



# INTERNATIONAL TRAVEL, TREK & TOURISM FAIR

Le Grand Bivouac

LE  
GRAND  
BIVOUAC

INTERNATIONAL TRAVEL  
TREK & TOURISM FAIR  
ALBERTVILLE - SAVOIE - FRANCE

15  
AU  
18  
OCT.  
2020





# A resolutely human Travel, Trek and Tourism Fair

## Exhibit at the Travel, Trek and Tourism Fair Le Grand Bivouac for

- Meet and welcome audiences of ultra-targeted festival-goers, trekkers and travellers, curious, eager to get to know, consider future getaways and equip themselves
- Develop its economic activity and its project within a project resolutely turned towards the human, relations with the Other and these Worlds «open to all». You are major actors.
- Maintain your contact book, review your previous clients (they are numerous!), expand your reach and increase your network
- Publicize your banner, brand and reputation
- Introduce innovations, new projects and destinations
- Meet with tourism and travel stakeholders, exchange with colleagues, partners and the network of experts, professional organizations and journalists present at the festival

## Exhibitors

The Travel and Equipment Expo is designed for travel and tourism professionals. These include:

- regional, national and international tourism offices and country and destination representatives
- hiking networks
- tour operators, trekking and general or specialized travel agencies
- fair, responsible, supportive and/or sustainable tourism actors, networks and labels
- tourism and travel institutions
- actors of mountain tourism : agencies, tourism offices, networks, promoters, ...
- specialized press, bloggers and influencers

equipment manufacturers specialized in trekking, hiking, outdoor, survival, new technologies developed in the field of geolocation and connected tourism: technical textiles, footwear, GPS navigation, accessories, luggage storage, new practices, portage, ...

## Key figures 2020

With a limited area and a limited number of booths, the exhibition is dedicated to welcoming exhibitors and agencies whose projects and activities are most relevant to the festival's convictions and the most expected by the highly qualified public of this exhibition.

- A 600 m2 connected capital
- 53 to 60 dedicated spaces
- 13,000 to 15,000 expected visits

## Exhibitors and audience : the focus of our concern

Hosting responsible travel professionals, of which you are a part, is at the heart of our concern. In the overflowing setting of the festival, the Grand Bivouac team is committed to enabling you to develop your commercial activity optimally, with a resolutely targeted audience. With eighteen years of experience in this field, the festival has developed a know-how unanimously recognized by exhibitors since 2002. Sensitive to the return of exhibitors and eager to increase the quality of the show, the Grand Bivouac continues to evolve

The site of the village: since 2013 Place du pénitencier, the Village is connected to the screening rooms and offers multiple contents around the lounges: guided tours of exhibitions, concerts, literary meetings, animations young public and families, ... The Village is the essential stage of the festival

