



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show

# EXHIBIT AT ITB ASIA 2026

21 - 23 October 2026  
Marina Bay Sands, Singapore



Booth Type	Rebooking Rate (SGD)	Early Bird Rate (SGD)	Listed Rate (SGD)
	Sign up until 31 October 2025, applicable to existing exhibitors only	Sign up until 31 March 2026	

## SHELL SCHEME BOOTH

Basic Shell Scheme per 9sqm	7,281	7,763	8,171
Premium Shell Scheme per 9sqm	9,006	9,601	10,106

## ENHANCED SHELL SCHEME BOOTH

27sqm Peninsula Basic Package Scheme	28,227	30,093	31,677
27sqm Peninsula Premium Package Scheme	31,121	33,179	34,925
36sqm Island Basic Package Scheme	41,979	44,754	47,109
36sqm Island Premium Package Scheme	43,426	46,297	48,734

## RAW SPACE, 18SQM AND ABOVE

Corner Stand per 9sqm	7,659	8,166	8,596
Peninsula Stand per 9sqm	8,852	9,437	9,934
Island Stand per 9sqm	10,297	10,978	11,556

Additional Items: Badge - SGD 190 each | Listing - SGD 205 per listing | Appointment Set - SGD 2,045 per set\*  
(\*Inclusive of entity listing)



# KEY HIGHLIGHTS OF ITB ASIA

- 1 Asia's largest travel trade show, bringing >18,000 participants over three days
- 2 70% of attendees are decision makers
- 3 Over 132 countries represented
- 4 More than 45,000 Business Appointments every year
- 5 More than 1,500 buyers, with 60% based in Asia
- 6 High quality buyers curated from our Buyers Elite Partner Programme
- 7 Guaranteed 1:1 ratio between buyers and sellers
- 8 1 in 2 buyers signs contracts with exhibitors

## BUYERS PROFILE

### BUYER DECISION LEVEL

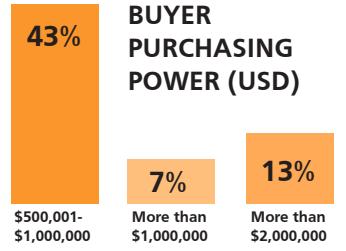


C-Level / Key  
Decision  
Makers

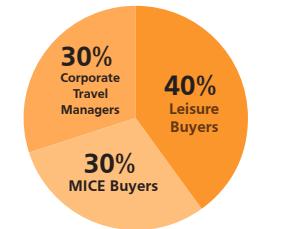


Middle  
Management/  
Influencers

### BUYER PURCHASING POWER (USD)



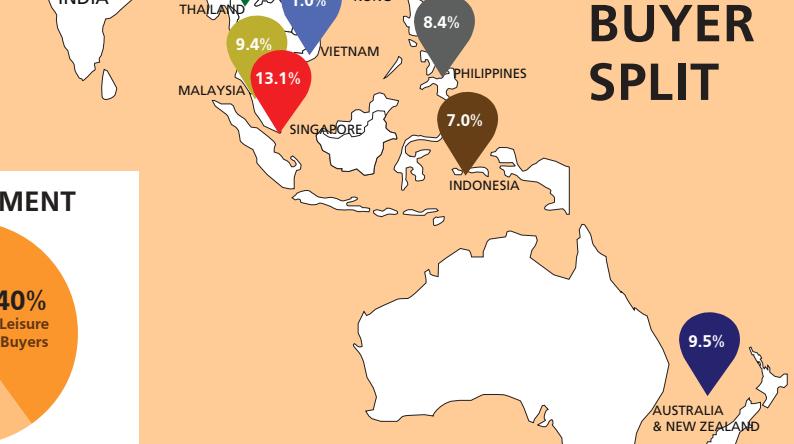
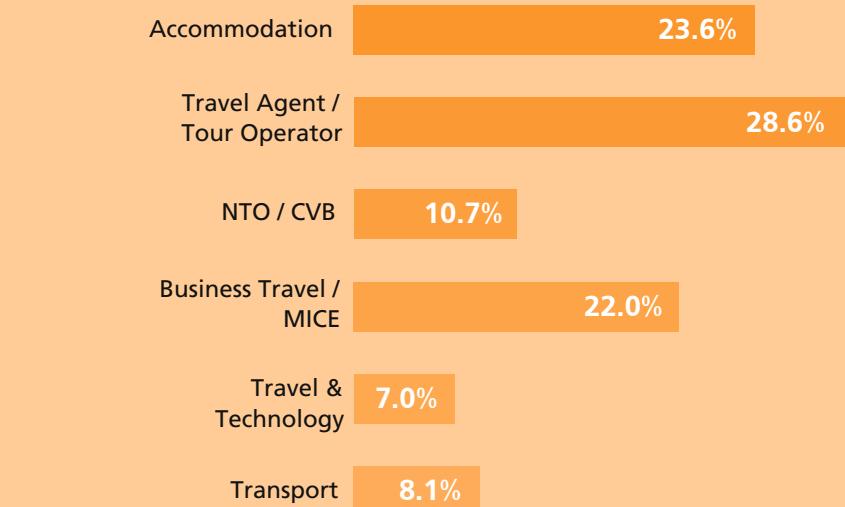
### BUYER SEGMENT



