

**BUSINESS GROWS  
WHERE NEW IDEAS  
FLOURISH**

19–21 October 2016  
itb-asia.com



**ITB**  
*Asia*

The Trade Show for the Asian  
Travel Market

# ITB ASIA 2016: EXHIBITOR FAQ

## EVENT DETAILS:

**Date:** 19 – 21 October 2016

**Location:** Marina Bay Sands  
Sands Expo & Convention Centre, Basement 2  
10 Bayfront Avenue  
Singapore 018956

**Opening Hours:** 1000 to 1800hrs

Organised by:



Held in :



Official Medical & Travel  
Security Partner:



Official Hotel Partner:

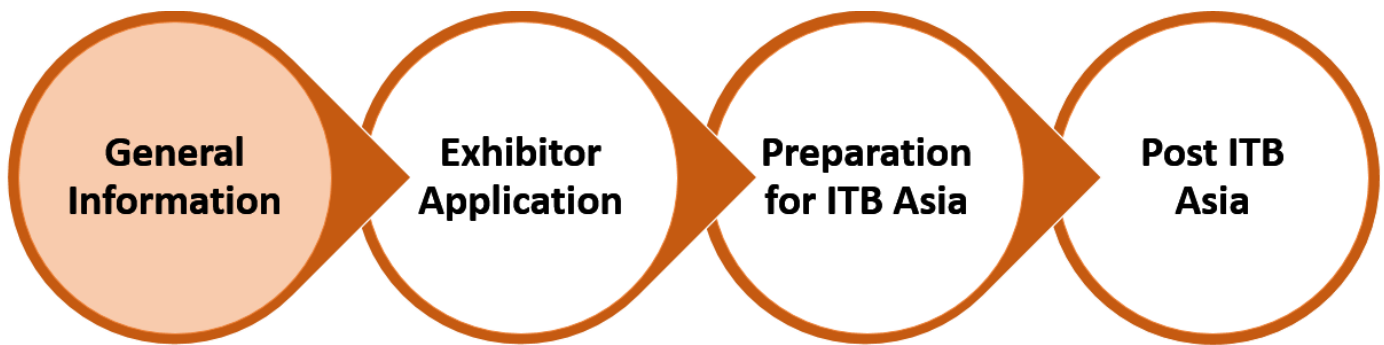


Official Partner Country:



## Table of Contents

<b>1</b>	<b>General Information .....</b>	<b>3</b>
1.1	Marina Bay Sands & ITB Asia 2016.....	3
1.2	Contractor & Construction.....	4
1.3	Exhibiting.....	4
1.4	Speaking Opportunities .....	4
1.5	Sponsorship Opportunities .....	4
<b>2</b>	<b>Exhibitor Application .....</b>	<b>5</b>
2.1	Exhibitors' Application.....	5
2.2	ITB Asia Exhibitor's Login .....	5
2.3	Appointments and Listing.....	6
2.4	Badges .....	7
<b>3</b>	<b>Preparation for ITB Asia .....</b>	<b>8</b>
3.1	Hotel Booking.....	8
3.2	Privileges @ MBS for ITB Asia Delegates.....	8
3.3	VISA Applications.....	8
3.4	Pre-Scheduled Appointments .....	9
3.5	Online Diary.....	9
3.6	Build-Up and Tear Down of Stand.....	10
3.7	Cancellation Policy/ 'No Show' Policy .....	10
<b>4</b>	<b>Post ITB Asia .....</b>	<b>11</b>
4.1	Rate the Buyers .....	11



## 1 General Information

### 1.1 Marina Bay Sands & ITB Asia 2016

- **How can I get there?**

More information of getting to Marina Bay Sands click: <http://www.marinabaysands.com/company-information/directions-to-marina-bay-sands.html>

- **Where can I find the floor plan?**

You may download the floor plan from <http://www.itb-asia.com/floor-plan/>

- **What are the benefits to attend ITB Asia?**

- Secure face to face meetings with leading buyers from Asia and other continents
- ITB Asia caters to MICE, Corporate and Leisure markets across 3 days
- Enjoy 1: 1 buyer and exhibitor ratio through our appointment system
- Seize the opportunity to connect with the key decision makers
- Build connections with 10,300 attendees from 108 countries.