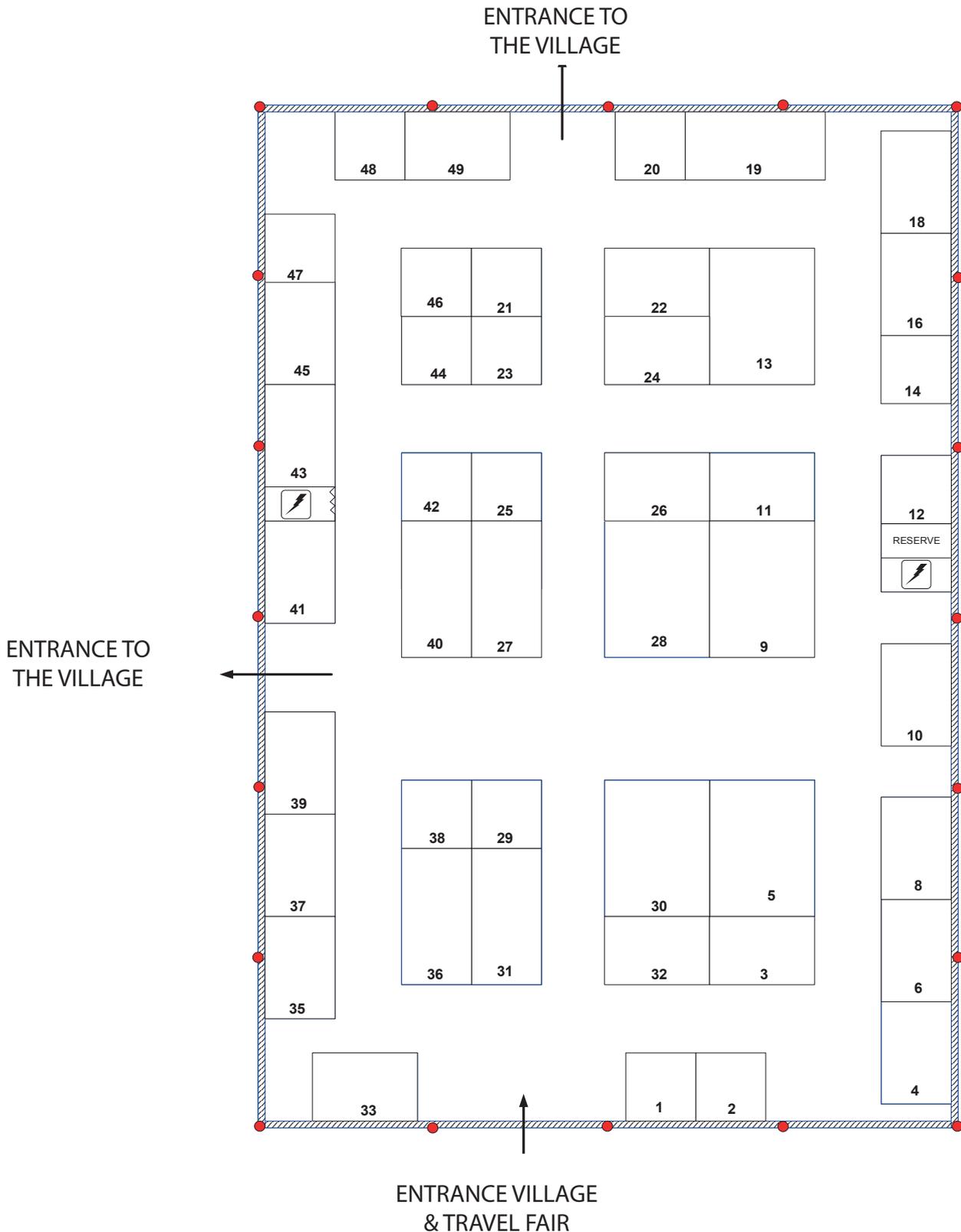
- A Connected Village: because "exposing connected" has become an imperative, the Grand Bivouac has a high-quality high-speed network.
- A Label Session Agency: to communicate with a specific, qualified audience, agencies can label a session in the Festival screening rooms (see Visibility page • Image • Awareness)





# Travel Expo > Plan and Rates

- Number of booths available: 56
- Potential pooling - book stands in the form
- Rates are as follows :
  - > 4 M2: 600 € HT
  - > 4 M2 angle: 650 € HT
  - > 6M2 without angle: 840 € HT
  - > 6 M2 angle: 900 € HT





# Stand > practical Information

Each space reservation at the fair includes

## Your booth

- Under heated capital with floor, a compartmentalized stand module chosen on the plan, of your choice and separated by high partitions in the background and half height on the sides
- A neutral set of 2 tables and 2 chairs per stand
- General lighting under a tent
- A kit of suspension hooks to secure your promotional elements and visibility
- Access to wifi via a dedicated broadband network
- Village site insurance
- Babysitting, security and access control
- Sign on behalf of your structure
- Vehicle parking space

## Accreditations and invitations

- Three pro accreditations incorporating the village entrance valid for 3 days
- 30 Invitations for your customers and networks
- Exhibitor Host Cocktail on Friday 16 at 7:00 pm
- A queue at the organic canteen restaurant in the heart of the village

## A plan communication

- The logo, the base line and a presentation text of your agency on our website in exhibitors page 2020 (200 characters including spaces)
- Mention of your presence in the festival and exhibition program
- Integrating your information throughout the festival's communications plan

## Opening hours to the public

The village and its fair are open to the public

- Friday, October 16, 2020 from 9:00 am to 8:00 pm
- Saturday 17 October 2020 from 9:00 am to 8:00 pm
- Sunday 18 October 2020 from 9:00 am to 8:00 pm (exhibitor departures allowed from 17:30 pm)

## Your arrival and installation of booth at the Grand Bivouac

- Arrival possible on Thursday 15 October from 10:00 to 7:00 pm. The mounting is also possible on Friday morning 16 October from 8:00 am to 9:00 am but you will not be able to park your vehicle at the lounge (distance about 100 meters). Go to the professional welcome located at the entrance of the village, place of the penitentiary in a wooden chalet. This welcome is also open on Friday 16 and Saturday 17 October from 9:00 to 6:00 pm
- Remove your professional file with your accreditations, parking passes, invitations, information, and other documents
- Then go to the village for your installation

