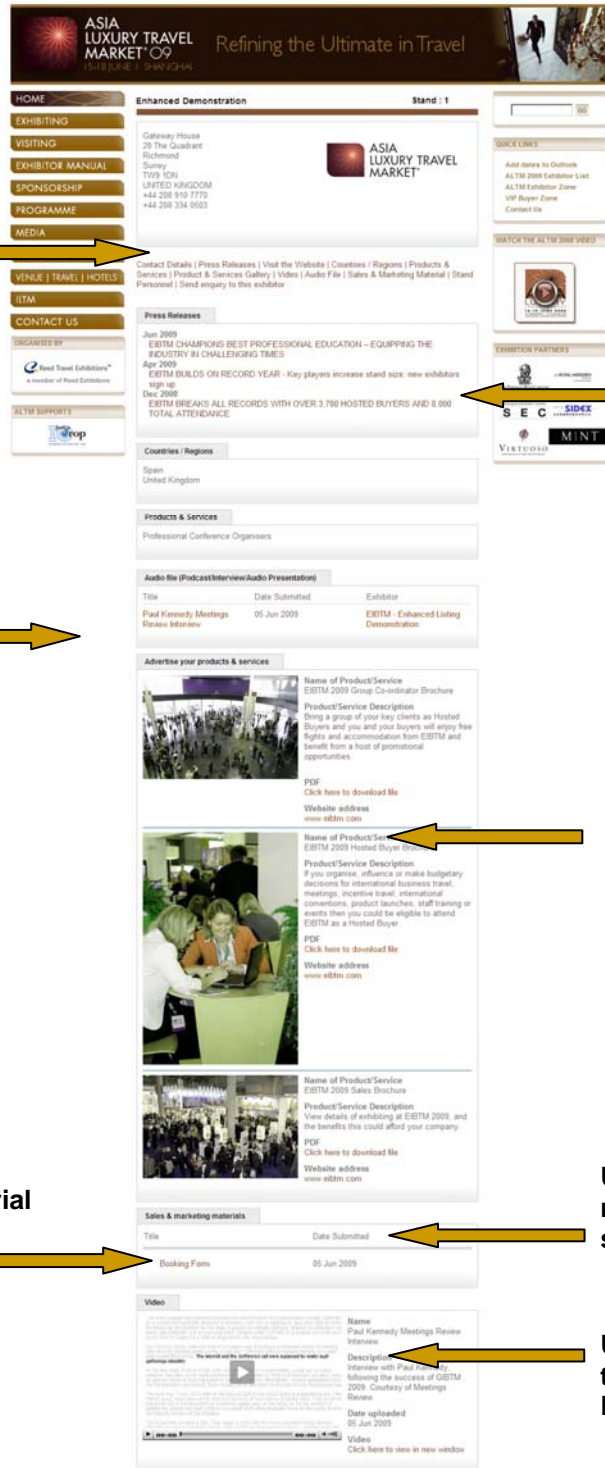


EDGE OUT THE COMPETITION NOW AND RAISE YOUR COMPANY'S PROFILE TO REACH THE WIDER AUDIENCE OF THE LUXURY TRAVEL MARKET

The ALTM website is an interactive and versatile platform, serving and influencing the luxury travel industry. An **Enhanced Directory** on the ALTM website now provides you with a great new platform to showcase your products and services. In addition to ALTM VIP Buyers, the Enhanced Directory will be **viewed by key industry figureheads, luxury travel buyers not attending ALTM, international media** and more.

Key Benefits of an Enhanced Directory on www.altm.com.cn



Your company description will be displayed. You can also add your company logo

Add up to 5 press releases to your Enhanced Directory. These can be updated as often as you like

Upload up to 3 audio files (mp3)

Showcase up to 4 products and services using images and descriptions

Upload marketing material or case studies

Upload sales material to your Enhanced Directory

Upload up to 3 videos to your Enhanced Directory

The new Enhanced Directory now offers you the following opportunities:

Feature	Benefit	Explanation
Add up to 4 Product Descriptions	An opportunity for you to upload information about the key products and services you offer to the luxury travel industry	Speak directly to the wider luxury travel market - this facility allows you to add up to 4 images, short descriptions and hyperlinks of key products and/or services, effectively showcasing the products and services you offer
Generate hits through the 'Exhibitor Search' function	Visitors to the ALTM Online Exhibitor Directory are now able to search for exhibitors by specific products and services, as well as region, using the Product Category facility. Link all your uploaded material to a product category and increase your visibility to website visitors	By assigning "Product Categories" you will be returned in any relevant searches made by ALTM website visitors, including buyers and press
Upload a PDF Brochure	Help the luxury travel trade get a better understanding of your company activities or philosophies by uploading PDF brochures that will increase their interest in your products and/or services	PDF brochures allow you to highlight the special offers and rates aimed at the luxury travel trade and media who visit the ALTM website
Add the latest Press Releases	An opportunity to reach the wider luxury travel press for no additional cost; and provide additional company information to visitors to the ALTM website	You can now upload up to 5 press releases at one time to your Enhanced Directory. These press releases will also appear in the Press pages of the ALTM website. You can update these press releases as often as you like
Add Audio / Video content	Engage with top luxury travel buyers and press by uploading video and audio files to the ALTM website	Upload up to 3 video and 3 audio files to your Enhanced Directory. It has been said that Internet users remember only 20% of what they read while remembering an amazing 70% of what they hear. There is no better way to speak directly to the luxury travel buyer and media universe
Get direct contact via an ALTM inbox	An opportunity for VIP Buyers and visitors to the ALTM website to email you directly with queries via the Online Exhibitor Directory	An online email inbox allows you to have the closest contact with your audience. All emails sit in an inbox in the Exhibitor Zone and you will get an email alert when new emails have been sent to you. This email alert is sent to an address you have specified.
Link to sales material / marketing material	Make sure that the industry is kept informed about your latest initiatives and offers by uploading your sales and marketing material to the ALTM website	Uploading Sales and Marketing material is your opportunity to stand out from the competition. PDF brochures, rate cards, presentations and case studies give prospective buyers and press more insight into your brand and services

PLEASE NOTE: Without an Enhanced Directory your company name and stand number will be displayed on the Online Exhibitor Directory but website visitors will not be able to click through to access further information about your company, products and services.

The cost of the Enhanced Directory is only \$250 per company. To discuss an Enhanced Directory on the ALTM website contact:

Neda Radulovic on +44 (0) 20 8910 7917 or email either neda.radulovic@reedexpo.co.uk or altmteam@reedexpo.co.uk to discuss this opportunity further.