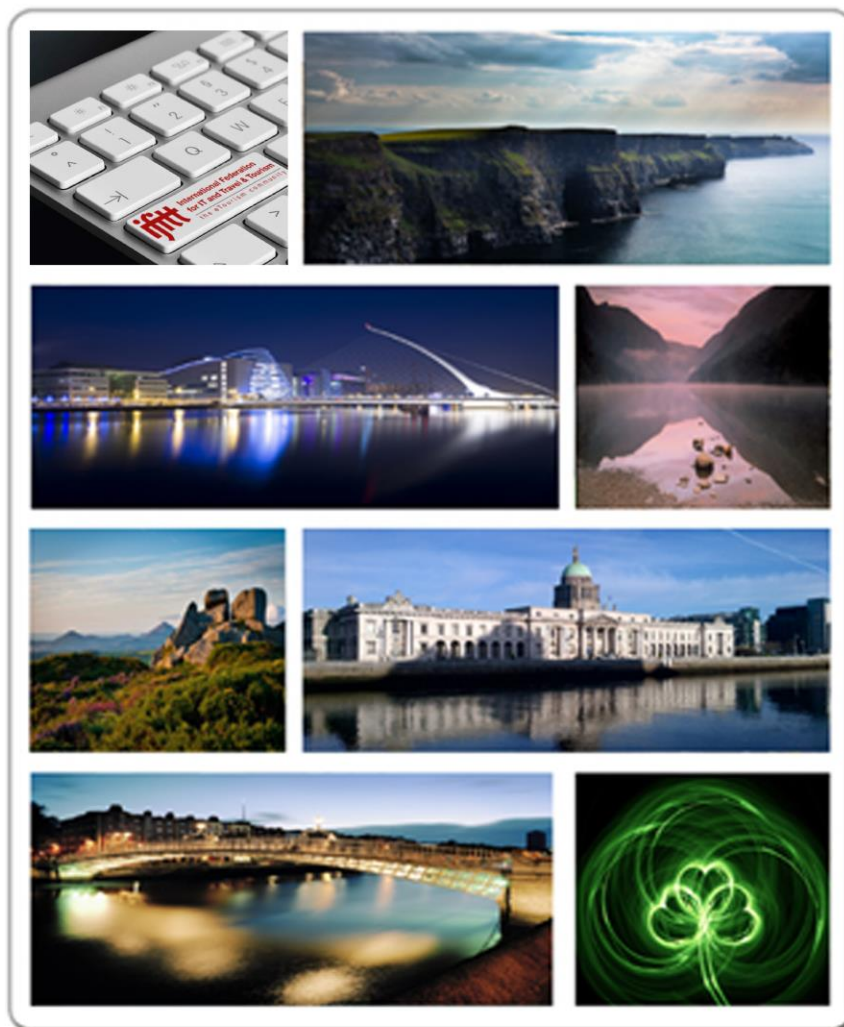


ENTER Comes of Age

ENTER 14
@ Dublin



21-24 January 2014
Dublin, Ireland

www.enter2014.org
enter2014@dit.ie

ENTER2014 - Where Social Inspiration meets Dynamic eTourism Innovation

Dublin 21st-24th January 2014



Organised by the International Federation for Information Technology and Travel and Tourism (IFITT) the ENTER conference offers a worldwide and unique forum for attendees from industry, academia, government, and other organisations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.



IFITT (www.ifitt.org) is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry. The IFITT community is highly active at all levels of industry and academia and comprises many of the leading experts in the field - as well as those entering the area for the first time! You will find it is a friendly and easily accessible community and I hope you will enjoy being part of it. We look forward to welcoming you to our Federation and to the many events and opportunities in which we are involved.

