Hi there,

I hope you are well.

As we approach Holiday World Show Dublin 2025, I am writing to you to remind you of promotional activities that are available to you.

1. **Exclusive FREE promo code for you to forward to your customers / mailing list**

Please feel free to share the following link with your own mailing list, inviting your contacts to come visit your stand at Holiday World Show Dublin in the RDS Simmonscourt, Dublin from Friday 24th to Sunday 26th January.

Your ticket link is [**here**](https://www.eventbrite.ie/e/holiday-world-show-dublin-2426-january-2025-tickets-1064140154849)

Using this exclusive promo code to avail of FREE tickets: **HWSExhibitors**

Suggested message to your mailing list:

*You are invited as our guest to visit our stand (INSERT STAND NUMBER) at Holiday World Show Dublin in the RDS, Simmonscourt from Friday 24th to Sunday 26th January. Just click on the link HERE and enter the Promo code HWSExhibitors to get your FREE ticket.*

1. **Opportunity to Publicise Your Show Promotions and Prizes**

As part of the promotional activity we intend to list all prizes which will be on offer at the show (onstand prizes) on the Holiday World Show website [www.holidayworldshow.com](http://www.holidayworldshow.com).

 These competitions will be free-to-enter directly from your stand. Methods of entry can vary from completing an application form which can be of benefit to you in terms of generating a database of interested customers, to simply dropping a business card or name and phone number into a jar.

I would ask you to advise us as soon by **Wednesday 15th January** of the prizes you will have on offer for visitors to your stand. If you would like to promote your prize on the website please forward:

* Your stand name
* Your stand number
* Your contact number
* A copy of your logo (in jpeg format)
* 50- 70 words max about the prize
1. **Social Media & Promotional Material**

Holiday World Show has a presence on Facebook, X/Twitter and Instagram and we would love for you to tag and include us in your social media posts. We will interact with posts that mention the show. We encourage exhibitors to let your followers know you are attending Holiday World Show. We have social media assets available here for you to use as you wish. This includes:

* A social media graphic
* A Facebook banner
* A Twitter/X banner
* A Social media template (for you to use with your stand information, competition etc)
* Holiday World Show logos

Please find all the event graphics to promote the show available for download [**here**](https://www.dropbox.com/scl/fo/7cjxjra4jywgde1vsakou/AMndx98eIuowE5qs9ZDdanM?rlkey=65uwhpdx71q2dv8yhgh66fbc8&st=8hkf2fkx&dl=0)**.**

 We would appreciate some key information from you including what you offer tourists, to promote your participation this year. To promote your exhibition at the show through regular ezines and social media, it would be great to have some images and information about your company.

 Please complete the Google form at the following link with your social media details at your earliest convenience here: [**https://forms.gle/feAD8uVR6mx5R6Vg7**](https://forms.gle/feAD8uVR6mx5R6Vg7).

This year, we are looking to do a video campaign promoting  your presence at the Show. Please provide your video via this Google Forms link. It can be anywhere from 30 seconds - 1 minute, and is a chance for you to engage with our audience and let them know where to find you on the weekend and what you'll be showcasing during the Show!

Please follow The Holiday World Show on

Facebook [www.facebook.com/holidayworldshow](http://www.facebook.com/holidayworldshow)

Instagram: [@holidayworldshow](https://www.instagram.com/holidayworldshow/)

X/Twitter: [@holworldshow](https://x.com/holworldshow?mx=2)

YouTube: [Holiday World Show Dublin - YouTube](https://www.youtube.com/channel/UCb1xGIFE4pA3H6tbKSFYFrg)

Show hashtag: **#HWS25**

1. **Press Office**

The Holiday World Show press office is located at the far right back wall of the RDS Simmonscourt and will be open from 9.30am Friday till the show closes on Sunday evening.

You are more than welcome to leave press packs here for media.

Please do not hesitate to contact us on + 353 1 668 0600 if you have any queries about any of the above.

Thank you

Kind regards,

Kathryn Byrne

Public Relations Consultant to the Holiday World Show