- **Is there a minimum age to enter the event?**

The minimum age requirement for delegate to enter is 18 years old.

- **Is there a dress code?**

Strictly Business Attire (Delegates dressed in shorts and slippers will **NOT** be allowed entry into the Exhibition Halls and Conferences)

## 1.2 Contractor & Construction

- **Who is the Official Contractor for ITB Asia?**

The Official Contractor is PICO Pte Ltd. For further information, kindly email to [itbasia2016@sg.pico.com](mailto:itbasia2016@sg.pico.com)

- **Can I appoint other Contractors besides PICO Pte Ltd?**

Yes, however please note that the drawings of the booth would need to be sent for approval. Kindly send the drawings to [itbasia2016@sg.pico.com](mailto:itbasia2016@sg.pico.com) for approval.

## 1.3 Exhibiting

- **What are the types of Stand Packages available?**

Kindly visit this link for more information: <http://www.itb-asia.com/exhibiting/stand-application-prices/>

- **What is the difference between Raw Space and Shell Scheme?**

Kindly visit this link for more information: <http://www.itb-asia.com/exhibiting/stand-application-prices/>

- **Can I Co-Exhibit with my business partners?**

For every 9sqm, the main Exhibitor may purchase 1 additional Appointment with Listing for the Co-Exhibitor.

- **Can I claim VAT (Value Added Tax)?**

For any VAT request, kindly write in to [adminexh@itbasia.com.sg](mailto:adminexh@itbasia.com.sg)

## 1.4 Speaking Opportunities

- **Can I request for a speaking slot during ITB Asia?**

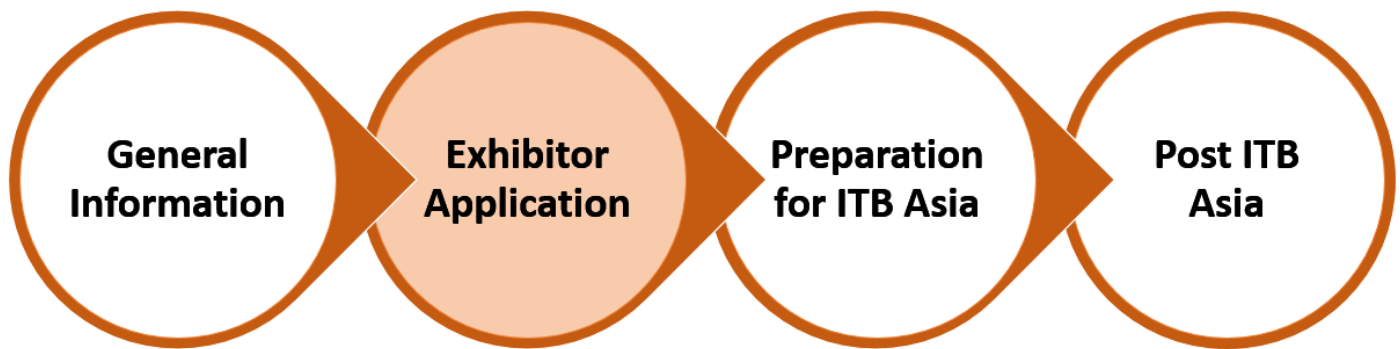
For speaking opportunities, kindly write in to [adminexh@itbasia.com.sg](mailto:adminexh@itbasia.com.sg)

## 1.5 Sponsorship Opportunities

- **Are there any marketing/press opportunities?**

For further marketing opportunities, kindly visit this link for more information: <http://www.itb-asia.com/exhibiting/sponsorship/> or download our [Sponsorship Brochure PDF](#).

Additionally, you may refer to “Press” in Exhibitor Login.



