



**ITB**  
ASIA



# SPONSORSHIP PACKAGES

15 - 17 OCTOBER 2025 | [ITB-ASIA.COM](https://www.itb-asia.com)

Co-located with:



A brand of



# OFFICIAL SPONSORSHIP PACKAGES

Position your organisation at the forefront of the travel industry by exhibiting at ITB Asia—Asia's premier travel trade show held annually in Singapore. Seize unparalleled opportunities to connect through high-impact networking, curated business meetings with hosted buyers, media exposure, cutting-edge conferences, and the latest in travel technology and innovation.

## Official Partner Destination



2022 Sponsor: Saudi Tourism Authority

Showcase your destination in an exclusive and comprehensive year-round marketing campaign at Asia's Leading Travel Trade Show. Reap the benefit of capturing the attention of thousands of travel trade professionals as well as media from over 127 countries. Leverage on multiple branding and engagement platforms before/during/after the show to position and brand your destination.

Upon  
Request

## Official Partner Hotel

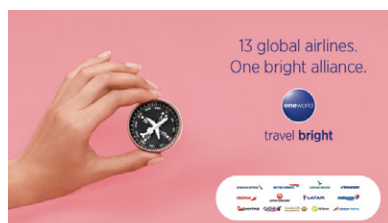


2024 Sponsor: The Ascott Limited

Take advantage of this exclusive opportunity to reach out to more than 1,000 potential international buyers and benefit from a year-round marketing campaign. Leverage on multiple branding and engagement platforms before/during/after the show to position and brand your hotel as a serious market leader.

Upon  
Request

## Official Partner Airline/Airport



2022 Sponsor: Berlin Brandenburg Airport

Leverage on this exclusive opportunity to connect with more than 1,000 international buyers as well as benefit from a year-round marketing campaign. Leverage on multiple branding and engagement platforms before/during/after the show.

Upon  
Request

# OFFICIAL SPONSORSHIP PACKAGES

Showcase your organisation at ITB Asia, the exciting spotlight of the travel industry, held annually in Singapore. Take advantage of the great opportunities offered through networking, business meetings with hosted buyers, media, conferences, technology and innovation!



## Official Travel Service Partner

Elevate your brand as the Official Travel Service Partner of Asia's leading travel trade show and gain unparalleled access to attendees from across the globe, such as top-tier buyers, industry professionals, and key decision makers.

Exclusive  
US\$17,000



## Official OTA Partner

Gain strong visibility as ITB Asia's Official OTA Partner with this exclusive opportunity to position your platform in the spotlight among all the attendees including top decision makers and travel professionals. Leverage on marketing campaigns, premium branding and engagement opportunities to showcase your services and strengthen brand prominence pre, during and post show.

Exclusive  
US\$17,000



## Bespoke Partnership

Tailor a partnership which aligns perfectly with your brand's goals at ITB Asia and take advantage of this bespoke opportunity to highlight your products and services. Are you a regional or state tourism board, or an organisation with unique products? Write to us at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com) for a customised package.

Exclusive  
US\$17,000

# OFFICIAL NETWORKING PACKAGES

## Official Event Luncheon Host (Minimum of 150 pax)



Host a private networking session with targeted audience. Take advantage of this elite sponsorship to organise a by-invitation-only luncheon with key clients and enhance your exposure. Joint marketing with ITB Asia such as a dedicated emailer to attendees is included.

*Day 1 – Available*  
*Day 2 – Available*  
*Day 3 – Available*

*\*Exclusive of F&B Cost*

Exclusive  
US\$12,000

## Official Happy Hour (5pm - 6pm)



Become the exclusive host of ITB Asia's most anticipated networking event. Showcase your brand to important clients while connecting with industry leaders in a relaxed and engaging atmosphere.

*Day 1 – Available*  
*Day 2 – Available*

*\*Exclusive of F&B Cost*

Exclusive  
US\$8,000

## Official Evening Function/Cocktail (6pm – 9pm)



2019 Sponsor: Busan Tourism Organization

Leverage on the opportunity to enhance brand awareness at this highly appreciated networking function where attendees meet and network. This is a great chance to mingle and unwind with key stakeholders, especially buyers in a more casual setting. Sponsor has a choice of hosting the function at your preferred location.

*Day 1 – Available*  
*Day 2 – Available*

*\*Exclusive of F&B Cost*

Exclusive  
US\$12,000

# NETWORKING OPPORTUNITIES

## Private Hosted Luncheon/Coffee Break (Maximum 30-50pax)



Host a private networking session with a more targeted group of attendees of your company's interest. Enhance your exposure with branding in the conference room, a short 3-minute corporate video showcase and a 10-minute speaking slot. Take advantage of this elite sponsorship to organise an by-invitation-only session with key clients.

