



20-22 APRIL 2015

IN HAMBURG, GERMANY

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ABOUT THE SUMMIT



the
**SOCIAL
TRAVEL
SUMMIT**

YOUR UNIQUE OPPORTUNITY TO MEET 50 OF THE WORLD'S MOST INFLUENTIAL TRAVEL BLOGGERS.

The Social Travel Summit offers you:

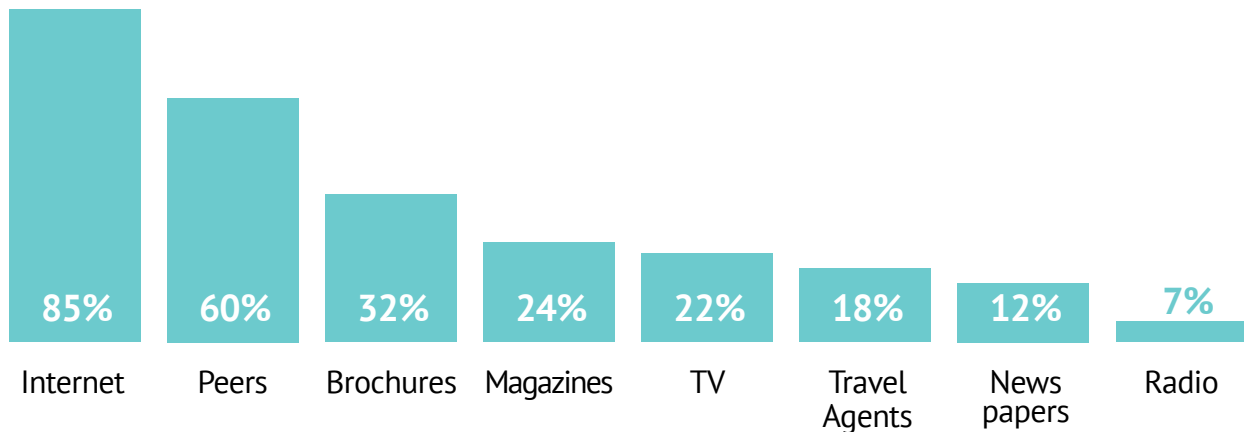
- Exclusive access to 50 top bloggers from around the world. Each has been individually vetted, selected and invited to share their knowledge and skills.
- A structured forum in which to address the the future of the travel industry and blogger partnerships.
- A relaxed atmosphere in which to network and brainstorm with both bloggers and key travel industry decision-makers
- 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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THE INTERNET IS THE LEADING SOURCE FOR TRAVEL PLANNING INFO



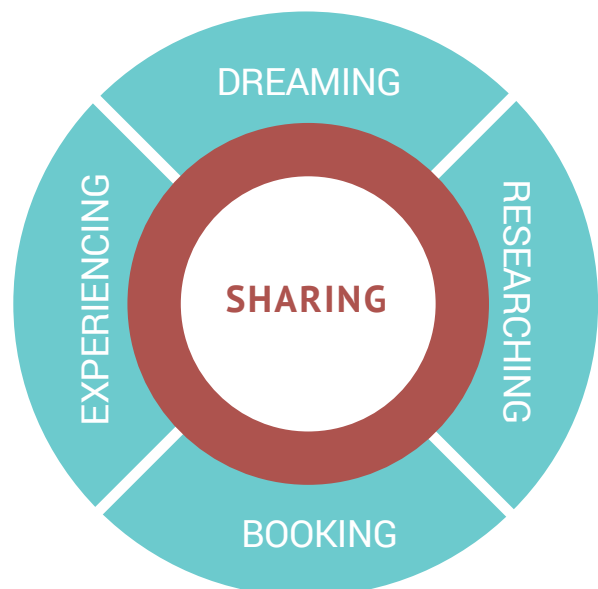
% OF TRAVELLERS WHO USE THIS SOURCE FOR TRAVEL PLANNING INFO

Source: Google

THE FIVE STAGES OF TRAVEL

The Online Customer Journey for Travel

Source: Google



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THIS IS YOUR OPPORTUNITY TO CONNECT WITH TRAVEL INFLUENCERS AND BRAND AMBASSADORS WHO ARE ABLE TO GENERATE AWARENESS AND INTEREST IN YOUR MESSAGE.