## 2 Exhibitor Application

### 2.1 Exhibitors' Application

- **How do I apply to become an Exhibitor?**

Kindly visit the following link to register for a Stand: <http://itbasia.com.sg/2016/standregistration>

For returning Main Exhibitors from ITB Asia 2015:

- Select "2015 Exhibitors".
- Tick the checkbox "I have read and agreed to the Terms & Conditions."
- Key in your Registration ID and Password (Your Login details used for ITB Asia 2015)
- Update your Profile, Package Details, and Additional Purchases accordingly.

For New Exhibitors:

- Select "New Registration".
- Tick the checkbox "I have read and agreed to the Terms & Conditions."
- Update your Profile, Package Details, and Additional Purchases accordingly.
- Fill in ALL relevant details accordingly.

- **How long does the Approval process take?**

Approval process generally takes about 2 to 3 working days.

- **What happens after I have registered?**

You will receive 2 emails:

- To notify you that the Registration is Successful.
- To notify you that the Registration has been Approved along with ITB Asia 2016 Contract for Exhibition Space for your endorsement.

### 2.2 ITB Asia Exhibitor's Login

- **How do I access my ITB Asia Exhibitor's Login?**

Click on the exhibitor login link <http://itbasia.com.sg/2016/exhibitorlogin>, and key in the Registration ID and Password sent to your registered email during the application process.

If you have forgotten your Registration ID or password, please contact the ITB Asia Team for assistance or email [adminexh@itbasia.com.sg](mailto:adminexh@itbasia.com.sg)

- **What information is available on my ITB Asia Exhibitor's Login:**

<http://itbasia.com.sg/2016/exhibitorlogin?>

- Your application details
- Your Profile
- E@ITBAsia
- Co-Exhibitors' Information
- Exhibitors Badge Details
- Product Index Group
- Segment Interest
- Countries Interest
- Package Details
- Online Exhibitor Manual

Upon submission of your contract:

- Your Tax Invoice
- Your Pre-Scheduled Appointments and Online Diary functions (only be available in late August)

## 2.3 Appointments and Listing

- **What is an Appointment?**

An Appointment allows the Exhibitor to set up 1-1 business meetings with the Buyers during the span of 3 days at the show.

There are 2 process involved in the Appointment prior to the show; Pre-Scheduled Appointment and Online Diary Appointment.

- **What is a Listing?**

A Listing refers to the Entity's Name being listed in ITB Asia Show Catalogue (printed and online version).

- **How much is an additional Appointment with Listing?**

The additional appointment with listing cost US\$1,250 (subjected to 7% GST).

- **How much is an Additional Listing only?**

The additional Listing cost US\$100 (subjected to 7% GST).

## 2.4 Badges

- **Where can I purchase Additional Badges?**

You may purchase via the Exhibitors' Login (online) or alternatively purchase it onsite.

*Exhibitor's Login (online):* US\$90 (subjected to 7% GST)

Onsite rate: US\$100 (inclusive of 7% GST)

- **How can I fill in the name and company for the new badges?**

You can key in the Badge details under the button on the left column titled - Exhibitor Badge Details.

- **Where can I collect my Badge(s)?**

You may print the E-badge(s) from your Exhibitor's Login which will be released about 1-2 weeks prior to the show. Alternatively, you may collect it at the registration counter at Basement 2 of Sands Expo & Convention Centre.

