

A hand in an orange sweater holds a yellow suitcase. The suitcase has a circular window showing a tropical beach with turquoise water, white sand, and palm trees under a blue sky with birds. The background is a warm orange gradient with abstract white and yellow shapes.

Africa
TOURISM
EXPO

Africa Tourism
Exhibition
2027

16-20 November
El Kram Expo Centre
Tunisia

www.africatourismexpo.net



TOURISM
Africa
EXPO

***Let's discover
the world
together***

The most influential tourism expo in the second half of the year Creating unlimited business opportunities

AFRICA TOURISM EXPO 2027 is not just an event — it marks the first-ever gathering of its kind, setting the stage for what will become a global annual tradition in the tourism industry. By attending this Expo, you're becoming part of something historic. This is a unique opportunity to be at the very start of what will grow into a prominent, influential event for years to come. The Expo will become a key fixture on the international tourism calendar, connecting professionals from MENA, East & SOUTH Africa, and around the world.

ATE allow to Discover the rich cultures and tourist destinations all regions have to offer. Engage with professionals and expand network with participants from Africa, Asia, Europe and worldwide.

ATE is a concept that brings together tourism operators, travel agents, hospitality stakeholders, and investors from around the world, creating a platform to promote Tunisia. The expo showcases Tunisia's tourism assets through various themes each year, such as eco-tourism, cultural tourism, and adventure tourism. With interactive exhibits, cultural performances, and B2B meetings.

ATE provides a comprehensive experience of Tunisia's tourism potential while driving sustainable practices and responsible tourism initiatives.

In the context of a growing global tourism market, ATE remains an essential event to enhance Tunisia's competitiveness and brand as a premier African tourism destination. The expo also serves as a strategic opportunity for Tunisia to build capacity within its tourism sector, enhance infrastructure, and attract investment in tourism-related projects. Through ATE, Tunisia aspires to captivate more international visitors, increasing the nation's share in the global tourism market and strengthening local communities by promoting sustainable tourism practices.

AFRICA TOURISM EXPO ATE 2027 is expected to be held from 16th to 20th November 2027 at El Kram Expo Centre Tunisia.

ATE Exhibitor *profile*

AFRICA TOURISM EXPO 2027, the place where you can:

Meet with suppliers from all over the world, demonstrating and showcasing breathtaking destinations and hidden gems, the latest in airline routes and transportation developments, hotel and accommodation, car rental, cruise, tours & activities and the latest technologies keeping the travel industry moving.



ATE Exhibitor *profile*

Travel Agents

Offering travel packages, tour groups and many other options to create your ideal holiday vacations

International Participations

Foreign countries presenting their unique holiday experiences

Travel Equipment

Everything you need to make the journey a much more pleasant experience

Allied Govt. Depts. like Industries, Tribal Welfare, Handicrafts & Handlooms, etc

- Religious Tour Operators
- Travel Finance Companies
- Government Authorities
- Visa Companies / Consultants Forex Traders
- Travel Media
- Luxury tourism
- Culture tourism
- Alternative & gastronomy tourism
- Transportation Services Highlighting transportation solutions for pilgrims
- Halal Food Providers Featuring delicious and compliant cuisine options
- Halal Tourism Providers Offering pilgrimage-related tours and halal tourism experiences
- Islamic Finance Institutions Presenting ethical financial solutions
- Hajj and Umrah Equipment Suppliers Displaying necessary items for pilgrims
- Technology Solutions Providers Showcasing innovative solutions for the Hajj and Umrah industry
- Government Authorities Offering information on regulations and procedures
- Technology Solutions Providers Demonstrating innovative tools for travellers
- Airport Authorities
- Air Charter Companies / Airlines – Domestic and International
- Special offers and promotions from Airlines
- Convention Centres
- Cruise Liners
- Experience authentic hospitality and home-like comfort on board
- Golf Courses
- Hotels & Resorts
- Exclusive offers on hotels from all over the world
- Medical Tourism
- State Tourism Departments
- Spas and Wellness Centres
- National/International Tourism Organizations
- Educational Institutes
- IT Companies
- Sports Tourism Products
- Travel Agents / Tour Operators
- Telecom Companies

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Company Information

Company Name:

Address:

Web Site:

Email:

Phone Number:

TAX No:

Exhibition Coordinator

Nb: Please enter here the details of the person who will be coordinating your exhibition participation

Full Name:

Position:

Phone Number:

Email:

BOOK YOUR STAND

REGISTRATION FEES (Including Security insurance & Civil defense) **300 €**

● **SHELL STAND WITH FITTINGS** (7% Must be added for each corner booth) **360 € / sqm**

Minimum Space 12 sqm (Side - Carpet - Lighting - One Table & 2 chairs - Company Name - Exhibition Catalogue Entry)

x 360 € / sqm = €

PVC printing is compulsory, Wood must be covered / Visual must be delivered in high resolution

