.
- Spaces are limited and will be allocated on a first come, first served basis.

€ 4.999
exclusive vat



Sponsorship Advantages

- Save time by meeting and doing business with the best golf courses, holiday villages and hotels in the same organization,
- Follow closely the latest trends in the golf industry,
- Gain access to multiple network platforms creating new connections which will help to set up or develop your business,
- Let the exhibitors and visitors experience your brand creating specific content and events for your audience,
- Differentiate from your competitors taking part in spectacular contents published on WGBF social media channels,
- Increase your brand awareness, positioning as a distinguished partner of "WGBF" meet with your target audience coming together with international high-level participants,
- Take part in leading international media on golf, travel and lifestyle,
- Relax & Connect with all golf tourism professionals after the meetings during our "corona safe" dinner and shows

SPONSOR

BIRDIE SPONSOR

€29.999

EARLYBIRD FEE

€24.999

- 1 Maxi Stand
- 5X Short Delegation
- 5X Full Delegation
- Sponsor logo on event website (Main page)
- Top listing on exhibitors page on event website
- Sponsor logo on newsletters
- Sponsor logo on indoor and outdoor advertisement mediums
- Sponsor logo on digital screen and boards on main stage and forum entrance
- Sponsor logo on visitor handouts
- Sponsor logo on visitor badges
- Thank you message on social media channels
- Sponsor logo on post-show report
- Sponsor logo in post-show communications
- Sponsor logo will be visible on website until the next event

* Early Bird fees are valid until December 31, 2020

SPONSOR

EAGLE SPONSOR

€39.999

EARLYBIRD FEE

€34.999

- 1 Maxi Stand
- 1 VIP Room
- 8X Short Delegation
- 8X Full Delegation
- Sponsor logo on event website (Main page)
- Top listing on exhibitors page on event website
- Sponsor logo on newsletters
- Sponsor logo on indoor and outdoor advertisement mediums
- Sponsor logo on digital screen and boards on main stage and forum entrance
- Sponsor logo on visitor handouts
- Sponsor logo on visitor badges
- Thank you message on social media channels
- Sponsor logo on post-show report
- Sponsor logo in post-show communications
- Sponsor logo will be visible on website until the next event

SPONSOR

ALBATROS SPONSOR

€49.999

EARLYBIRD FEE

€44.999

- 1 Maxi Stand
- 1 Mini Stand
- 1 VIP Room
- 15X Short Delegation
- 15X Full Delegation
- Sponsor logo on visitor lanyards
- Sponsor logo on event website (Main page)
- Top listing on exhibitors page on event website
- Rotating banner on exhibitors page on event website (30 days - Banner design will be provided by sponsor)
- 2 dedicated mailings
- Sponsor logo on newsletters
- Sponsor logo on indoor and outdoor advertisement mediums
- Sponsor logo on digital screen and boards on main stage and forum entrance
- Sponsor logo on visitor handouts
- Sponsor logo on visitor badges
- Thank you message on social media channels
- Sponsor logo on post-show report
- Sponsor logo in post-show communications
- Sponsor logo will be visible on website until the next event



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