- **How can I purchase badges for my contractor?**

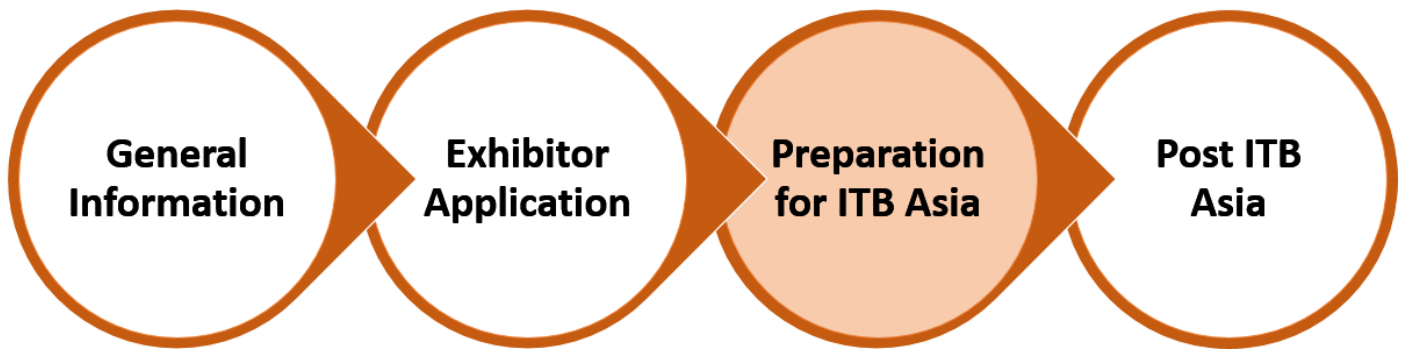
Access the Online Exhibitor Manual in your Exhibitor's Login to pre-register for contractor badges found under (Checklist for Order Forms > A1: Construction / Dismantling Passes). Alternatively, the contractor badges may be obtained at the PICO booth located at Basement 2 of Sands Expo & Convention Centre.

- **Can Co-Exhibitor make additional purchases?**

All purchases of additional items would need to be procured by the Main Exhibitor.

- **Can Co-Exhibitor collect their badges?**

Yes, they may print their own E-badge(s) through their Exhibitor Login which will be released 1-2 weeks prior to the show. Alternatively, they may collect their own badges at Basement 2, Sands Expo & Convention Centre.



### 3 Preparation for ITB Asia

#### 3.1 Hotel Booking

- **Where should I stay in Singapore during ITB Asia 2016?**

ITB Asia's Official Hotel Partner, Marina Bay Sands, Singapore (MBS), is currently offering exclusive rates to all attendees. You may book your hotel with these discounted rates via this link: [ITB Asia 2016 Marina Bay Sands Hotel](#)

You may wish to know that MBS is a walking distance from the Sands Expo & Convention Centre.

#### 3.2 Privileges @ MBS for ITB Asia Delegates

- Click [here](#) to view the guest privileges at Marina Bay Sands

#### 3.3 VISA Applications

- **Do I need a VISA to attend ITB Asia 2016?**

Click [here](#) to find out on VISA requirements for your visit to Singapore.

If you need to apply for a VISA, kindly email [adminexh@itbasia.com.sg](mailto:adminexh@itbasia.com.sg)

Please note that Contract for Exhibition Stand must be submitted and confirmed your participation as an Exhibitor at ITB Asia 2016 to be issued the Letter of Introduction for VISA application.



### 3.4 Pre-Scheduled Appointments

- **What are the suggested browsers?**

The suggested browsers are Internet Explorer 8.0 and above, Chrome and Mozilla Firefox.

- **When will I be able to use the Appointment System?**

The first round of Appointment system, Pre-Scheduled Appointment (PSA) will be launched in early August

- **How can I Pre-Schedule my appointments?**

An email notification will be sent to all Exhibitors of the commencement of the PSA selection.

Alternatively, access Exhibitor's Login link: <http://itbasia.com.sg/2016/exhibitorlogin> and click the Pre Scheduled Appointments button on the left column.

Please select 65 preferred Buyers to expedite appointment matching.

Results of the Pre-Scheduled Appointment selection would be depicted on the Online Diary section – an automated timetable based on your 65 selections.

### 3.5 Online Diary

- **What is Online Diary?**

Online Diary is a final timetable with dates, time and scheduled meeting appointments for Exhibitors.

Online Diary is a portal for all Exhibitors to manage their daily timeline and meetings. You may accept meetings and send meeting requests via the Online Diary until 1 week before the show dates.

- **How do I manage my Online Diary?**

3 weeks after Pre-Scheduled Appointments, an email notification will be sent to all Exhibitors of the commencement of Online Diary.

