

*the*  
**SOCIAL  
TRAVEL  
SUMMIT**

BY IAMBASSADOR AND  
REISEBLOGGER KOLLEKTIV

FROM

4/15/2014

TO

4/16/2014

IN LEIPZIG, GERMANY

BY INVITATION ONLY.

- TOP ONLINE TRAVEL INFLUENCERS FROM AROUND THE WORLD.
- KEY TRAVEL INDUSTRY DECISION-MAKERS.

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## ABOUT THE SUMMIT



**YOUR UNIQUE OPPORTUNITY TO MEET 50 TOP TRAVEL BLOGGERS  
WITH REAL ONLINE INFLUENCE FROM AROUND THE WORLD.**

### **The Social Travel Summit offers:**

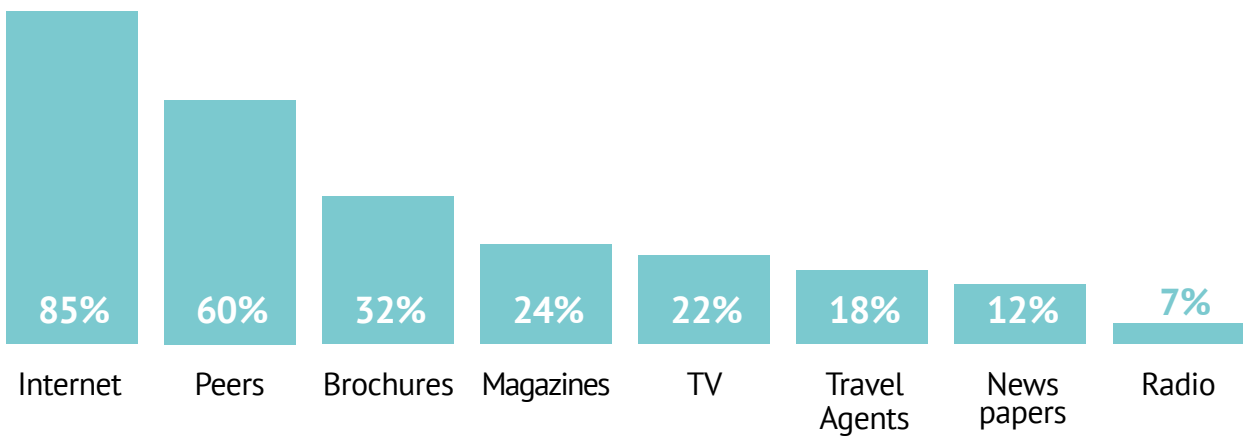
- Exclusive access to 50 top bloggers from around the world. Each has been individually vetted, selected and specially invited
- A structured forum in which to address the challenges facing the travel industry and blogger partnerships
- A casual atmosphere in which to network and brainstorm with both bloggers and key travel industry decision-makers
- Travel blogging and social media seminars and workshops to explore current best practices and innovative forms of collaboration
- Expert speakers covering a variety of social media, blogging and marketing topics.

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ABOUT THE SUMMIT



## THE INTERNET IS THE LEADING SOURCE FOR TRAVEL PLANNING INFO



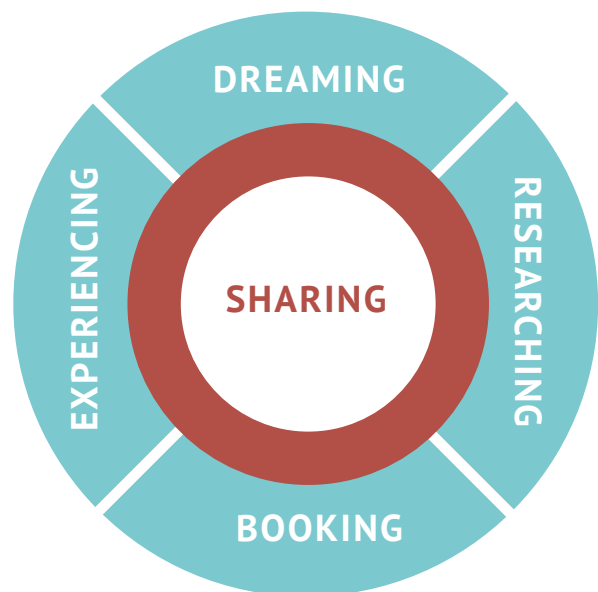
## % OF TRAVELLERS WHO USE THIS SOURCE FOR TRAVEL PLANNING INFO

Source: Google

## THE FIVE STAGES OF TRAVEL

The Online Customer Journey for Travel

Source: Google



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## ABOUT THE SUMMIT



### **WORK WITH TRAVEL INFLUENCERS AND BRAND AMBASSADORS TO GENERATE AWARENESS AND INTEREST IN WHAT YOU HAVE TO OFFER.**

Travel bloggers and other social media influencers are perfectly positioned to impact the online customer journey as they:

- Share personal experiences that inspire travel
- Create appealing multi-media online content that has a long shelf-life and is searchable, making it ideal for research purposes
- Interact directly with their readers through their blogs and social media
- Combine a trusted voice with proven expertise in their niches
- Share their recommendations based on personal experience

The Social Travel Summit offers you the ideal opportunity to meet some of the top travel bloggers and social media influencers in a casual setting. In addition to keynotes by expert speakers, you will be invited to participate in brainstorming sessions with the bloggers and other industry decision-makers, the result of which could potentially shape the future of travel blogging. Sponsors enjoy exclusive one-to-one access to the bloggers.

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## ABOUT THE SUMMIT



### WHAT'S IT ALL ABOUT?

The Travel Blogging Summit will bring the best international travel bloggers together with industry representatives to exchange expertise, experience and ideas, develop innovative strategies and tactics and build new sustainable relationships.

The first Travel Blogging Summit will take place in Leipzig, Germany in April 2014. A select group of approximately 50 top professional travel bloggers, each of whom will receive a personal invitation from the committee, will meet with a limited number of industry counterparts (tourism boards, pr agencies, hotels, etc.) for a two day summit. Invited bloggers will be from key markets in Europe and North America, as well as new markets such as China, Brazil and South Africa. It will also be possible for bloggers to apply for an invitation.

There will be sessions for the bloggers by speakers who can help advanced travel bloggers evolve and move their business forward. While the bloggers sessions are taking place the industry will attend presentations and interactive sessions held by members of the iambassador and Reiseblogger Kollektiv networks.

Bloggers and industry delegates will also have a chance to meet and explore the challenges of social marketing and develop solutions during facilitated sessions at the summit and, informally, at networking events in the evenings. Designed especially for international bloggers, several blog trips within Germany will take place right after the summit. Similar blog trips organized by iambassador have reached an AVE up to € 3.000.000. See case studies [here](#) for more details.

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## PACKAGES AND PRICES

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### PREMIUM SPONSOR

€ 10,000 with 4 sponsors

#### VALUE/EXPOSURE

- 5 - 10 min presentation on a blogger collaboration project
- Sponsor table in prime position
- Premier placement of logo on web, print & event information
- Guest post (one before & one after the event, each must be approved) on Summit blog. Guest post promotion via newsletter including logo
- Option to host official party with branding (together with the other Premium sponsors)\*
- Gift bag (2 items)\*
- 2 delegate passes (value: € 1300)
- Exclusive one on one consultancy by iambassador or RBK
- Club Lounge access for private meetings, breakfasts and snacks
- First right of refusal for this sponsorship in future summits
- Logo placement on White Paper including company profile and link

Individual add ons are possible.

\* Planning and actual costs are the responsibility of sponsor, and direct-billed by venue, if applicable

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## PACKAGES AND PRICES



### PLATINUM SPONSOR

€ 7.000

#### VALUE/EXPOSURE

- Logo placement on web, print & event information
- Gift bag (2 items)
- 2 attendees (value: € 1300)
- Guest post (one before & one after the event, each must be approved) on Summit blog. Guest post promotion via newsletter including logo
- First right of refusal for this sponsorship in future summits
- Logo placement on White Paper including company profile and link

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## PACKAGES AND PRICES



### GOLD SPONSOR

€ 5.000

#### VALUE/EXPOSURE

- logo placement on web, print & event information
- Gift bag (1 item)
- 2 attendees (value: € 1300)
- First right of refusal for this sponsorship in future summits
- Logo placement on White Paper including company profile and link

### AIRLINE SPONSOR

- Sponsoring flights to/from Germany

#### VALUE/EXPOSURE

- Logo placement on web, print & event information
- Tickets for attendee according to the sponsorship (tbd)
- First right of refusal for this sponsorship in future summits



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## RESUMEE AND CONTACT



### RESUMEE

The Social Travel Summit Leipzig 2014 is a great opportunity for both the travel industry and travel bloggers to connect, learn from each other, build up relationships and grow their influence in the online travel world.

Being an exclusive event with presentations and workshops by thought leaders in the travel blogging and social media industry, it will stand out from other travel blogging conferences.

### CONTACT

For queries, please send an email to [info@thesocialtravelsummit.com](mailto:info@thesocialtravelsummit.com)

More info:

[www.thesocialtravelsummit.com](http://www.thesocialtravelsummit.com)