## EXHIBITORS PROFILE



Asia-pacific	<b>66.7%</b>
Europe	<b>27.1%</b>
Middle East	<b>2.2%</b>
Africa	<b>2.0%</b>
North & South America	<b>1.6%</b>



## ASIAN BUYER SPLIT

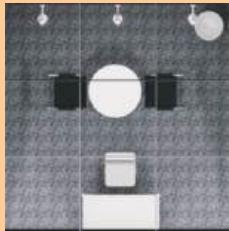
# SHELL SCHEME BOOTHS

## BASIC SHELL SCHEME



### Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9 Sqm Grey Needlepunch Carpet



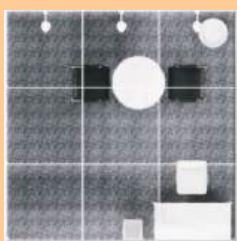
3000mmx3000mm

## PREMIUM SHELL SCHEME



### Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 1 x Self-standing Brochure Rack
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9 Sqm Grey Needlepunch Carpet



3000mmx3000mm

Note: Stand visuals are examples, and may be subject to changes without prior notice

Secure your participation today, contact the ITB Asia team today at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com) or call +65 6027 7577

# ENHANCED SHELL SCHEMES

## 27SQM PENINSULA BASIC PACKAGE SCHEME



### Entitlement (27sqm)

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter c/w logo on front
- 1 x Wastepaper Basket
- 10 x Chairs
- 2 x Round Discussion Tables
- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27 Sqm Needlepunch Carpet



9000mmx3000mm  
V0916 V4970  
Grijsclair Orange

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### Entitlement (27sqm)

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- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27 Sqm Needlepunch Carpet



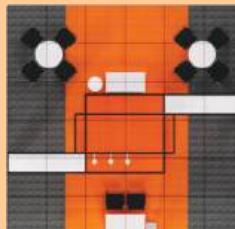
9000mmx3000mm  
V0916 V4970  
Grijsclair Orange

## 36SQM ISLAND BASIC PACKAGE SCHEME



### Entitlement (36sqm)

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter c/w logo on front
- 1 x Wastepaper Basket
- 10 x Chairs
- 2 x Round Discussion Tables
- 3 x 10W LED Spotlight
- 4 x 13amp /220V Power Socket
- 36 Sqm Needlepunch Carpet



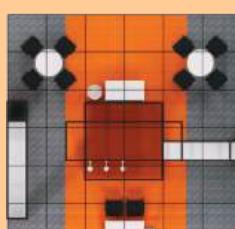
6000mmx6000mm  
V4970 Orange  
V0916 Grijsclair

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