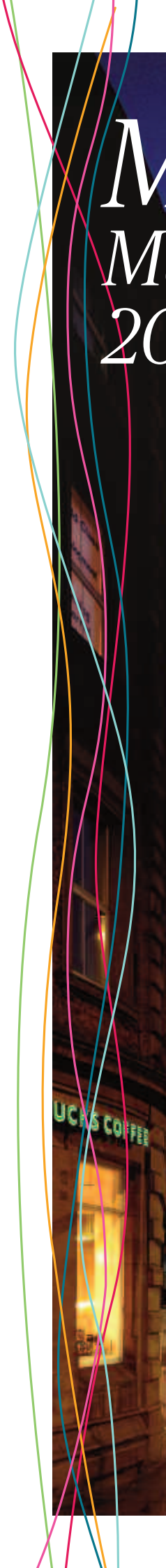


Manchester
Marketing Opportunities
2012/13





Venue Showcase and Conference Guide 2013/14

For the 2013/14 conference and event season, Visit Manchester will expand and diversify the venue showcase, creating a multi channel opportunity that combines representation in the established print guide, an online profile on the visitmanchester.com/conference website, and the opportunity to invest in a video showcase of your venue. This is an essential marketing opportunity for members wishing to promote their products and services to UK and international conference and event planners from the corporate, association and intermediary sectors, as well as to the consumer market.

Print guide:

- Greater Manchester's official and only business tourism guide
- Distributed through proactive direct mail to a qualified targeted database of UK based buyers from the corporate and association sectors
- Used in response to enquiries handled by the business tourism team
- Launched at Confex and distributed at all relevant industry events
- A page turning pdf version of the guide will also be created, available for download from the website

Website:

- Website proactively promoted through a combination of google adwords, profile with media partners and across trade media.
- Partners will benefit from a full profile, with a unique log in enabling details to be updated at any time, as well as the potential to upload special offers or video footage

Opportunity: Entry in conference guide, online web page and inclusion in online marketing programme

Print distribution/online: Print 6,000, online c13,000 page views a month, E-guide 20,000 page views per month

Target Audience: UK and International MICE buyers from the corporate, intermediary and association industry

Suitable for: Conference centres, hotels, academic and exhibition venues, transport, service providers, serviced apartments

Sponsors and partners will also have the option to take advantage of a filmed venue showcase of your venue. This is a bespoke service that will incorporate internal and external footage, interview footage and event footage. The edited film will be made available online and featured in Visit Manchester's direct communications.

Booking form 2012

Venue Showcase:

- Sponsor (includes double page guide entry, full online profile, inclusion in online promotional campaign) £3,325 + VAT ●
- Partner (includes full page guide entry, full online profile) £2,275 +VAT ●
- Supporter (includes half page guide entry, online profile) £1,485 +VAT ●

Transport/service provider/serviced apartments:

- Sponsor (includes double page guide entry, full online profile, inclusion in online promotional campaign) £3,325 + VAT ●
- Partner (includes full page guide entry, full online profile) £2,275 +VAT ●
- Supporter (includes half page guide entry, online profile) £1,485 +VAT ●
- Guide and online only (quarter page guide entry) £625 +VAT ●
- Guide and online only (eighth page guide entry) £335 +VAT ●
- Guide and online £250 +VAT ●

Banner advertising on visitmanchester.com/conference Homepage highlight pod (currently generating 7,000 impressions a month)

- 65,000 impressions £520 +VAT ●
- 32,500 impressions £260 +VAT ●
- 16,250 impressions £130 +VAT ●

Bespoke film

- Available to sponsors or partners £1,000 + VAT ●

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Business Tourism Events

2012/13

Manchester creates a showcase at the main industry events and exhibitions to promote the city as an international conference destination. In 2012/13 these will include International Confex, the UK's largest event for the MICE industry, EIBTM and IMEX America. These events provide the opportunity to showcase your product through hospitality and entertainment, with access to leads generated and inclusion in all pre and post event marketing activity.

Partners will benefit from branding within the stand design, the opportunity to field a representative on the stand, a full web listing, plus the opportunity to host your own on-stand event.