## Be careful

- No installation will be possible without a settled reservation receipt
- The festival does not have any lifting or transport equipment. To benefit from this kind of service, please contact the Grand Bivouac at [grandbivouac@grandbivouac.org](mailto:grandbivouac@grandbivouac.org)





# IMAGE • VISIBILITY • RENOWN

## Get in touch with a targeted and captive audience

### • Label

The Festival produces and broadcasts 110 screenings in equipped, comfortable venues where the spectator's attention is optimal. As an agency, «labelling» a session through a film, its theme, its geography or its aesthetics is a precise, visible and highly effective promotion of a way of travelling and understanding the contemporary world in perfect harmony with its own strategic development axes. A new proposal from 2017 that has conquered almost ten agencies to communicate differently.

#### Access condition

- Direct request of the «Agence Partenaire Label Session 2020» from the festival's management (see final page of the file)
- Respect for the framework and general spirit of the Grand Bivouac
- Position yourself on one of the "Label" offers
- Agency contestants: handling flights, cash or goods in exchange

### • The meeting with travel and trek companies

In the heart of the Village, the « Chapiteau » is the space for «meetings • conference • debate • presentation of agencies.» Featuring 320 seats and audiovisual equipment, it is available to exhibitors on several slots announced in the festival's general program.

For an hour to an hour and thirty, you have the opportunity to highlight your know-how and your specificity, to exchange with festival-goers on specific travel topics. A communication by the content very appreciated by your future customers.

#### Your proposal : access conditions

- Respect for the framework and general spirit of the Grand Bivouac
- Make a specific request (content, speakers, theme, pitch, ...) before April 30, 2020
- No financial consideration is requested from the agencies offering the appointment.
- Organising agencies can offer a receptive moment with their customers or public (consult us)

#### Some of the thematic meetings proposed to the capital during the last three editions

(among the 20 appointments in the « Chapiteau » )

Abyssale Abyssinie, étonnante Ethiopie (ARVEL Voyages) • Condition de la femme au Népal : ça bouge ! (Rêve de Népal) • Trans US, la Suède vers l'Ouest. Yeah ! (Vélorizons) • Québec, un terrain de Jeu en pleine mutation (Aventure Eco-Tourisme Québec) • Les Mystères du Grand Caucase (Caucasus Trekking Cie) • Tout Comprendre Pour mieux s'évader (GlobXplorer / GPS Globe) • La randonnée itinérante, une aventure humaine (réseau des Grands Itinéraires / FFR) • La banquise, Royaume de l'Ours Blanc (Arctic Trekking) • Lutter contre la folklorisation en voyage, c'est possible (ATES) • Voyage Chocolaté (2016), conférence dégustation à l'aveugle autour des chocolats équitables d'Afrique de l'Ouest avec l'agence et artisan Alexandre COLLOMBIER • Voyage Solidaire (2016) avec ATR et ATES • Birmanie Responsable (2016) • Marcher le Pied (2016), randonnée et sophrologie proposée par l'agence Tirawa • Tanzanie, Terre de Rencontres et d'Évasion (2015) proposée par l'agence Allibert Trekking • Séisme au Népal, la situation ? (2015) Proposée par l'agence Allibert Trekking • Passeurs de Cultures (2015), Proposée par le collectif «Passeurs de Cultures» • Voies d'escalade au Burkina Faso : le projet Gourmantour (2015) proposé par l'agence Rongead • Le Potager Voyageur, enfin la vérité sur les légumes et les fruits (2015) proposé par l'agence Allibert Trekking • Partir vivre ailleurs, l'expérience ultime du voyage ? (2015), proposée par Sandrine MERCIER • A la recherche de laine précieuses (2015), par les Editions Glénat • Tous acteurs d'un tourisme responsable (2014) proposé par ATR et les agences généralistes présentes • L'extrême Orient imaginaire (2014), proposée par Corinne ATLAN • La Traversée des Alpes (2014), proposée par la GTA et Alpes Magazine • Séjourner en terres australes (2014), proposée par les TAAF • Destin sur le fil (2014) proposée par l'agence Enfants d'Asie



# General conditions of Reservation

Your online reservation as an exhibitor at the Salon du Grand Bivouac implies the full and unconditional acceptance of these general conditions and of the specifications Fire Security and access of PMRs.

