



EXHIBITOR FREQUENTLY ASKED QUESTIONS

Q: Can a destination's partners/members attend this event?

A: Yes, we encourage your partners to participate either on their own table, or sharing your table. There is a maximum of two people per table.

Q: From where are the buyers recruited?

A: The hosted buyers will be pre-qualified by Brand USA to ensure they meet specific criteria. They will be recruited from Austria, Belgium, Croatia, Czech Republic, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Scandinavia (Denmark, Norway, and Sweden), Spain, Switzerland, and the United Kingdom.

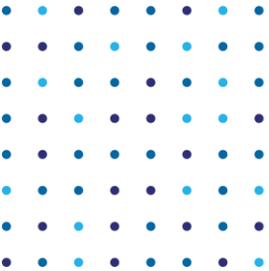
We have chosen these markets based on where we have representation and where our exhibitors will gain the most value.

Q: What do you mean by Enrichment?

A: Our intent is to provide both buyers and exhibitors opportunities to hear from compelling speakers including marketers, strategists, and industry leaders in a series of meaningful conversations designed to inspire, engage, and educate. These sessions will not conflict with pre-scheduled appointments.

Q: How does the appointment scheduling work?

A: After buyer registration closes on August 13, 2021, all attendees will be invited to create their online profile on the bespoke appointment system. Once all profiles are complete, you will have access to the full list of exhibitor and buyer profiles so that you can select with whom you would like to meet, as well as monitor which companies have selected you.

The logo features a grid of blue dots of varying sizes on the left side, with the text 'BRAND USA TRAVEL WEEK' in a bold, blue, sans-serif font to its right.

BRAND USA TRAVEL WEEK

The match-making system works by asking you to rank your preferences from highest to lowest. A mutual selection will increase the probability of an appointment being generated. There is also the option to block certain companies with whom you would prefer not to meet.

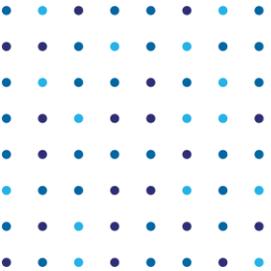
Once submitted, the system will run the match-making process and produce your provisional schedule, which you will be able to view online, download as a PDF and/or print. There will be the opportunity to go online again to personally refine your appointments, fill any gaps and message attendees to arrange additional appointments.

Q: Is there a cancellation policy for Travel Week Europe 2021?

A: Yes, in accordance with the Terms & Conditions, Exhibitors who cancel before August 31, 2021 will be reimbursed. Exhibitors who cancel after August 31, 2021 shall forfeit their registration fees.

Q: Whom do I contact at Brand USA for more information?

A: For further information, please contact Info@BrandUSATravelWeekEurope.com.



BRAND USA TRAVEL WEEK

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Q: When will I receive details of my appointments and Enrichment Series during Brand USA Travel Week Europe 2021?

A: Further information will be released regarding speakers and sessions in September. Appointment schedules will be shared up to two weeks before Brand USA Travel Week Europe 2021.

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