Confex, dates and venue TBC 2013

NEW EIBTM, dates and venue TBC 2012

NEW IMEX America, 9-11 October 2012, Las Vegas

Opportunity: Stand partner

Reach: over 25,000 attendees across the three events

Target Audience: UK and international MICE buyers from the corporate, intermediary and association sectors

Suitable for: Conference centres, hotels, academic and exhibition venues and service providers

Capacity: Maximum of 10 partners per event, plus the opportunity for a bespoke sponsor package on request

Booking form 2012

Participation fee:	Cost:
Stand Partner (all events)	£9,000 +VAT
Stand Partner (individual event)	
Confex	£3,500 +VAT
NEW EIBTM	£3,500 +VAT
NEW IMEX America	£3,500 +VAT
Bespoke Sponsor	£ on request

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Manchester Live!

Thursday 10 May, Kensington Roof Gardens, London

Manchester Live! has become established as one of the UK MICE industry's must-attend events. Combining a valuable networking and business exchange platform with a high profile, high impact party, this truly is a unique meet the buyer opportunity.

Manchester Live! is Manchester's flagship business tourism event, showcasing hotels, attractions, conference venues and service suppliers to specifically targeted and qualified buyers across the corporate, intermediary and association sectors.

The event will be supported by an integrated marketing campaign, and Visit Manchester has invested significantly in the expansion of our business tourism database to ensure that the event attracts new buyers as well as providing the opportunity to update existing contacts.

Opportunity: Event partner

- Access to pre-registered database
- Branded pull up banner with two representatives on the night
- Networking sessions either side of live act
- Inclusion in pre and post event marketing

Reach: 600 pre-registered buyers (400 buyers in attendance)

Target Audience: UK and European MICE buyers from the corporate, intermediary and association sectors

Suitable for: Conference centres, academic and exhibition venues, hotels and service providers

Capacity: Maximum of 36 event partners, plus opportunity for one headline event sponsor

Booking form 2012

Participation fee:

Event Partner

Headline Sponsor

Cost:

£1,250 +VAT

£10,000 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Venue of the Month

Monthly

An opportunity for members to raise their profile and promote special offers or product development via the thousands of emails the business tourism team send to contacts each month.

The banner advertisement in the footer of the team's emails will communicate your message directly to contacts interested in arranging meetings, conferences, incentives and events in Greater Manchester.

The design, created in line with visitmanchester.com/conference, incorporates space for your branding and imagery and can be purchased for one month or more.

Opportunity: Email footer advertisement

Reach: c4,000 conference buyers per month

Target Audience: UK and International MICE buyers from the corporate, intermediary and association sectors

Suitable for: Conference centres, hotels, academic and exhibition venues, service suppliers and accommodation providers

Booking form 2012

Participation fee:

One month profile

Cost:

£305 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Venue or Service E-Product Card

Maximum of six a year

The E-Product card enables venues and service providers to showcase your product to Visit Manchester's business tourism buyer database through a bespoke electronic direct mail campaign. Your product or service will feature alongside just one other partner, ensuring enhanced profile, awareness and ROI.

Partners may alternatively choose a solus campaign, allowing your product or service to be promoted exclusively. This option provides additional flexibility for partners to supply your own HTML, designed specifically to meet your brand requirements.

Full analysis, including details of open and click through rates, will be provided at the end of the campaign.

Opportunity: E-Product Card sponsor

Reach: 15,000 buyers

Target Audience: UK and International MICE buyers from the corporate, intermediary and association sectors

Suitable for: Conference centres, hotels, academic and exhibition venues, transport, service providers and serviced apartments

Booking form 2012

Participation fee:

Joint sponsor

Exclusive sponsor

Cost:

£725 +VAT

£1,450+ VAT

Month:

Tick

April 2012



June 2012



September 2012



November 2012



January 2013



March 2013



Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____



Conference Visitor Map

August 2012

In 2012, Visit Manchester will also produce a conference visitor map designed specifically for conference delegates. Targeted at a lucrative, niche audience the conference visitor map will allow leisure service providers and attractions the opportunity to profile offers to conference delegates.

It will be distributed via dedicated information desks utilised during major conferences and events, including political party conferences.

