

Voorthuizen, Oktober 2011

Dear Mr./Ms,

We would like to inform you about the exhibition Het Christelijk Vakantieplein which is taking place at Friday the 13th and Saturday the 14th of January 2012 in the Jaarbeurs Utrecht.

Please look carefully in to the brochure (in Dutch), because we have got a lot to tell you. You can find more detailed information in the attachments of this letter. You can also visit our website www.christelijkvakantieplein.nl for more up to date information (in Dutch).

A lot of things are changed compared to the first edition of this exhibition in 2010, which has led to a matured concept of this event. Next to the Jaarbeurs as the perfect location and the close cooperation with De Vakantiebeurs (the biggest exhibition for holidays in the Netherlands), Ben de Wild is offering a unique stand-concept. But still Het Christelijk Vakantieplein will keep his own identity and atmosphere. Because of the innovative characteristics of this event, we will aim at large media-attention.

Attached to this letter you will find a form with all the benefits and special features summarized. For already € 750,00 all-in you can participate with a complete stand. Book your stand on time and tell us your preferred stand on the exhibition map, which you can find in the attachment.

- A own hall with dozens of stands
- Travelling organizations, hotels, campsites etc.
- Country- and travel presentations
- Special attention to travels to Israel
- Special travel deals and discounts
- Personal travelling advice
- Free surprise/goodiebag
- Free entrance to the "big" Vakantiebeurs

On **Friday the 13th and Saturday the 14th of January 2012** the second edition of Het Christelijk Vakantieplein is taking place. This exhibition for holidays, recreation and leisure time is an independent event in a own hall with his own atmosphere, aiming on the broad Christian target group. Het Christelijk Vakantieplein is simultaneously taking place with the Friday and Saturday of De Vakantiebeurs (biggest Dutch exhibition for holidays) in the Jaarbeurs in Utrecht.

Cooperation with the Vakantiebeurs

De attraction of Het Christelijk Vakantieplein is enlarged, because the visitors can also visit De Vakantiebeurs where they can see more travelling- and country information. Tickets for visitors are already from € 10,00

Independent hall, independent exhibition, specific atmosphere

However Het Christelijk Vakantieplein is simultaneously taking place with the De Vakantiebeurs, the specific atmosphere is ensured because of the independent hall with his own entrance and own visitor- and exhibitors facilities.

Unique stand-concept

The exhibition is taking place in Hall 5 of the Jaarbeurs. And "High Five" is a special story! Everything for you as an exhibitor is already there. You don't need expensive constructions of stands, rent of desks, Electra, internet, cleaning service etc. It is all been taken care of. You don't even need an extra day of building- and breaking. But still you get your presentation in your own stand with your specific, professional look. Your participation is all-in with no extra costs!

What would it be nice to offer the Christian traveller your service in a direct and effective way! You can come in contact with your target group on a national event, in an own hall, but also on the same time with the Friday and the Saturday of De Vakantiebeurs. The attraction for visitors is enlarged, because they can visit both exhibitions with the same ticket for the same price.



Don't you miss this! Whether you would like to offer your products or service of a travelling organization, a hotel, a campsite or other to the Christian target group; this is a unique and affordable possibility to do that in a professional and convincing way.

We would like to welcome you on the second edition of Het Christelijk Vakantieplein!

Yours faithfully,

Ben de Wild Productions B.V.

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