



**Kit includes:**

**Marketing Toolkit**

B2C Virgin Trains

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Best connected

Your exhibitors & visitors can save  
**25% discount**  
on advance fares with

### **25% discount on Virgin Trains' Advance Fares NEC Consumer Event**

If you are holding a consumer exhibition or event at the NEC then you and your visitors are entitled to 25% off train travel to the venue with our Travel Partners Virgin Trains. To help explain more about this offer we've put together this toolkit which covers some frequently asked questions about the offer.

#### **What is the offer?**

Simply book your journey to the NEC using the link below and the 25% discount will be automatically applied to your booking:

[www.virgintrains.co.uk/nec/](http://www.virgintrains.co.uk/nec/)

## Questions and Answers

### **What do I need to do to validate my ticket?**

You need to make sure that you have confirmation that you are attending an event at the NEC with you when you are travelling (as the conductor may ask you for this on the train). So, please make sure you have your exhibitor/visitor passes or email confirmation with you.

### **I'm staying overnight in Birmingham before my event so my train ticket date won't match the event details – does this matter?**

As long as you have your hotel booking with you and are within a few days either side of the event when you travel then your ticket will be valid.

### **My event has been rescheduled or cancelled – will my train ticket be valid for the new date or can I get my money back if it's cancelled completely?**

Unfortunately not. The date on the train ticket needs to match, or be within a few days of the event date (if you are staying overnight prior to attending the event). You cannot get your money back if the event is cancelled.

### **I'm an organiser and I want to promote this offer to my visitors – when's best to do this?**

You can book your tickets up to 12 weeks prior to the show date so it's best not to promote the offer to your visitors before this 12 week period. Also, remember you can't get the tickets if it's less than 24 hours before you're due to travel, so don't promote the offer the day before your event.

### **I'm an organiser – how can I promote this offer to my visitors?**

We've sent you an html email which you can send to your visitors. This explains the offer and sets out the terms and conditions for them. The URL above ([www.virgintrains.co.uk/nec/](http://www.virgintrains.co.uk/nec/)) can also be provided to your visitors.

## **Want a Virgin graphic tile with link for your show website?**

If you require artwork for a website button, banner or html email, please provide the relevant specifications to Marketing or your NEC Sales or Event Manager and we can supply.

### **Example**

Digital artwork available



### **Marketing Contact details**

#### **Anna Stanley**

Marketing Manager- NEC B2C

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**I've still got some questions about the promotion – who should I contact?**

You can email

[customer.relations@virgintrain.co.uk](mailto:customer.relations@virgintrain.co.uk)  
or call 0333 1031031 with any further queries.