

You are invited



Out Now
BUSINESS CLASS

Join Out Now Business Class at World Travel Market

You are invited to take part in the leading global travel event World Travel Market 2012, London, in a new B2B trade pavilion targeting one of the world's fastest growing markets – organised by the world's leading LGBT tourism marketing organization.

Spaces are limited and applications to exhibit are now open.

Apply now – all exhibitors receive complimentary 2012/2013 Executive Membership in the industry-standard B2B program – OutNowBusinessClass.com

In 2013, go for growth

Connect with one of the fastest growing niche markets at the leading global event for the travel industry.

Out Now is the world's premier LGBT marketing organisation. We are delighted to be partnering with London World Travel Market WTM to unlock the potential of the multi-billion valued spending power of the lesbian, gay, bisexual and transgender (LGBT) tourism market for the industry.

Accounting for at least 6 percent of the total global industry and now worth more than USD\$165billion, this is a highly valuable market – and you are exclusively invited to become part of one of the most sought-after display spaces at this year's WTM.

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**world
travel
market** 

05-08 Nov 2012 ExCeL London
The Leading Global Event for the Travel Industry



“As an exhibitor at Out Now Business Class you will receive at no charge the full data report from this industry standard research – all inclusive.”

EDUCATE

Strengthen your business with best-in-class insight.

COMMUNICATE

Because modern business is everything to do with people.

NETWORK

Unlock the global LGBT market with the leading B2B membership organisation.

UPDATE

Better LGBT means being on trend.

Expand your B2B network, expand your sales

Since 1992, Out Now has been recognised as the global LGBT market development leader, and this year that power is being leveraged by the new 2012 LGBT-focused exhibition space.

The world is awake to the power of global LGBT travel spend (exceeds USD\$165 billion annually – source: *LGBT2020* study). Business is looking for B2B relationships to unlock that potential.

By exhibiting at the Out Now Business Class space at WTM you ensure your seat at the table in the ongoing development of LGBT market potential worldwide.

Strictly limited to ensure maximised potential relevance to visitors, this new tourism marketing opportunity is powerful – and delivers an ongoing suite of valuable marketing benefits, including access to the OutNowBusinessClass.com membership program.

During November 2012, the global focus on LGBT marketing is set to be at WTM in London.

At the trade show, Out Now will release the world's latest and most comprehensive *LGBT2020* market research and tourism spend projections for 2013.



Exhibitors at Out Now Business Class at WTM receive a complimentary Executive Membership package for 2012/2013 valued at more than USD\$7,500.

**More details?
Email or phone
Out Now today.**

Exhibit in 2012, benefit all through 2013

Business doesn't only happen at trade shows. That is why your decision to exhibit comes fully-loaded with valuable ongoing LGBT market benefits from Out Now.

All exhibitors receive a complimentary 2012/2013 Executive Membership in the industry-standard B2B program – OutNowBusinessClass.com

Executive Members of Out Now Business Class receive a powerful suite of benefits and marketing tools to make sure they are one of those leading organisations that understands and leverages trends in LGBT marketing worldwide.

Space is strictly limited. Apply now!

**Early bird rates from just £1.9k (save 30%)
– but only up until 31st July 2012.**

Contact Out Now to discuss your requirements today:

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US +1-646-808 0740

www.OutNowConsulting.com

www.BetterLGBT.com

www.wtmlondon.com



- Dedicated meeting space
- Program listing
- Logo prominence
- WTM exhibitor benefits



Things you should know: Final layout may vary from that shown above. Terms and conditions apply. All applications to exhibit are subject to approval by Out Now and/or Reed Exhibitions and approval may be refused for any reason. Spaces are strictly limited. All research data, logos and other proprietary information remains at all times the property of Out Now and/or Reed Exhibitions.