
IFTM Top Resa announces partnership with Promoagv

IFTM Top Resa and Promoagv have embarked on a new partnership, to deliver the show's goal of enhancing communications with travel agents and boosting their attendance at the show.

Travel agents represented **38%** of the trade visitors to IFTM Top Resa in 2017. The show is the must-attend industry event for professionals to meet suppliers, find new partners, acquire more knowledge, attend talks and enjoy fun evenings such as the AFTER TO party.

A tailored welcome package is provided for travel agents from outside Paris, with free transport and accommodation.*

By joining forces with Promoagv, IFTM Top Resa aims to increase its visibility among the portal's 25,000 members, introduce them to the show's new features and encourage them to attend in even greater numbers.

Frédéric Lorin, Head of Tourism at Reed Expositions: "IFTM Top Resa is the leading trade show for travel agents. This partnership with Promoagv fits in with our overall plan to build stronger relationships with this target sector, which is particularly important for many exhibitors, and inspire even more of them to come to this key event for the tourism sector."

Jean-Michel Roger, Founding Director of Promoagv: "We're delighted with this new partnership, which will make IFTM Top Resa more accessible for our members. Our portal will make it easier to distribute specialist information to travel agents, such as the "*Formations Agents Experts*" training schedule and the programme for the Travel Agents Cup competition, where we'll be on the judging panel."

** According to availability and eligibility*

ABOUT THE ORGANISER

Reed Expositions France is a subsidiary of Reed Exhibitions (Reed), the world's leading events organiser, with a staff of 4,000 employees worldwide.

Reed Exhibitions organises each year over 500 events in 30 countries bringing together more than 7 million participants. The wide range of events includes trade and consumer exhibitions, conferences and meetings, primarily in the following markets: Aerospace & Marine, Building & Construction, Business Services, Design; Engineering, Manufacturing & Distribution; Environment & Natural Resources, Food, Homes, IT & Telecoms; Medical, Health & Beauty; Property & Real Estate; Publishing, Media & Communications; Recreation and Travel.

On the French market, Reed is today France's leading show organiser, with 60 events and two subsidiaries: Reed Midem and Reed Expositions France.

More than 20,400 companies and 1,15 million buyers from France and abroad are customers of Reed Expositions France events

Reed Expositions France www.reedexpo.fr

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About Promoagv

Promoagv is a Présence Group company.

Promoagv.com is a B2B trade networking platform, offering:

- A membership of over 25,000 tourism professionals
- More than 100 advertising partners
- A qualified index of professionals in the tourism sector
- A website that attracts more than 100,000 visitors per month on average.
- 1 million e-mails sent every year
- A position as the leading community network for travel agents serving tour operators, airlines, hotel chains and tourist offices. With one click, members can access a dedicated site featuring special offers, e-learning resources, sales challenges, competitions, quizzes and surveys.

Promoagv also organises exclusive B2B events for travel agents, including:

- the 11th CONNECT event for travel agents and tourism brands
- the 9th edition of My Afrique du Sud, which promotes different parts of South Africa
- the 5th Scandislande event, in association with Scanditours

www.promoagv.com <http://blog.promoagv.com/>
