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Contract

## **BTA2184 - The Meeting Show 2025 + SMU International 2026**

British Tourist Authority t/a VisitBritain/VisitEngland

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-059340

Procurement identifier (OCID): ocds-h6vhtk-05a147

Published 24 September 2025, 3:18pm

### **Scope**

### **Reference**

C1338

### **Description**

Northstar Travel Group / Northstar Meetings Group is the sole proprietor of the following events which means we must direct award to facilitate attendance and participation: 1. The Meetings Show in London on 25 June 2025 2. The M&IT Awards on 19 September 2025 3. Attendance and participation at Successful Meetings University (SMU) International Workshop from 9-11 March 2026 as part of our annual North American Trade Mission. This is aligned to VisitBritain's corporate priority to Support Regional Growth. Generating new business event enquiries (RFPs) for England from North American markets.

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## **Contract 1. BTA2184- The Meeting Show 2025 + SMU International 2026**

### **Supplier**

- [Northstar Travel Media](#)

### **Contract value**

- £42,942 excluding VAT
- £51,530.40 including VAT

Below the relevant threshold

### **Date signed**

29 August 2025

### **Contract dates**

- 1 September 2025 to 16 March 2026
- 6 months, 16 days

### **Main procurement category**

Services

## CPV classifications

- 79952100 - Cultural event organisation services
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## Procedure

### Procedure type

Below threshold - without competition

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## Supplier

### Northstar Travel Media

30 Old Bailey

London

EC4M 7AU

United Kingdom

Email: [rbarker@ntmlc.com](mailto:rbarker@ntmlc.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

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## **Contracting authority**

### **British Tourist Authority t/a VisitBritain/VisitEngland**

- Public Procurement Organisation Number: PNTZ-2463-JRXX

Victoria Square House, Victoria Square

Birmingham

B2 4AJ

United Kingdom

Contact name: Procurement Team

Email: [procurement@visitbritain.org](mailto:procurement@visitbritain.org)

Website: <https://visitbritain.force.com/s/Welcome>

Region: UKG31 - Birmingham

Organisation type: Public authority - central government