● **ONLY AREA** (7% Must be added for each corner booth) **300 € / sqm**

Electricity included

x 300 € / sqm = €

NB: It is strictly prohibited to hire a contractor outside the official list
The exhibitor must inform the organizer with whom he is engaged

● **SPECIAL DESIGN / TURN KEY** (7% Must be added for each corner booth) **10 200 €**
(Pack Price including space rental)

12 sqm

SOLUTION (1): Wood Separation, Desk, 1 Table & 4 Chairs, Carpet, Electricity & 4 Spotlights, Vinyl printing &



SOLUTION (2): Aluminum profile with a view back light
Initialize with sublimation Modules (structure + visuals)
1 Desk with back light front face,
1 Table, 3 Chairs ,electricity & lighting



Nb: Visual must be delivered in high resolution / Extra materials to be provided

PAYMENT TERMS

Total Price: €
50% On application signature
50% 30 Days before the event

BANK DETAILS

Company name: STI EXPO
Agency: Attijari Bank
R.I.B: 04033119003155769742
I.B.A.N: TN 59 04033119003155769742
Swift Code: BSTUTNTT

Nb: The event payment is made by means of a bank commission of exhibitors payment of the bank

50% On application signature
50% 30 Days before the event

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EXTRA MATERIALS & SERVICES FOR RENT

	Description	Price (EUR)	Quantity	Total (EUR)
☐	Chair high quality	40 / Per day		
☐	Simple chair	20 / Per day		
☐	High Barstools	50 / Per day		
☐	Round high table	50 / Per day		
☐	Sofa 1 place	80 / Per day		
☐	Sofa 2 places	140 / Per day		
☐	Sofa 3 places	210 / Per day		
☐	Round coffe table	40 / Per day		
☐	Desk	70 / Per day		
☐	Storage	150 / Per day		
☐	Document display	30 / Per day		
☐	TV 40"	150 / Per day		
☐	TV 51"	250 / Per day		
☐	Plants	50/60/70/100 Per day		
☐	Small Fridge (Mini Bar)	150 / Per day		
☐	Fresh Coffe machine	80 / Per day		
☐	Espresso Coffe machine	120 / Per day		
☐	Fresh fountain	120 / Per day		
☐	Roll-up	250		
☐	Electric Extension cord	10 / Per day		

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	Description	Price (EUR)	Quantity	Total (EUR)
☐	Wireless Box 25 GO	60		
☐	Wireless Box 55 GO	110		
☐	Wireless Box 100 GO	150		
☐	Wireless Box 200 GO	200		
☐	Plastic mannequin	250 / Per day		
☐	Flag Stand	90 / Per day		
☐	Flag by country	30 / Per day		
☐	Barils with logo	80 / Per day		
Nb: Other to be specified		TOTAL (EUR):		

HOSTESS

	Description	Price (EUR)	Quantity	Total (EUR)
☐	Hostess	160 / Per day		
			TOTAL (EUR):	

DELEGATE PASS

	Description	Price (EUR)	Quantity	Total (EUR)
☐	Delegate pass (Conference)	1200		
Number of Delegates :				
TOTAL (EUR):				

Nb: Delegate pass, The price include 1 Coffee break, 1 lunch, Certificate, Conference goodies & Expo access

TOTAL PARTICIPATION: €

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Catalogue Pub

- ☐ Color Page 850 €
- ☐ Cardboard double page 2500 €
- ☐ 2nd or 3rd cover page 1800 €
- ☐ Signet 1800 €
- ☐ 4th cover page 3000 €
- ☐ Stream 2500 €

Kindly write a summary about the activities of your company (Maximum 100 words)

Notes: The LOGO must be send with Email in **PDF or Ai** once the form is signed

Organizer / Sti Expo: Résidence Ines Bloc B Apt 4-3, Centre Urbain Nord, Tunis. Tunisia
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 Attijari Bank Agence Charguia Exposition / RIB: 04 033 119 0031557697 42
 IBAN: TN 59 04033119003155769742 / Code BIC: BSTUTNTT / MF: 1331883 V / A / M / 000
 Web Site: www.africatourismexpo.net

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Article 1: Admission

1. The organizer accepts, as exhibitors, all Tunisian and foreign companies deemed to have the status of manufacturers and suppliers of Inbound/Outbound/Domestic Operators (bringing tourists in, sending them out, or operating locally), Specialty Operators (eco, adventure, food, wellness), and Distribution Channels (Online Travel Agencies - OTAs, brick-and-mortar agencies), travel agencies, tourism media & institutions.

2. The goods, products or services presented must enter in the nomenclature of the elements admitted to be exposed and legally marketable in Tunisia. Admissions to the exhibition are personal and non-transferable. It is stipulated that the signature of a request for participation commits a full payment of the related amount.