Alternatively, access Exhibitor's Login link <http://itbasia.com.sg/2016/exhibitorlogin> and click the button on the left column titled – Online Diary.

You may manage your meetings via the Online Diary.

### 3.6 Build-Up and Tear Down of Stand

- **When is the build-up and tear down date?**

BUILD-UP PERIOD	DATE	TIME (hrs)
Moving-in of Official Stand Builder / Technical Services Provider	17 Oct 16	0800
Moving-in of Special Design / Interior Decoration Contractors	17 Oct 16	1200
Exhibitor Registration	18 Oct 16	0800
Official Power Turn-On	18 Oct 16	0900
Moving-in for Shell Scheme Exhibitors	18 Oct 16	1000
All Booths to be Completed by	18 Oct 16	2200

TEAR-DOWN PERIOD	DATE	TIME (hrs)
Removal of light/hand-carry exhibits and personal property	21 Oct 16	1800 to 1900
Electrical supply cut off	21 Oct 16	1900
Removal of heavy exhibits and tear down of booth	21 Oct 16	1900 onwards
Completion of tear down	22 Oct 16	1500

- **What is the dimension of a 9sqm Shell Scheme?**

The dimension is 2.5mH x 3mW x 3mL.

- **What is the height limit for Raw Space?**

The maximum height for Raw Space is 5mH (with P.E. Endorsement)

### 3.7 Cancellation Policy/ 'No Show' Policy

- **How should I cancel my booth?**

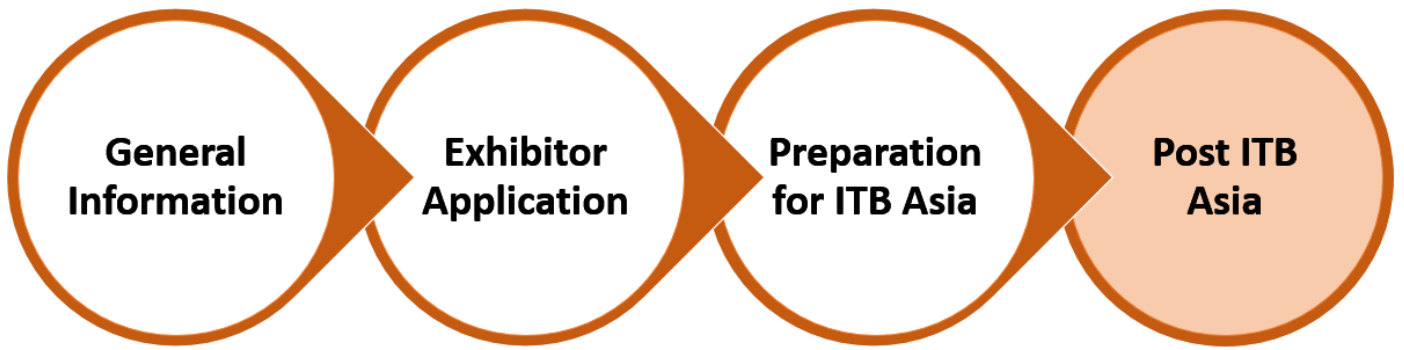
All cancellations must be sent to the ITB Asia Team in writing via email to [adminexh@itbasia.com.sg](mailto:adminexh@itbasia.com.sg), subjected to cancellation charges.

- **What are the cancellation charges?**

If Exhibitors withdraw after the official application deadline; 13 May 2016, a charge equivalent to 20% of the stand rental will be payable.

This increases to 30% for withdrawals after 1 July 2016.

After 31 August 2016 the FULL stand rental is payable.



## 4 Post ITB Asia

### 4.1 Rate the Buyers

- **What do I do with my Appointment Sheet after the show?**

Based on your meetings with the Buyers you have met on your Appointment Sheet, you may proceed to Rate the Buyers using this link: <sup>1</sup>[Mobile Rating](#)

<sup>1</sup>The 2016 link would be up shortly