



Discover America and Brand USA invites you to a very special event in cooperation with Denmark's largest travel magazine, Vagabond REJS

Event: Quality Travel Fair 2013

Dates: Friday 18th, Saturday 19th and Sunday 20th of October 2013

Venue: Øksnehallen, Copenhagen's most exclusive fairground, provides an aesthetical and beautiful setting for the Quality Travel Fair downtown Copenhagen.

Number of visitors: 12 – 15.000

Segment: + 45 years, high educations, high income, travels 4 to 6 times per year.

Two forms of Participation:

- A. Your brochures in "the newspaper stand" - Price 250 USD*
- B. Your brochures in "the newspaper stand" and your own high coffee table - Price 500 USD*

Concept: Vagabond builds a USA lounge to the right of the main entrance.

The lounge will be framed by large banners with U.S. motives, which sends a clear message that the visitors are now in the United States. At every entrance to the lounge we will hang logo banners with the name "Discover America, Brand USA" at the top and exhibiting names in alphabetical order.

For those who want solution "A", we will build a newspaper stand where their brochures will be located. The newspaper stand will be illustrated with a large banner as a backdrop, with a photo of a newsstand, and built up with a series of magazine racks.

In front of the newspaper stand we will build a lounge area inspired by the US.

We will place high coffee tables in the lounge area, where the participants wishing solution "B" can talk to the guests. Those who choose option "B" can bring a roll up, and also place their brochures in the newspaper stand.

*All prices are without 25% local VAT.

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