



STAR ALLIANCE

**STAR ALLIANCE EIBTM CONTEST 2011:  
WIN A FREE BUSINESS CLASS TICKET**

**Learn more about the Star Alliance Meeting Industry Products**

BARCELONA, Spain – November 29, 2011 - Star Alliance, the way the Earth connects, will offer attendees of this year's EIBTM the chance to win a free Business Class ticket to attend any of the following professional meeting trade shows in 2012: AIBTM, CIBTM, GIBTM or EIBTM.

In order to qualify, participants must submit a qualified Request for Proposal (RFP) for either a Star Alliance Conventions Plus or Meetings Plus contract before January 31<sup>st</sup>, 2012. RFPs can be submitted at [www.staralliance/conventionsplus](http://www.staralliance/conventionsplus) or [www.staralliance.com/meetingsplus](http://www.staralliance.com/meetingsplus) and must include "EIBTM BCN" in the additional comment box of the RFP.

To find out more on these dedicated meetings and conventions products, EIBTM attendees can visit the following Star Alliance member carriers:

- Adria Airways at booth J570
- Austrian at booth I250
- Brussels Airlines at booth H310
- Croatia Airlines at booth K500
- Lufthansa at booth J200
- Scandinavian Airlines at booths I425/I600/J500
- TAM Airlines at booth B250
- TAP Portugal at booth B250
- THAI at booth D650
- Turkish Airlines at booth P500

### **Conventions Plus**

Star Alliance Conventions Plus has provided simplified travel solutions to event organisers for nearly a decade. More recently the product was extended beyond traditional conventions to include travel arrangements for major cultural and sporting events. Under Conventions Plus, organisers have access to the entire Alliance network through one of the member airlines, with the organiser also receiving a support programme which includes tickets and promotional assistance. In general, delegates are entitled to fare discounts ranging from 10 to 20 percent, depending on the type of fare, class of travel and airline used. Travel can be either in Business or Economy Class, and one companion per delegate may also travel on the delegate fare discounts.

As already announced last October the new Conventions Plus online booking tool is gradually being introduced, with selected meeting organisers scheduled to use the online tool for events being held in the first quarter of next year. All event organisers will gain access for events being held in 2012. For further details on Conventions Plus please see:

<http://www.staralliance.com/conventionsplus>

### **Meetings Plus**

Two years ago Star Alliance launched Meetings Plus as a global product for the meetings market. Companies, meeting planners and incentive agencies needing to organise gatherings with participants from different countries, have access to the entire Star Alliance network and discounted fares, by contracting their travel needs through just one Star Alliance member airline. Meetings Plus can be used for most meetings of 50 people or more, with attendees originating in at least three different countries. For further details or to submit an RFP please see [www.staralliance.com/meetingsplus](http://www.staralliance.com/meetingsplus).

About Star Alliance:

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller. Its acceptance by the market has been recognised by numerous awards, including the Air Transport World Market Leadership Award, Best Airline Alliance by both Business Traveller Magazine and Skytrax. The member airlines are: Adria Airways, Aegean Airlines, Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, Blue1, bmi, Brussels Airlines, Continental Airlines, Croatia Airlines, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAM Airlines, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Avianca-TACA, Copa Airlines, Ethiopian Airlines and Shenzhen Airlines have been announced as future members. Overall, the Star Alliance network offers more than 21,200 daily flights to 1,185 airports in 185 countries.

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