3. The acceptance of "requests to participate" and the allocation of locations are the exclusive competence of the show's organizing committee, which will proceed in accordance with its organizational requirements

4. Payment of all invoices is due before the opening of the exhibition. If by this deadline the amount of the site fees was not paid, the amount of the invoice will be increased by right and without prior notice of 1% penalty per month of delay, Sti expo has in this regard right of retention on the exhibited articles and the movable elements belonging to the exhibitor.

5. Payment of the amount to be paid must be made in time (before Oct 15, 2027), in any case after the start date of the exhibition. The exhibitor has the right to occupy the space allocated on the express condition of having paid the payment to the organizer. This right cannot be transferred to third parties

Article 2: Disclaimer

1. Withdrawals, for any reason, must be communicated to Sti Expo by registered letter or by telegram, no later than 60 days before the start of the event.

2. The cancellation notified 60 days before the show, will allow the reimbursement of the payment made with the exception of booking fees

3. The withdrawal notified at the latest 30 days before the show will exempt the exhibitor from the payment of fees and compensation, however the sums paid as a deposit remain the property of Sti Expo.

4. Withdrawal no later than 15 days before the start of the event will allow the exhibitor to pay all of the fees and allowances relating to their participation.

Article 3: General terms of exposure

The assembly of the stands will begin one (1) week before the official opening of the exhibition, the end of the stand assembly must be completed at noon the day before the opening. The height of the stands must not exceed 2.5 meters unless expressly agreed in writing. The buildings and equipment of El kram exhibition center cannot be damaged under any circumstances.

During the exhibition:

During the exhibition period, the exhibitor is obliged to occupy the space allocated to him until the end of the event. The products exhibited must not be covered during the opening hours of the exhibition.

- Exhibitors or stand staff are prohibited from advertising, in any way, in or around their stands, for a firm other than their own or that which they represent.

- Exhibitors are also prohibited from transferring their stand to third parties, renting it, making it available to a third party or transferring it.

- Any advertising, demonstration or improper solicitation in the aisles near the stands (loudspeakers, etc.) likely to inconvenience the occupants of neighboring stands are strictly prohibited. The exhibitor must stand in the space allocated, and all advertising material must be in this space.

At the close of the exhibition:

- The dismantling of stands and their evacuation must be done within a period not exceeding 48 hours from the end of the exhibition.

- Before the closing of the exhibition, it will not be allowed to start any dismantling operations whatsoever, or even to take away material already exhibited. The removal of the equipment must also be accompanied by the obtaining of an exit voucher which the exhibitor must collect from the trade fair commissioner, on the express condition that full payment has been made. On the contrary, we recognize the company of international fairs of Tunis "ITF" the right to withhold the goods on display until payment is made.

- After one day, ITF will invoice a lump sum of 50DT per day.

- Exhibitors must leave the locations and equipment made available to them in the state in which they found them. Any damage caused by their installation or their goods putten, either to the building, or finally to the occupied floor, will be evaluated and put at the expense of exhibitors.

Article 4: Formalities

1. Insurance: In addition to the insurance covering the exhibits, the exhibitor is required to take out, at his own expense, all insurance covering the risks that he and his staff incur or cause to run to third parties. The organizer is deemed to be relieved of all responsibility in this regard, in particular in the event of loss, theft or any damage.

2. Guarding: Guarding of stands and their content is only ensured during the closing hours of the show. During opening hours, products and materials are the responsibility of the exhibitor, who undertakes to do so.

3. Customs: It is up to each exhibitor to complete customs formalities for equipment and products from abroad. Sti expo cannot be held responsible for any difficulties that may arise during these formalities.

Article 5: Major or unpredictable forces

In the event that, for major or unpredictable forces, the event cannot take place, requests to participate will be canceled and the sums from the payments already made by the exhibitors and remaining available after deduction of the expenses incurred by Sti expo, will be distributed to them in proportion to said payments without it being expressly possible to exercise recourse in any capacity whatsoever against Sti Expo.

Article 6: Official catalog and other publications

A catalog of the show will be distributed to all exhibitors establishing the list of participating companies, the type of products they present and the position they occupy. Sti expo can in no way be held responsible for identifiable errors and omissions in the catalog advertisements, if the exhibitor does not provide the specific indications, or if these will not be exact.

Article 7: Application of the regulations

Exhibitors by signing their requests to participate accept the provisions of these regulations. Any violation of the provisions of the general regulations may result in the exclusion of the offending exhibitor.

Compensation is then due by the exhibitor as compensation for the moral or material damage suffered by the event. This compensation is at least equal to the amount of the participation which remains acquired by Sti expo without prejudice to the additional damages which could be requested by Sti expo has in this respect a right of retention on the exhibited articles and the elements furniture or decorative items belonging to the exhibitor.

- In case of dispute and litigation, the Tunisian courts is the only sole jurisdiction.

Exhibitors formally commit

To respect the clauses of these general regulations