



New Exhibitor Attendee Guide

Brand USA Travel Week U.K. & Europe brings together U.S. Exhibitors and U.K. & European buyers at London's County Hall to discuss trends, challenges, innovations, and opportunities to drive future visitation to the United States.

Below are details on what to expect when you join us in London this October. If you have any questions, please contact your Brand USA representative or email info@TheBrandUSA.com.

Your Exhibitor Table

- **Travel Week Exhibitors:**
 - Table Dimension: 60cm x 130cm
 - 2 Chairs on for exhibitors, 2 chairs for buyers
- **Media Forum Exhibitors:**
 - Table Dimension: 80cm x 80cm inches
 - 1 chair for exhibitors, 1 chair for media

Additionally, all tables include:

- Signage showcasing your branding and imagery (assets and logos provided by you)
- 1 U.K. power outlet (remember to bring your travel adapters)
- Event Wifi

Table Collateral

Collateral for your table must be able to fit entirely on your table - brochures, business cards, pens etc. **We cannot permit any collateral that cannot fit on your table or banners/additional branding.**

Our Recommendation: Pamphlets and brochures may be useful, but remember that people have to carry them and take items home. Consider bringing a sign with a QR code or something similar so they can quickly access your content online.

Shipping your Collateral

Your collateral can be sent to the following address, to arrive no earlier than Friday, October 18, 2024.

*FAO Gemma Robbins
Brand USA Travel Week
etc.venues County Hall
Belvedere Road
London SE1 7GP
United Kingdom*

Please label the outside of your package with the organization you represent. If you will be shipping any assets, please advise us on the email address above so that we know to look out for them. Items shipped to the above address will be left on your table for your arrival.

Attendee Requirements

Travel Week

Primary delegates must be U.S. based and attend the full week. The secondary delegate may include U.K. and European-based representatives. If you share a table with another destination, both delegates must be U.S. based and attend the full week. During Travel Week, we cannot allow substitutions.

Media Forum

Only one delegate who must be U.S.-based and attend the entire event.

Daily Schedule

MONDAY: Travel Week and Media Forum exhibitor-focused programming:

- Educational sessions including market updates, a tour operator panel, exclusive insights from Brand USA, and a keynote speech
- Evening networking event

TUESDAY - THURSDAY:

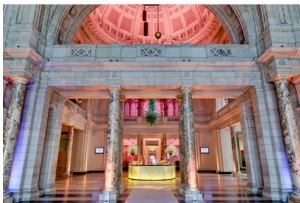
- Networking breakfast
- Seven one-to-one appointment slots
- Enrichment Sessions
- Lunch
- Eight one-to-one appointment slots
- Evening networking event

During each enrichment timeslot Tue-Thu, attendees may choose between two concurrent enrichment sessions with topics ranging from AI, to consumer trends, to aviation, to diversity in storytelling.

Evening Networking Events

- **MONDAY:** The Victoria & Albert (V&A) Museum
 - Your first opportunity to meet with our buyers and media
- **TUESDAY:** Reception at County Hall and an opportunity to attend a West End Show
 - Exhibitor organizations may host their own event on Tuesday evening *only*
- **WEDNESDAY:** Sky Garden
- **THURSDAY:** Farewell reception at County Hall

Note: Exhibitors are requested to not arrange any private events on Monday, Wednesday or Thursday evenings. If organizing an event Tuesday evening, please notify Brand USA with details (info@thebrandusa.com).



Important Dates

- **SEPTEMBER 9** - Travel Week appointment preferencing opens through www.brandusaglobalmarketplace.com
- **SEPTEMBER 25** - Media Forum appointment preferencing opens through www.brandusaglobalmarketplace.com
- **SEPTEMBER 27** - Travel Week appointment preferencing closes
- **OCTOBER 1** - Media Forum appointment preferencing closes
- **OCTOBER 3** - Travel Week exhibitor orientation / Media Forum exhibitor orientation
- **OCTOBER 8** - Travel Week exhibitor orientation / Media Forum exhibitor orientation (repeat session in case your are unable to attend the week prior)
- **OCTOBER 9** - Travel Week and Media Forum schedules released and top-up opens
- **OCTOBER 21 - 23** - Brand USA Media Forum U.K. & Europe 2024
- **OCTOBER 21 - 24** - Brand USA Travel Week U.K. & Europe 2024

For more information, please visit: <https://www.thebrandusa.com/travelweek>

Attire

- For all Travel Week events, attire is business casual.

General Travel Tips

- The best way to get from London Heathrow Airport or London Gatwick Airport to London is via the Heathrow Express or Gatwick Express. You can pre-book these online before you travel.
- There are taxis and Uber in London. Most taxis take credit cards. Look for the Visa/Mastercard sign on the taxi.
- Contactless payment is widely used. Use a credit card that does NOT charge for international transactions.
- You can use your iPhone to pay for the London Underground (called The Tube). Make sure you have turned on Express Transit in your Wallet.