

# BTL > 2013

FEIRA INTERNACIONAL DE TURISMO  
INTERNATIONAL TOURISM EXHIBITION

by BTL  
**Portugal Golf Show**

## 27 FEV - 3 MAR

FIL / INTERNATIONAL FAIR OF LISBON

### The Golf Show is at BTL



**G O L F E - B T L**  
**P O R T U G A L**

Organização  
Organization  
**AIP**  
Associação de Indústrias de Turismo

**FIL**  
Feira Internacional de Turismo

Parceiro Estratégico  
Strategic Partner  
TURISMO DE  
PORTUGAL  
**TP**  
Turismo Profissional

Membro de  
Member  
Ufi  
Approved  
Event

UNIFITO - OMT - OIBTO

Parceiros  
Partners  
**AHP**  
Associação de Hotelaria de Portugal

**apavt**  
Associação Portuguesa de Turismo

**AHRESP**  
Associação de Indústrias de Turismo

Portugal Golf Show

Destino Nacional  
National Destination  
**Centro**  
Centro de Turismo

Media Sponsor Media Partners

**PUBLITURIS**

**AmbitUP**

Município de Faro

**Turisver**

**VIAJAR**

**www.btl.fl.pt**

## › Portugal Golf Show by BTL

As a strategic product of National Tourism, golf plays an important role in the future of the sector. Portugal is a golf destination of excellence and has a climate which is conducive to foreigners. It is also an economically attractive country because of its relationship between quality and price in our hotel supply. These are two of the major arguments of this challenge. In order to respond to this scenario BTL, in partnership with the Portugal Golf Show, is presenting the Portugal Golf Show by BTL in 2013.



## › PARTICIPATE IN THE Portugal Golf Show by BTL

- Possibility to participate in the Hosted Buyers Program - BTL will invite specific Hosted Buyers for the golf segment in 2013
- Increased company competitiveness
- Direct contact with industry professionals
- Company visibility in an exclusive area
- Promotion and marketing of your product
- Reduced investment
- Direct contact with the public





## ATTRACTIONS

- Driving range
- Junior Zone
- Putting-green
- Green
- Longest Putt
- Chipping area
- Golf Virtual



## TECHNICAL FILE

**REALIZATION**  
27 Feb. - 3 Mar. 2013

**SETTING-UP**  
22 - 26 Feb. 2013

**DISMANTLING**  
4 - 5 Mar. 2013

**OPTION A**  
**REGISTRATION FEE: 160€**

AREA VALUE / sqm  
Note: Minimum 9 sqm

1 Open Side	<b>91€</b>
2 Open Sides	<b>99€</b>
3 Open Sides	<b>105€</b>
4 Open Sides	<b>109€</b>

**OPTION B**  
**Special Participation Package**

Participation Conditions:

- Companies intending to create product with special conditions for sales during BTL public opening hours;
- Targeted sectors: Distribution (Agencies), Accommodation, Tourist Entertainment, Transportation;
- Not having participated in the last two editions with an area of 9 sqm or multiple;
- Number of badges: 2;
- It does not include invitations and parking;

**TOTAL PRICE: 797€**

This includes: 4 sqm area, company name, lighting, wooden structure, 1 counter, 1 bench, 1 show case

Note: VAT not included.  
For more informations: [www.btl.fl.pt](http://www.btl.fl.pt)

## › PROFILE OF THE EXHIBITOR

- Golf Courses
- Golf Tour Operators
- Golf Destinations
- Golf Clubs
- Maintenance and Construction of Golf Courses
- Golf Equipment – New Technologies
- Golf Material and Accessories
- Service Companies
- Specialized Media/Press

### CONTACTS:

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#### BTL

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[www.btl.fil.pt](http://www.btl.fil.pt)

2012

**+ 65.000**

VISITORS

**+ 2.200**

FOREIGN TRADE VISITORS

**+ 990**

EXHIBITORS

**+ 45**

INTERNATIONALS DESTINATIONS

**HOSTED BUYERS  
PROGRAM**

**+ 2.400**

SCHEDULED MEETINGS

**+ 398**

HOSTED BUYERS

**+ 28**

COUNTRIES

Professionals	Wed.	10 am   8 pm
	Thu.	10 am   6 pm
Public and Professionals	Fri.	6 pm   11 pm
	Sat.	12 am   11 pm
	Sun.	12 am   8 pm