Travel bloggers and social media influencers impact the online customer journey by:

- Share personal experiences which inspire travel
- Creating multi-media online content that is searchable for years to come.
- Interacting directly with their readers through their blogs and social media.
- Combining a trusted voice with proven expertise in their niches.
- Offering their recommendations based on personal experience.

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WHAT'S IT ALL ABOUT?

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

The first Social Travel Summit took place in Leipzig, Germany in April 2014 and was a highly successful event, attended by over 60 professionals from the travel industry and by 50 of the world's best travel bloggers, all personally invited because of their niche, reach and reputation.

In addition to a number of presentations, workshops and panel discussions, the Social Travel Summit was where a number of key collaborations began and it also resulted in the publishing of the first STS Think Tank report.

The #STSLeipzig hashtag was a trending topic on Twitter on both days of the Summit, generating more than 80 million opportunities-to-see and reaching in excess of 4 million accounts. In addition, more than 50 blog posts were published about the Summit and the destination Germany.

The Social Travel Summit in Hamburg 2015 seeks to build on this success.

Again hosted by members of the iambassador, Reiseblogger Kollektiv and Traveldudes networks, and supported by the German National Tourist Board and Hamburg Tourism, there will be a number of sessions for bloggers, workshops for travel industry professionals and interactive presentations for everyone to benefit from. Bloggers and industry delegates will also have a chance to explore together the challenges of online publishing and develop solutions during facilitated sessions at the Summit and, informally, at networking events in the evenings. Our aim is to keep the Summit small (less than 150 delegates) to ensure a casual atmosphere that is conducive to learning, sharing ideas and networking.

We hope to see you there with us!

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PREMIUM SPONSOR

FOR 10.000€ PREMIUM SPONSORS BENEFIT FROM:

- Hosting your own 5-10 min presentation about a blogger collaboration project OR participation in a 45 min panel discussion.
- Prime position for your sponsor table.
- Premier placement of your logo on all web, print & event information.
- Two feature guest posts on STS' blog.
- Guest post promotion via the STS newsletter, including your logo.
- Option to host official party with branding (together with the other Premium sponsors).
- Three delegate passes (value of €1950).
- Inclusion in gift bag (two items) distributed to all attendees.
- Exclusive one-on-one consultancy by iambassador or RBK.
- Opportunity to have private meetings with selected bloggers.
- First right of refusal for Premium Sponsorship of future Summits.
- Logo placement on STS Think Tank report, including company profile and link.

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PLATINUM SPONSOR

FOR €7.000 PLATINUM SPONSORS BENEFIT FROM:

- Logo placement on all web, print & event information.
- Inclusion in gift bag (two items) distributed to all attendees.
- Two attendee tickets (value of €1300).
- A feature guest post on STS' blog.
- Guest post promotion via the STS newsletter, including your logo.
- First right of refusal for Platinum Sponsorship of future Summits.
- Logo placement on STS Think Tank report, including company profile and link.

GOLD SPONSOR

FOR €5.000 GOLD SPONSORS BENEFIT FROM

- Logo placement on all web, print & event information.
- Inclusion in gift bag (one item) distributed to all attendees.
- Two attendee tickets (value of €1300).
- First right of refusal for Gold Sponsorship of future Summits.
- Logo placement on STS Think Tank report, including company profile and link.

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PRINCIPAL AIRLINE SPONSOR

THE PRINCIPAL AIRLINE SPONSOR WILL SPONSOR FLIGHTS TO/FROM GERMANY (WORTH MORE THAN €5.000). THEY WILL BENEFIT FROM:

- Logo placement on all web, print & event information.
- Guest post or participation in panel discussion.
- Two attendee tickets (to be increased to three tickets if the value of flights exceeds €10,000).
- Inclusion in gift bag (two items) distributed to all attendees.
- First right of refusal for Principal Airline Sponsorship of future Summits.
- Logo placement on STS Think Tank report, including company profile and link.

AIRLINE SPONSOR

THE AIRLINE SPONSOR WILL SPONSOR FLIGHTS TO/FROM GERMANY (WORTH €5.000). THEY WILL BENEFIT FROM:

- Logo placement on all web, print & event information
- Two attendee tickets.
- Inclusion in gift bag (two items) distributed to all attendees.
- First right of refusal for Airline Sponsor of future Summits.
- Logo placement on STS Think Tank report, including company profile and link.

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RESUMEE AND CONTACT



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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

More info:
www.thesocialtravelsummit.com