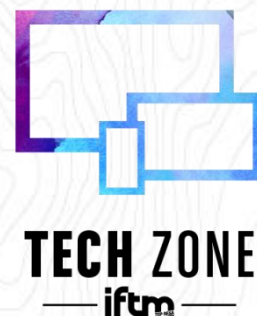


IFTM Top Resa: The Tech Zone, where innovation shines.



The layout of the exhibition areas has been reconfigured for 2018 in response to evolving cultural trends and the changing needs of our visitors, who are looking for a more personalised approach.

Located in Hall 7.3, the **Tech Zone** is part of the strategy introduced in 2017 whereby increasing prominence is given to digital, innovation, design and testing - with the visitor & exhibitor experience at the heart of the show.

OUR EXHIBITORS

All the **technology firms**, including our official partner Amadeus, ABC Informatique, Franfinance, IGA Voyages, Infosup, Kantox, Optionizr, Sabre, Schmetterling Travel, Speedmedia, Travelport Galileo and Viaxoft will gather in this area.



Launched in 2017, the **Digital Village** will bring together a wide range of innovative businesses in the e-tourism sector, to share their experiences, giving visitors excellent opportunities to prepare and play a key role in this evolving market.



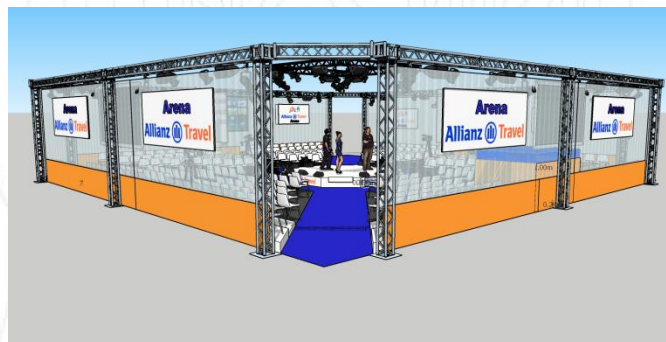
Since 2015, the **Travel Hub by Amadeus** has been a focal point for a growing number of start-ups, seizing the opportunity to showcase their expertise in a perfect environment for meetings and networking with other professionals.



The **"Influencers Village"** will welcome 8 influencers on each of the 4 days, hosting a total of 32 over the course of the event. Chosen for their expertise and reputation, these influencers will come from all sectors, including lifestyle, travel, family, business, adventure and sport.

OUR EVENTS

In addition to the Agora hall we now have the new **Arena hall, in partnership with Allianz Travel**. With a seating capacity of 360 and a 360° view, it will host the show's major events, including the Start-up Contest, the Hackathon, the Travel Agents Cup and the Junior Travel Agents Cup.



— iftm —

LE DIGITAL DAY

The **Digital Day**, which will be held on **Tuesday 25 September in the Agora hall**, will be dedicated to digital transformation. The day will be organised in eight 45-minute slots, during which experts will cover all the major digital issues facing businesses.

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The **Start-up Contest by Amadeus** is a 5-stage competition open to any start-up in the Travel Hub, providing they submit their application between 20 August and 5 September. Applicants will be short-listed by a panel of experts and a public vote, each worth 50% of the overall vote.

The **10 chosen start-ups** will then take part in the final, to be held at 3 pm on Tuesday 25 September in the **Arena hall, in partnership with Allianz Travel**.

The three best start-ups and the people's choice will win a stand at IFTM Top Resa 2019.

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Launched in 2017, the **Hackathon** has attracted a number of companies that rally their teams around a shared project with a focus on current issues.

Speedmedia, official partner of the 2018 edition, is on hand to offer participants its expertise and latest APIs.

For 24 hours non-stop, participants will work on projects based on the theme of **artificial intelligence at the service of travellers.**

Each team will pitch their project to a panel, at 3 pm on Wednesday 26 September in the **Arena hall, in partnership with Allianz Travel**

There will be 4 winning teams: 3 selected by the panel and one by the public (the people's choice).

Frédéric Lorin says, *"As an industry leader, IFTM Top Resa is always keen to lead the search for new concepts. Launching the Tech Zone shows our commitment to offering new visiting experiences under one roof. Having Amadeus by our side vindicates our choice and we welcome Georges Rudas' decision to support us in this new challenge."*

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

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