The inside of the map features an updated profile of the city centre, and the reverse showcases the wider city region.

Opportunity: Individual advertisement panels are available on both the city centre and Greater Manchester sides of the map, as well as a full sponsorship opportunity.

Print run: Minimum print run of 50,000

Target Audience: UK, European and International conference delegates

Suitable for: Bars, restaurants, attractions and retail outlets

Booking form 2012

Participation fee:

Sponsorship

Advertisement panel

Cost:

£2,000 +VAT

£500 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.





Summer Leisure Tourism Campaign

June/July/August 2012

Visit Manchester's leisure tourism marketing activity is delivered via a seasonal, multi-channel approach that drives the target audience to visitmanchester.com. In 2011, the website achieved more than 1.5 million unique visitors, with each of the seasonal campaigns attracting more than 200,000 visits to the specific campaign area of the site.

The 2012 summer campaign will build on the success of the 2011 activity, focused on showcasing the major cultural and sporting events taking place across Manchester, encouraging short breaks that include a range of activity. The campaign will, of course, incorporate the Olympic activity taking place across Greater Manchester.

Target Audience

The primary audiences for the summer campaign will be broken down into four strands of activity:

- ABC1 families and couples in the North West
- ABC1 families and couples in the North East, Yorkshire and Humberside
- ABC1 families and couples in London and the South East
- ABC1 families and couples in key international markets, including Ireland, Germany and the US.

Campaign Activity and Reach

Print

- MCR Magazine, incorporating a summer calendar of activity
- 50,000 distributed to shortbreaks database, via a solus door drop, across the network of tourism information centres and through campaign partners.

Online

- Dedicated campaign area of the website with target visits of 250,000
- Interactive version of the calendar will be uploaded, including partner offers
- E-blasts to shortbreaks database of 150,000 contacts
- Additional online reach through adwords and banner adverts of 20,000,000

Outdoor

- Including 20m Deansgate building wrap, 6 sheet, 48 sheet and 96 sheet poster sites (including digital screens where available) across the city and at key transport locations across the North West.

Radio

- 86 spots on a national radio channel providing more than 6 opportunities to hear for an audience of 5.5 million

Press and PR

- Print advertising will support the campaign and PR activity will generate media coverage with an estimated AVE of more than £300,000

International activity

The campaign will be extended internationally with partner airlines. Activity in each market will include:

- Dedicated Manchester e-blasts to airline contact databases
- Competitions to win a weekend break in Manchester
- Joint online banner advertising
- Print advertising in local media

Partner packages

Headline Sponsor:

The summer campaign has the opportunity to feature a maximum of two headline sponsors across all campaign activity, offering huge potential to reach new audiences. A bespoke package will be developed to suit the business needs of the headline sponsors.

Primary Sponsor:

- Full page advert within MCR magazine
- Featured within radio and print advertising
- Featured in a minimum of four emails to UK families and couples from within the North West for day visits
- Featured in a minimum of four emails to UK families and couples looking for shortbreaks from outside North West
- Featured in a minimum of two emails to international audiences in Ireland, Germany and the US
- Sponsor benefits and offers featured on the online interactive calendar
- Opportunity for additional, bespoke promotion of a special offer or event
- Listing within special offers – with at least four tweets promoting offers to Visit Manchester’s 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)
- Sponsors can supply a short video which will feature in a dedicated article
- Two postings on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- Two postings on the Visit Manchester Blog - 3,000 readers a month

Secondary Sponsor:

- Half page advert within MCR magazine
- Featured within print advertising
- Featured in a minimum of three emails to UK families and couples from within the North West for day visits
- Featured in a minimum of three emails to UK families and couples looking for shortbreaks from outside North West
- Sponsor benefits and offers featured on the online interactive calendar
- Listing within special offers - with at least four tweets promoting offers to Visit Manchester’s 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)

- Sponsors can supply a short video which will feature in a dedicated article
- Two postings on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- Two postings on the Visit Manchester Blog - 3,000 readers a month

Partner:

- Quarter page advert within MCR
- Featured in a minimum of two emails to UK families and couples from within the North West for day visits
- Featured in a minimum of two emails to UK families and couples looking for shortbreaks from outside North West
- Partner benefits featured on the online Christmas Calendar
- Listing within special offers – with at least two tweets promoting offers to Visit Manchester’s 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)
- Partners can supply a short video which will feature in a dedicated article
- One posting on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- One posting on the Visit Manchester Blog - 3,000 readers a month

Online Partner

- Featured in a minimum of one email to UK families and couples from within the North West for day visits
- Featured in a minimum of one email to UK families and couples looking for shortbreaks from outside North West
- Partner benefits featured on the online Christmas Calendar
- Listing within special offers - with at least one tweet promoting offers to Visit Manchester’s 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 4 weeks on rotation linking to external website)
- Partners can supply a short video which will feature in a dedicated article
- One posting on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- One posting on the Visit Manchester Blog - 3,000 readers a month

Booking form 2012

One campaign

Headline Sponsor

Primary Sponsor

Secondary Sponsor

Partner

Online Partner

Summer

On application ●

£5,000 +VAT ●

£1,550 +VAT ●

£750 +VAT ●

£400 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver’s Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Christmas Leisure Tourism Campaign

November/December 2012

Visit Manchester's leisure tourism marketing activity is delivered via a seasonal, multi-channel approach that drives the target audience to visitmanchester.com. In 2011, the website achieved more than 1.5 million unique visitors, with each of the seasonal campaigns attracting more than 200,000 visits to the specific campaign area of the site.

The 2012 Christmas campaign will build on the success of the 2011 activity, focused on Manchester's retail offer, highlighting the markets and key Christmas events and encouraging dispersal of visitors as well as increasing the frequency of visits.

Target Audience

The primary audiences for the Christmas campaign will be broken down into four strands of activity:

- ABC1 families and couples in the North West
- ABC1 families and couples in the North East, Yorkshire and Humberside
- ABC1 families and couples in London and the South East
- ABC1 families and couples in key international markets, including Ireland and Germany.

Campaign Activity and Reach

Print

- MCR Magazine, incorporating a Christmas calendar of activity
- 50,000 distributed to shortbreaks database, via a solus door drop, across the network of tourism information centres and through campaign partners.

Online

- Dedicated campaign area of the website with target visits of 250,000
- Interactive version of the calendar will be uploaded, including partner offers
- E-blasts to shortbreaks database of 150,000 contacts
- Additional online reach through adwords and banner adverts of 20,000,000

Outdoor

- 20m Deansgate building wrap, 6 sheet, 48 sheet and 96 sheet poster sites across the city and at key transport locations across the North West.
- Innovative use of digital screens and bespoke outdoor sites to support a daily 'reveal' for each calendar date.

TV

- 20 second adverts guaranteed to reach at least 75% of the 5.2million North West Granada audience, plus a short series of 2 second 'blips' to the entire Northern audience of over 13million

Press and PR

- Print advertising will support the campaign and PR activity will generate media coverage with an estimated AVE of more than £300,000

International activity

The campaign will be extended internationally with partner airlines. Activity in each market will include:

- Dedicated Manchester e-blasts to airline contact databases
- Competitions to win a weekend break in Manchester
- Joint online banner advertising
- Print advertising in local media

Partner packages

Headline Sponsor:

The Christmas campaign has the opportunity to feature a maximum of two headline sponsors across all campaign activity, offering huge potential to reach new audiences. A bespoke package will be developed to suit the business needs of the headline sponsors.

Primary Sponsor:

- Full page advert within MCR magazine
- Featured within TV and print advertising
- Featured in a minimum of four emails to UK families and couples from within the North West for day visits
- Featured in a minimum of four emails to UK families and couples looking for shortbreaks from outside North West
- Featured in a minimum of two emails to international audiences in Ireland, Germany and the US
- Sponsor benefits and offers featured on the online interactive calendar
- Opportunity for additional, bespoke promotion of a special offer or event
- Listing within special offers - with at least four tweets promoting offers to Visit Manchester's 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)
- Sponsors can supply a short video which will feature in a dedicated article
- Two postings on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- Two postings on the Visit Manchester Blog - 3,000 readers a month

Secondary Sponsor:

- Half page advert within MCR magazine
- Featured within print advertising
- Featured in a minimum of three emails to UK families and couples from within the North West for day visits
- Featured in a minimum of three emails to UK families and couples looking for shortbreaks from outside North West
- Sponsor benefits and offers featured on the online interactive calendar
- Listing within special offers - with at least four tweets promoting offers to Visit Manchester's 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)

- Sponsors can supply a short video which will feature in a dedicated article
- Two postings on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- Two postings on the Visit Manchester Blog - 3,000 readers a month

Partner:

- Quarter page advert within MCR
- Featured in a minimum of two emails to UK families and couples from within the North West for day visits
- Featured in a minimum of two emails to UK families and couples looking for shortbreaks from outside Northwest
- Partner benefits featured on the online Christmas Calendar
- Listing within special offers - with at least two tweets promoting offers to Visit Manchester's 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 6 weeks on rotation linking to external website)
- Partners can supply a short video which will feature in a dedicated article
- One posting on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- One posting on the Visit Manchester Blog - 3,000 readers a month

Online Partner

- Featured in a minimum of one email to UK families and couples from within the North West for day visits
- Featured in a minimum of one email to UK families and couples looking for shortbreaks from outside North West
- Partner benefits featured on the online Christmas Calendar
- Listing within special offers - with at least one tweet promoting offers to Visit Manchester's 9,000 followers on twitter
- Hotel and transport partners will receive one banner on visitmanchester.com (featured for 4 weeks on rotation linking to external website)
- Partners can supply a short video which will feature in a dedicated article
- One posting on the Visit Manchester and We Love MCR Facebook pages - 27,000 fans
- One posting on the Visit Manchester Blog - 3,000 readers a month

Booking form 2012

One campaign	Christmas	Summer & Christmas
Headline Sponsor	On application ●	On application ●
Primary Sponsor	£10,000 +VAT ●	£13,500 +VAT ●
Secondary Sponsor	£5,000 +VAT ●	£5,850 +VAT ●
Partner	£1,550 +VAT ●	£2,000 +VAT ●
Online Partner	£750 +VAT ●	£1,000 +VAT ●

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



MCR Magazine

Twice a year

MCR is Manchester's glossy destination magazine. It is published twice a year - in May and November.

The magazine is essential reading for those planning a short break to the city. It provides the visitor with an insight into what Manchester has to offer, including details of what to see and do, where to eat and drink, and of course, the accommodation options available.

This information is supported by one to one interviews and extended feature articles that provide the reader with informative, timely, inspiring and practical insights into the workings of the city.

The magazine benefits from the following distribution:

- Promoted to the UK and the carefully selected country markets around the world where Marketing Manchester and Visit Manchester undertake activity.
- Distributed at business and leisure tourism events and exhibitions around the world, including: World Travel Market, Confex, ITB and Destination Britain.
- Targeted marketing to UK short breaks database by selected geographical location

- Utilised at all Marketing Manchester press and travel trade familiarisation trips and overseas agent visits.
- Available in the Manchester Visitor Information Centre in Piccadilly Gardens, which welcomes 250,000 visitors through its doors every year, in the Visitor Information Centres network across the Northwest and in the Britain & London Visitor Centre.
- Online version of the magazine is also sent direct to over 100,000 email contacts in our global database.
- Individual copies of the magazine are also available for the public to order online at visitmanchester.com, which attracts over one million unique visitors a year.

Opportunity: Advertisement

Print run: 50,000 print run

Reach: 250,000

Target market: UK, European and international consumers, travel trade and press

Suitable for: Accommodation providers, attractions, retailers, bars and restaurants, transport and visitor service providers

Booking form 2012

One issue:	Cost	MCR9 (May)	MCR10 (November)
Full page	£1,500 +VAT	●	●
Half page	£900 +VAT	●	●
Quarter page	£575 +VAT	●	●
Two issues:	Cost	MCR9 & MCR10	
Full page	£2,700 +VAT	●	
Half page	£1,620 +VAT	●	
Quarter page	£1,035 +VAT	●	

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Screen advertising at the Manchester Visitor Information Centre

Ongoing

The Manchester Visitor Information Centre now attracts more than 250,000 visitors every year, and the internal screen allows you to showcase your product or service directly to them. An additional 600,000 people walk along Portland Street, past the external screen, every month.