At ENTER 2014, the theme is “Where Social Inspiration meets Dynamic eTourism Innovation”. The conference will explore eTourism opportunities and challenges within the social inspiration context, exploring information and communication technologies concepts, applications, and business models in travel and tourism. Issues to be covered at the conference include, but are not limited to, the following areas:

- Social Networking, Social Media and Social Inspiration
- Context and Location Based Services
- Augmented Reality and Gaming
- Advanced Distribution Systems
- Electronic Marketing and Analytics
- Big data and Cloud computing
- Information Search and Retrieval
- Travel Search and Meta-Search
- Technology Acceptance
- Consumer Inspiration through ICTS
- Information Interfaces and Presentation
- Crisis and eTourism
- ICT Adoption, Use, and Value Creation
- Intelligent Systems
- Web 2.0 and Web 3.0
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation
- Legal and Social Aspects
- Website Design and Evaluation
- E-Learning and distributed learning
- Cultural Heritage and Sustainability
- Mobile Services
- Context-Aware Systems
- E-strategy and e-Business models
- ICT for Regional Development
- Recommender Systems

The conference brings together the research community with industry and it is organised in three streams namely, industry, destinations and research tracks. All submissions to the research track are rigorously evaluated for novelty, significance, and soundness. ENTER 2014 will also host a dedicated “Irish Day” which will showcase all that is exciting and innovative in the area of Tourism and IT on the island of Ireland. Last but not least, the conference will feature 6-8 world class keynote speakers.

ENTER will celebrate its 21st birthday with groundbreaking contributions and interactions within the IFITT community. Your presence at ENTER 2014 will offer you superb networking and commercial opportunities. So please come and join us as an exhibitor and/ or sponsor and help celebrate ENTER’s Coming of Age in Dublin 2014.

Professor Dimitrios Buhalis
IFITT President



General Information

ENTER 2014 - January 21st – 25th 2014

Conference Venue

Chartered Accountants House,
47-49 Pearse Street,
Dublin 2

www.charteredaccountantshouse.ie



ENTER 2014 Organising Committee

IFITT President: Dimitrios Buhalis (Bournemouth University, UK)

ENTER 2014 Chair: Wolfram Höpken (Hochschule Ravensburg-Weingarten, Germany)

Industry Chairs: Ehud Ben-haim (Google.com, Ireland)
Dimitris Serifis (Nelios, Greece)
Helena Egan (Tripadvisor, UK)

Destination Chairs: Joantxo Llantada (Valencia Tourism, Spain)
Gregor Kralj, (Slovenian Tourist Board)
Justin Reid (Betapont, UK)

Research Chairs: Zheng Xiang (University of North Texas, USA)
Lis Tussyadiah (University of Southern Denmark)

Irish Day Chairs: Patrick Horan (Dublin Institute of Technology, Ireland)
Ciaran Doherty (Tourism Ireland, Ireland)

PhD Workshop: Rodolfo Baggio (Bocconi University, Italy),
Alessandro Inversini (Bournemouth University, UK)
Marianna Sigala (University of Aegean, Greece)
Juho Pesonen (University of Eastern Finland, Finland)

ENTER 2014 Local Organiser

Patrick Horan
Dublin Institute of Technology
School of Hospitality Management and Tourism
Cathal Brugha St., Dublin 1, Ireland.



+ 353 (1) 402 4397

patrick.horan@dit.ie



About ENTER

ENTER 2014 will be the 21st annual ENTER Conference and the first time that it has visited Ireland. The conference offers a worldwide and unique forum for attendees from industry, academia, government, and other organisations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.