US\$10,000

Day 1 – Available  
Day 2 – Available

2019 Sponsors: Seoul Tourism Organization & Wonderful Indonesia

\*Exclusive of F&B Cost  
\*Limited rooms available

- Two (02) 1-hour sessions per day
- One (01) exclusive emailer to all attendees



## Workshops (2-hour Session)

Opportunity for in-depth networking and Interaction with attendees through workshops, training sessions, focus group discussions and etc. Sponsors will have a choice to conduct RSVP to selected profiles to maximise ROI and address key target audiences.

US\$10,000

2019 Sponsor: Sabre Travel Network

\*Inclusive of one (01) exclusive emailer to selected attendees of ITB Asia

## Pre or Post Show Tours



Showcase your company's hotel, property or destination to ITB Asia delegates/buyers first-hand. RSVP and conduct tours, fam trips or site inspections etc. before or after ITB Asia. ITB Asia would send out RSVP emailers to selected target audience.

US\$5,000

\*Artwork to be provided by sponsor

- One (01) exclusive emailer to selected attendees of ITB Asia
- One (01) on-site table top counter

## Private Meeting Rooms



Thinking of hosting private meetings with key stakeholders at ITB Asia? Limited private meeting rooms available to fulfil your business needs.

US\$5,000

- \*Inclusive of room rental cost and seating arrangement setup only
- \*Estimated capacity is 30 - 50 pax depending on room layout
- \*Room usage is strictly between 9:00AM - 12:00PM or 2:00PM - 5:00PM
- \*Limited rooms available

# CONFERENCE SPONSOR



## Keynote Sponsor

Position your company as a thought leader with a keynote session of up to 15 minutes on Day 2 of ITB Asia. Speak alongside high level industry professionals and bellwethers on key industry trends and best practices.

Exclusive  
US\$30,000

*\*Only applicable for Day 2 Keynote Session*



## Knowledge Theatre Sponsor

Enjoy notable brand awareness and holistic branding approach to conference attendees at ITB Asia's most popular conference track – the Knowledge Theatre.

Exclusive  
US\$20,000

*\*Inclusive of production costs  
\*Venue: Knowledge Theatre, Basement 2*



## MICE Show Theatre Sponsor

Elevate your brand as a key player shaping the future of MICE. Be positioned at the centre of innovation as the sponsor of the MICE Show theatre and gain unmatched branding exposure.

Exclusive  
US\$12,000

*\*Inclusive of production cost  
\*Venue: MICE Show Theatre, Basement 2*



## Travel Tech Theatre Sponsor

Be at the forefront of innovation in the travel industry. Gain exclusive exposure to a dynamic audience of industry leaders, tech enthusiasts, and decision-makers. Showcase your commitment to advancing travel technology while supporting cutting-edge discussions and solutions.

Exclusive  
US\$12,000

*\*Inclusive of production costs  
Venue: Travel Tech Theatre, Level 1*



## Rostrum Sponsor

Amplify brand visibility and leave a lasting impression on attendees. Exclusive opportunity to have your logo featured on our rostrum across various conference theatres and strengthen your brand image.

Exclusive  
US\$8,000

Knowledge Theatre - Available  
Mice Show Theatre - Available  
Travel Tech Theatre - Available

# SPEAKING OPPORTUNITIES



## Presentation

Showcase what your company has to offer or share insights on industry trends to ITB Asia's attendees at the event's main conference track- the Knowledge Theatre. Speaking presentations are to be 90% educational.

US\$5,000

*Limited Slots Available*

Venue: Knowledge Theatre, Basement 2



## Travel Technology Showcase

Showcase your company's latest innovative technology solutions at the Travel Tech Asia. Speaking presentations of up to 30 minutes should be 90% educational.

US\$3,500

*Limited Slots Available*

Venue: Travel Tech Theatre, Level 1



## MICE Showcase




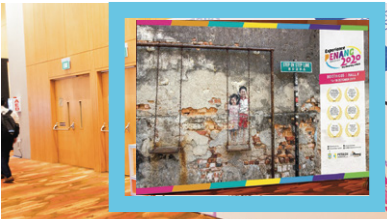
Feature your company's MICE-centric solutions at the MICE Show Asia. Speaking presentations are to be 90% educational.