On average, visitors to the centre spend over 15 minutes browsing the information on the media walls, on the touch screens and visitmanchester.com.

Your advertising will be on the screen for a minimum of 15 seconds, six times an hour. Adverts will be designed in house following a set template and can be changed four times a year to target specific markets or times of the year, or to follow your changing exhibitions or events.

Opportunity: Screen advertising

Reach: 250,000 walk in visitors a year and 600,000 passers by on Portland street each month

Target Audience: UK, European and international visitors

Suitable for: Accommodation, service and transport providers, attractions, retailers, bars and restaurants

Capacity: 40 advertisers per media wall

Booking form 2012

Participation fee:

Internal screen or external screen for:

12 months

6 months

3 months

Cost:

£1,200 +VAT

£650 +VAT

£375 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



visitmanchester.com Advertising

Annually

Visitmanchester.com is the official tourism website for Greater Manchester and is the most visited destination website in the North West. It currently attracts more than one and a half million visitors a year.

The site offers a range of opportunities to showcase your product to thousands of visitors via banner advertisements, sponsored listings or specific highlights.

Opportunity: Web banner/carousel/highlight pod or listing for a minimum of three months

Reach: 1.5 million unique visitors annually

Target Audience: UK, European and international business and leisure visitors

Suitable for: Accommodation, service and transport providers, attractions, retailers, bars and restaurants

Booking form 2012

Participation fee:

Home page is £10 per thousand impressions*

Other page is £8 per thousand impressions*

*The number of impressions may vary and the cost will therefore vary accordingly.

A review of the number of impressions will be done every three months.

Home page:

Web Banner (Currently generating 35,000 impressions a month)

400,000 impressions £4,000 +VAT ●

200,000 impressions £2,000 +VAT ●

100,000 impressions £1,000 +VAT ●

Discover page:

Carousel on main page (Currently generating 15,000 impressions a month)

200,000 impressions £1,600 +VAT ●

100,000 impressions £800 +VAT ●

50,000 impressions £400 +VAT ●

Carousel on category page (Currently generating 8,500 impressions a month)

100,000 impressions £800 +VAT ●

50,000 impressions £400 +VAT ●

25,000 impressions £200 +VAT ●

Highlight Pod on category page (Currently generating 15,000 impressions a month)

50,000 impressions £400 +VAT ●

Sponsored listing on subcategory page

12 months £1,200 +VAT

6 months £600 +VAT

3 months £300 +VAT

Stay page:

Highlight Pod on Stay Page (Currently generates 7,500 impressions a month)

22,500 impressions £180 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.

New



Where to Stay and Celebrate Guide

March 2012

Visit Manchester has expanded the promotional activity undertaken to showcase the city region's accommodation offer, by integrating it into a wider campaign that adds a focus on where to celebrate. Targeted at potential visitors who are considering a short break or looking for the ideal location and venue for a special event, whether that's a birthday celebration, an anniversary.

The campaign is centred on a reinvented version of the established Where to Stay Guide, providing the official guide to accommodation in Greater Manchester. In total, 25,000 copies are distributed annually, both throughout the UK via the tourist information network, and internationally via events and exhibitions and through airline partnership activity.

In addition to the printed guide, partners in the campaign will feature in an updated area of visitmanchester.com that showcases the best places to stay and to celebrate. The online content will be promoted virally and through the use of both adwords and banner advertising.

Opportunity: Colour listing in the guide with image or advertisement, plus inclusion in the online campaign content.

Guide print run: 25,000

Target Audience: UK, European and International visitors

Suitable for: Accommodation providers, venues, bars and restaurants

Booking form 2012

Participation fee:	Cost:	
Listings:		
1-2 bedrooms	£87.50 +VAT	●
3-5 bedrooms	£110 +VAT	●
6-16 bedrooms	£160 +VAT	●
17-25 bedrooms	£215 +VAT	●
26-55 bedrooms	£300 +VAT	●
56-100 bedrooms	£410 +VAT	●
101-200 bedrooms	£525 +VAT	●
201+ bedrooms	£640 +VAT	●
Advertisement:		
Inside back cover	£1,650 +VAT	●
Full page advert	£1,500 +VAT	●
Half page	£800 +VAT	●
Quarter page	£450 +VAT	●

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

Please return this booking form to: Marketing Manchester, Commercial Team, Carver's Warehouse, 77 Dale Street, Manchester M1 2HG or fax it to 0161 228 2960.