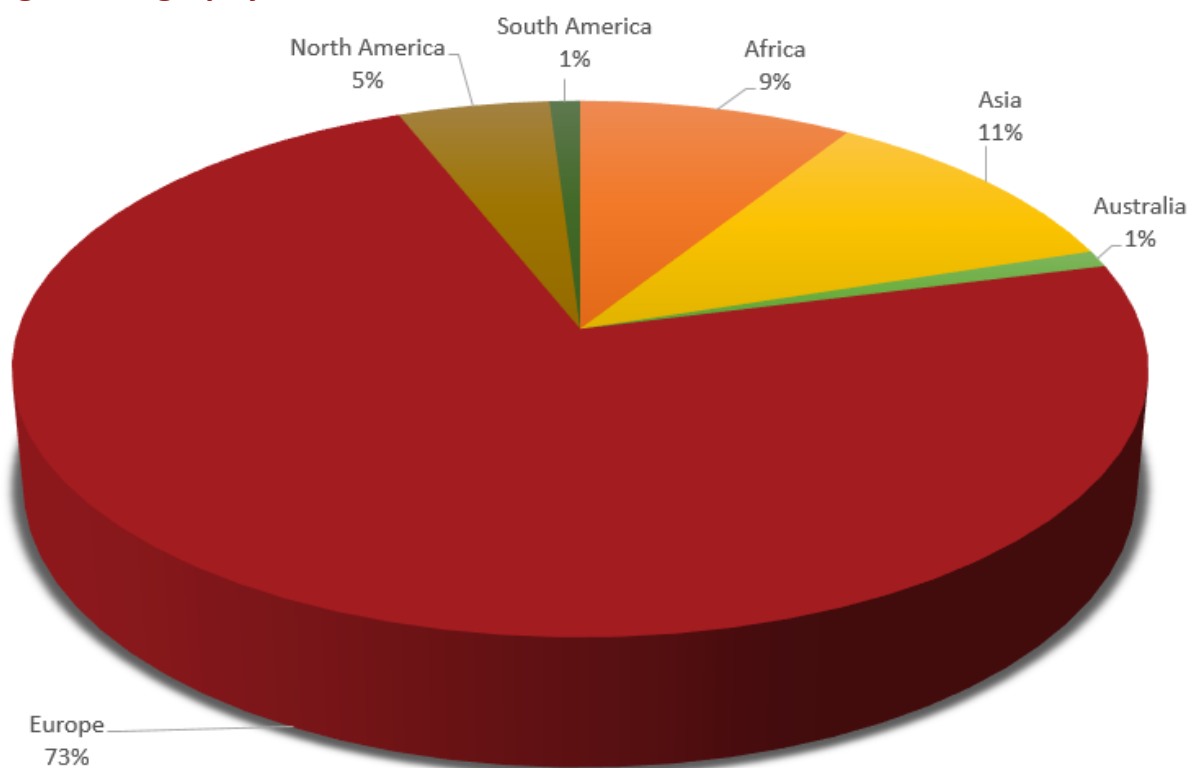
The event offers a wide variety of structured sessions and networking opportunities that include:

- 300+ Delegates
- Multiple streams
- Plenary sessions
- Presentation of Industry and Destination Cases
- Expert talks
- Workshops
- Destination Forum
- Welcome Drinks Reception
- Congress Dinner Party
- Networking breaks and lunches in the exhibition area

Delegate Statistics

With delegates from all over the world the ENTER Conference offers an international platform for industry, experts and delegates alike. Sponsors have the possibility of meeting many representatives of the world-wide travel and tourism community in just three days.

Delegate Geography



Preliminary Programme

The current programme is an outline and will be updated regularly.

Tuesday, 21 January

PhD Workshop

Wednesday, 22 January (Including ENTER 2014 Irish Day)

08:00 Conference Registration

09:00 Official Welcome

09:30 Keynote Speaker

10:30 Coffee Break

11:00 Destination, Industry & Innovation and Research Sessions

13:00 Lunch

14:30 Keynote Speaker

15:00 Destination, Industry & Innovation and Research Sessions

16:30 Coffee Break

17:00 Destination, Industry & Innovation and Research Sessions

17:30 IFITT AGM

18:30 ENTER Welcome Reception

Thursday, 23 January

08:00 Conference Registration

09:00 Keynote Speaker

10:30 Coffee Break

11:00 Destination, Industry & Innovation and Research Sessions

13:00 Lunch

14:00 Best Research Papers Announcement

16:00 Coffee Break

16:30 Destination, Industry & Innovation and Research Sessions

19:00 ENTER Dinner Party

Friday, 24 January

08:00 Conference Registration

09:00 Destination, Industry & Innovation and Research Sessions

10:30 Keynote Speaker

11:00 Coffee Break

11:30 Destination, Industry & Innovation and Research Sessions

13:30 Lunch

14:30 Panel Discussion

15:45 Conference Closing and Announcements

Sponsorship Opportunities

There are a wide variety of sponsorship and exhibition opportunities available for ENTER 2014. Please take some time to have a look at the options below or do not hesitate to contact Noel Mitchell (enter2014@dit.ie or + 353 (0) 1 400 3626) if you wish to suggest other sponsorship options that might better suit your needs.