## Article 1 - Exposed and marketed objects

The choice of exposed objects is the sole responsibility of the exhibitor. The Grand Bivouac does not interfere with the content of the articles exhibited in so far as they are products or offers related to the theme of the Journey Adventure on the one hand, and the exhibitor respects the functioning of the Book Fair (see Memento exhibitors), on the other hand.

## Article 2 - Payment

A deposit of 60% HT of the rental is requested to validate the registration upon receipt of invoice. The balance of the invoice is payable on April 30, 2020 at the latest. After this date, the booth can be put back on sale.

## Article 3 - Lease and Termination Agreement

The contract cannot be terminated by the lessee from its online registration. If it is not possible for the exhibitor to be present, the deposit cannot be repaid and is considered acquired. From April 30, 2020, the total amount of the lease is due even if, for whatever reason, the tenant waives to expose.

## Section 4 - Distribution of Locations

The booths will be awarded in order of return of registrations. Organizers reserve the right to round up the cost of registration by plus or minus 10% and the area ordered, depending on the layout of the lounge. They may move an exhibitor's booth or reduce its surface area, without being liable for any compensation.

## Article 5 - Opening hours and presence of exhibitors

Exhibitors are required to maintain a permanent presence at the booth during the opening hours of the show

## Article 6 - Planning, decoration of stands and equipment

It is up to the exhibitors to arrange their stand(s). Drilling and use of adhesives are not allowed (provide for cimaises or other for hanging). The exhibitors will be held responsible for any damage caused in their booths. This damage will be billed to them. The booths must be cleared of all goods and left clean at the end of the show. All detritus and decorative elements must be removed. Hooks are available at the reception of the lounge to hang up any decorations. The elements used in your stands - textiles, furniture, etc. - must be classified according to the Fire reaction (M0 to M4 or A to E in Euroclasses). You may be asked for proof of classification or purchase invoice justifying the classification of reaction to fire.

## Article 7 - Furniture

Commands for the electrical connection, the ramp(s) of three swivelling spots must be sent to the organisation by means of the registration bulletin addressed to the exhibitors with the presentation dossier of the show. No electrical installation other than those installed by the Organizer and certified shall be provided by an exhibitor. Exhibitor-led extenders or lighting fixtures shall comply with the NF Standards. Specific furniture orders from our partner GL Events and Square must be placed and settled before 31 July.

## Article 8 - Distribution of advertising material

Distribution of brochures, flyers, gadgets, etc. is prohibited outside the booth, whether in the corridors of the exhibition, the lobby, outside the lounge, on the festival sites as well as in the parking lots.

## Article 9 - Final measures

If the show cannot be held in case of force majeure, the registration requests will be cancelled. The deposit of 60% of the rent paid to the Grand Bivouac will be due. The balance (40%) will be refunded to the exhibitor.

The organisers have the right to decide on all cases not provided for in this Regulation and to make any necessary amendments or additions to this Regulation which become immediately enforceable.

## Article 10 - Insurances

Exhibitors shall be liable for any damage caused to other booths, installations, persons and property of others, whether the damage was caused in any way by them or by a third party commissioned by them. Exhibitors must be covered by third-party liability insurance and, if deemed necessary, specific insurance covering their own property and equipment. The Grand Bivouac cannot be held responsible for any theft or damage to the exhibitor's equipment.

## Article 11 - Safety

The Village and Exhibitions will be subject to a safety visit every day open to the public. Every exhibitor undertakes to comply with the instructions and remarks issued by the Security Officer and to make any modifications to the layout and/or installation. Failure to comply with the entries issued by the security officer and relating to a stand shall result in the closure of the stand concerned.

## Article 12 - Disputes

In the event of a dispute and prior to any proceedings, the exhibitor undertakes to submit his complaint to the organisers.

Any dispute which could not have thus been resolved amicably shall, by express agreement, fall within the exclusive Ordinary courts, French law being the only applicable.

# Request for informations

For

- Your booth bookings
- Thematic meetings under the «chapiteau»
- Label an Agency session
- Your Exhibit Relationships, Furniture Reservations, Technical Information, Logistics
- The Advertising Board

Your touch

M. Jean Sébastien ESNAULT

06 03 00 70 80 / 04 79 32 48 64

grandbivouac@grandbivouac.org