Visitor Map

August 2012

The free city map is an ideal opportunity to target national and international leisure and corporate visitors. The main visitor map is distributed in hard copy at the Manchester Visitor Information Centre, throughout a network of Greater Manchester hotels and attractions, and at major cultural and sporting events, and in reply to visitor enquiries via email and phone.

The map is also made available online in a high res pdf format, via visitmanchester.com. The inside of the map features an updated profile of the city centre, and the reverse showcases the wider city region.

Opportunity: Individual advertisement panels are available on the city centre and Greater Manchester sides of both maps, as well as full sponsorship.

Print run: Minimum print run of 180,000

Target Audience: UK, European and International visitors

Suitable for: Accommodation and transport providers, attractions, retail outlets, bars and restaurants

Booking form 2012

Participation fee:	Cost:
Main Visitor Map:	£8,000 +VAT
Sponsorship	
Advertisement panel	£2,500 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

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Group Travel Campaign 2013

February 2013

Manchester and the city region is an established group travel destination. The campaign objective for 2012/13 is to increase the number of group visits and encourage longer stays.

Featuring in the campaign will promote your accommodation or attraction to group travel organisers who are looking for partners to include in their travel offering for Manchester and the city region.

The programme of group activity in 2012/13 will include:

- Print - a group travel guide brochure, distributed via key trade events and within group travel publications via reader reply postcards
- Great Days Out - the guide will also incorporate the show guide for Great Days Out, with the opportunity for exhibitors to sponsor the pull out section
- FAM Visits - for key Group Travel Organisers to enable them to experience Manchester city-region product for themselves
- Advertising - in targeted group press such as The Pass, Group Travel Organiser, Coach Monthly and Group Leisure

- Events and Exhibitions - Great Days Out, Group Travel Roadshow, UK Coach Awards, Best of Britain and Ireland
- ECRM - quarterly e-newsletters to Visit Manchester's database and targeted e-blasts from group specialist media databases,
- Regular content on dedicated groups pages of visitmanchester.com and travel trade pages

Opportunity: Listing and coverage in the printed and digital editions of the Manchester Group Travel Guide.

Profile as a group friendly attraction/venue on both the travel trade and groups pages of visitmanchester.com

Inclusion in themed itineraries sent to group tour operators

Guide print run: 16,000 (2,000 including Great Days Out Show guide)

Target Audience: Group travel organisers

Suitable for: Accommodation and transport providers, attractions, retail outlets, bars and restaurants

Booking form 2012

Participation fee:	Cost:	
Outside back cover	£2,100 +VAT	●
Cover inside front	£1,950 +VAT	●
Cover inside back	£1,900 +VAT	●
Full page advert	£1,850 +VAT	●
Third page listing	£675 +VAT	●
Great Days Out Show guide	£ on request	●

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

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Manchester Tourism Awards 2012

September 2012

The Manchester Tourism Awards recognise and reward high levels of quality and outstanding contributions to tourism. The awards showcase the very best of Manchester's tourism offer and are an excellent incentive to all to continue to raise industry standards. There is a wide range of categories that any tourism business based in Greater Manchester can enter. All entries go through a rigorous, independent judging process before the winners are announced at the awards ceremony.

In 2011, the Manchester Tourism Awards format was changed to a lunch event, which was highly successful. In 2012 we intend to continue with this format and expect to see over 400 tourism professionals from more than 350 of the city region's foremost hotels, attractions, conference venues, bars and restaurants, as well as high profile partners and the media, joined together to network, meet old friends and make new business contacts.

Following a welcome drinks reception, guests will enjoy a splendid three course meal before settling back to hear who the winners

are for 2012. Even if you haven't entered the awards, the event is a great opportunity to socialise and reward your employees for their hard work and dedication.