Gold Sponsor €25,000 (1 Opportunity Available)

Our Gold Sponsor will receive the following benefits:

- Exhibition table/display space (double size) in prime location
- Sponsor logo on Conference Announcements and all Advertisements
- Sponsor logo on Lanyard for delegate badges
- Sponsored Industry Session as part of the conference schedule
- 4 staff from sponsor may attend the conference, and 2 additional invited guests
- Back cover Ad on Conference Programme Book
- Sponsor may include welcome letter or arrival gift for delegates
- Sponsor logo on Conference Website
- Delegate Bag Insert



Silver Sponsor €12,000

Our Silver Sponsor will receive the following benefits:

- Exhibition table/display space (double size) in prime location
- Acknowledgement as sponsor on Conference Announcements, Advertisements and Conference Website
- Sponsor will be credited with support of 1 coffee break
- 4 staff from sponsor may attend the conference
- Full Page Ad in conference programme book
- Delegate Bag Insert



Other Sponsorship Opportunities

There are a number of sponsorship opportunities available:

Sponsor of Conference Dinner (Inc. Guests & Speaker)	€10,000
Conference Wi-Fi and Mobile App	€5,000
Delegate Bag Sponsor	€3,500
Support Attendance of an Invited Speakers	€3,000
Sponsorship of Coffee Break	€1,500
Ad in Conference Programme Book – Full Page Colour	€1,250
Conference Website Banner Ad (Monthly)	€1,000
Logo & Link on Conference Website	€750
Delegate Bag Insert	€500

Academic Grant

Grants from academic institutions and public-sector organizations are welcome to be made as Academic Grants to support the conference, and will be assigned to assist delegates and speakers who would otherwise be unable to attend. These grants are tax-free, and will be acknowledged at the conference.

Conference Exhibitor

A limited number of exhibition stand spaces will be available at the conference. The exhibition stand is space-only but will include a table, two chairs and electrical supply. Furthermore, 2 staff passes are included with each stand space.

Exhibition Space (6m)	€1,850
-----------------------	--------

Publishers Area

Publishers are invited to display or sell books and journals at the conference. The special discounted price below will be available for a 3m x 2m area.

Publishers Booth

€950

For further information Please Contact Noel on:



+ 353 (0) 1 400 3626

enter2014@dit.ie

Terms and Conditions for Sponsors & Exhibitors

An invoice for the full amount due will be issued upon receipt of the booking enquiry, and a booking is only confirmed upon receipt of payment. Priority on exhibition space location will be given to companies taking additional sponsorship items, otherwise exhibition space will be allocated on a first-come, first-served basis once payment is received. Availability of many of the sponsorship opportunities is limited.

Refunds of exhibition space and sponsorship costs will be based on the following schedule:

Before 1st Sept 2013: 50% refund in event of cancellation by sponsor

After 1st Sept 2013: No refund available

In the event that the conference is postponed for any reason, the exhibitor/sponsor will not be entitled to cancel their booking or to obtain monetary compensation, but the benefits that have been agreed with the exhibitor/sponsor will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the Conference Secretariat will refund the exhibition/sponsorship money to the exhibitor/sponsor, minus any benefits that have been received by the exhibitor/sponsor prior to the cancellation and any expenses incurred by the Conference Secretariat with respect to the provision of the agreed benefits.

Exhibitors are entitled to have two staff in attendance to man their exhibition stand. Additional staff badges can be purchased for a price of €250 per person.

Exhibitors must have their own Employers Liability and Public Liability insurance in place, as well as insurance for any equipment being displayed on their exhibition stand. Exhibitors agree to maintain all materials and equipment within their allocated stand space. Exhibitors agree not to undertake any action that could be considered dangerous to participants or potentially damaging to the venue including not attaching anything to the walls of the venue.



**International Federation
for IT and Travel & Tourism**

**Dublin Institute
of Technology**