Sponsorship packages are also available giving you the opportunity to showcase your product/service to the Manchester tourism industry.

Opportunity: Attendance at the event or sponsorship of an award

Date: September 2012

Sponsorship package includes:

- 4 tickets to the lunch
- Branding opportunities pre and during the event
- Chance to present the award you are sponsoring
- Access to attendees database
- Additional PR activity

Booking form 2012

Gala Dinner:	Cost:
Individual ticket (Maximum of 4 per organisation)	
1 ticket	£45 +VAT
2 ticket	£90 +VAT
3 ticket	£135 +VAT
4 ticket	£180 +VAT
Sponsorship opportunity	£1,250 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

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Labour Party Annual Conference 2012

September 2012

As part of Marketing Manchester's annual programme of activity to showcase the city at a variety of events and exhibitions, we will be developing a co-ordinated presence at the 2012 Labour Party Annual Conference.

**Labour Party Conference, Manchester Central
Sunday 30 September to Wednesday 4 October 2012**

This high profile event is guaranteed to capture the attention of national and international politicians, media and business leaders. The conference offers a significant opportunity to raise the profile of your business and provoke a debate with the leading politicians, think tanks and policy makers.

Marketing Manchester will host:

Welcome Civic Reception

Sunday 30 September
Manchester Town Hall

Media Reception

Sunday 30 September
Venue TBC

Fringe event

Monday 1 October
Venue TBC

This is an opportunity for business to support Manchester in highlighting the strength of the city to the shadow cabinet, and to showcase the areas of priority that the private sector believes will be of most importance to our economic development going forwards.

Opportunity:

- Stand presence at the Labour Party Annual Conference 2012
- Inclusion in stand literature
- Key messages incorporated into the stand design
- 2 delegate passes
- 2 invitations to the Manchester Civic reception
- 2 invitations to the Manchester Media reception
- Speaker opportunities at the Manchester fringe event and partner events

Booking form 2012

Participation fee:

Partner

Cost:

£2,000 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

Invoice address: _____

Postcode: _____

Signature: _____

Date: _____

Purchase order no: _____

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New



UAE Showcase

October 2012

The World Route Development Forum taking place in Abu Dhabi between the 30th of September and the 2nd of October 2012 provides a unique opportunity for Manchester to create a cross-sector Manchester showcase in a priority target market.

Utilising the conference as a catalyst, Marketing Manchester will deliver a series of fringe activity whilst key players are in market. Events will include:

- Inward investment focused event, incorporating both a workshop and an evening reception, profiling Manchester as a business destination and highlighting opportunities for trade and investment.
- Leisure tourism event, delivered in partnership with Etihad, focusing on the high-end tourism offer within Manchester and the opportunities for dual city breaks flying in to Manchester and out of London or Paris and vice versa.
 - Shopping mall activity - This evening event will take place in one of Abu Dhabi's high end shopping malls, with a footfall of more than 7,000 people each night.

- Travel trade activity - This will be an opportunity for partners to meet directly with travel trade agents and build relationships.
- Business Tourism event in partnership with the Abu Dhabi Tourism Authority and the Abu Dhabi National Exhibitions Company, this focused round table event will explore opportunities for the two cities to work together to attract international events and exhibitions.
- Cultural event, delivered in partnership with the Manchester International Festival, celebrating the co-commissioning relationship between Manchester and Abu Dhabi, this invitation only evening reception will target Etihad gold card members (approx. 150) and provide networking opportunities for Manchester partners. All partners will receive two places at the event.

Opportunity: Headline sponsor opportunity as well as partner opportunities at each of the events.

Supporting collateral: collateral will be created in support of each event in both English and Arabic

Target Audience: Potential investors, business and leisure visitors

Booking form 2012

Participation fee:	Cost:
Inward Investment Event (Maximum of 10 partners)	£1,000 +VAT
Leisure Tourism Event (Maximum of 5 partners)	£1,500 +VAT
Business Tourism Event (Maximum of 3 partners)	£2,000 +VAT

Contact details

Company name: _____

Contact name: _____

Job title: _____

Telephone: _____

Email: _____

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Signature: _____

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