US\$3,500

*Limited Slots Available*

Venue: MICE Show Theatre, Basement 2

# ON-SITE BRANDING

	<p><b>Buyers' Lounge</b></p> <p>Receive premium recognition at ITB Asia Hosted Buyers Lounge, located in a high traffic area within the exhibition hall. Offers brand exposure and visibility to over 1,400 buyers from around the world. Connect with your key target audience at an exclusive lounge area where buyers relax, network and work between their busy appointment schedules.</p>	<p><b>Single Lounge</b> US\$25,000</p> <p><b>Exclusive Multi-Lounge</b> US\$32,000</p>
	<p><b>Hosted Cafe</b></p> <p>The Hosted Cafe sponsorship provides you an opportunity to feature your brand to thousands of attendees. Enhance your company profile in this strategically located, high traffic networking arena which is also the meeting point of many ad-hoc appointments.</p>	<p><b>Single Cafe</b> US\$14,000</p> <p><b>Exclusive Multi-Cafe</b> US\$16,000</p>
	<p><b>Mobile Charging Kiosk</b></p> <p>Enjoy endless visits and brand awareness at the highly appreciated mobile charging station that keep busy attendees charged and ready to go. The mobile charging station sponsorship entitles your company to play slide-shows, display advertisements/collaterals and back-wall branding within the location.</p>	<p><b>Exclusive</b> US\$10,000</p>
 <p data-bbox="153 1778 488 1800">2019 Sponsor: Penang Global Tourism</p>	<p><b>Escalator Branding Board</b></p> <p>Position your brand at the forefront of attendees' minds. This exclusive branding opportunity is located at the main escalator connecting level 1 and basement 2 halls.</p>	<p><b>Exclusive</b> US\$12,000</p>



# ON-SITE BRANDING



## Show Floorplan Sponsor

Maximise brand exposure by featuring your brand logo at ITB Asia's floorplan boards located within show halls and foyer. Pocket floorplan version is also available and accessible to all attendees.

Exclusive  
US\$8,000

- \*Inclusive of production cost
- \*Brand visibility on 2 x Floorplan boards within the showfloor



## Buyers Reimbursement

Exclusive sponsorship package targeted to hosted buyers. Maximise brand exposure to all hosted buyers and enhance your corporate visibility within the exhibition hall.

Exclusive  
US\$10,000

- \*Inclusive of on-site branding production cost
- \*Inclusive of production costs



## Delegate Bags

A tremendous promotional opportunity with great brand visibility and corporate branding. The ITB Asia delegate bags have an outreach of all attendees for all 3 days of the show.

**SOLD**  
Exclusive  
US\$12,000

- \*Design approval to be agreed upon with organisers
- \*Exclusive of production costs



## Lanyards

An excellent promotional opportunity with great visibility and branding awareness. ITB Asia lanyard would be distributed to more than 13,000 attendees for all 3 days of the show.

**SOLD**  
Exclusive  
US\$15,000

- \*Design approval to be agreed upon with organisers
- \*Inclusive of logo display at lanyard collection counter
- \*Exclusive of production costs

2022 Sponsor: Tourism Promotions Board Philippines



## Registration Branding Board

Reach out to over 18,000 attendees during ITB Asia and enhance brand awareness with the registration counter back-wall branding across 3 days.

Exclusive  
US\$8,000

- \*Inclusive of production costs

2019 Sponsor: Sentosa Development Corporation

# ON-SITE BRANDING



2024 Sponsor: Visit Anchorage

## Ice Cream Kiosk

Enhance brand awareness and drive traffic to your booth by sponsoring our Roving Ice Cream Kiosk which would be strategically located at 3 different areas across 3 days.

Exclusive  
US\$12,000

*\*Inclusive of production costs*



## Photobooth

Position your brand in the spotlight as attendees capture memories at the photobooth where your company will be top-of-mind as attendees share their event highlights.

Exclusive  
US\$10,000

*\*Inclusive of production costs*



## On-site Banners (Hanging)

Boost brand awareness and display a tailored message on a hanging banner located at a preferred location on the show floor

US\$8,000

*\*Exclusive of production costs*

*\*Price inclusive of one (1) hanging banner*



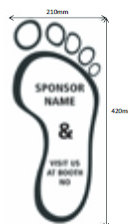
2023 Sponsor: Visit Finland

## Wall Branding

Increase your brand presence by showcasing your company's advertisement at key networking areas (i.e. cafeteria).

US\$3,000

*\*Exclusive of production costs*



## Floor Stickers

Boost your brand presence with customised floor stickers for directional purposes or tailored messages.

US\$3,000

*\*Price inclusive of 10 stickers*

*\*Inclusive of production costs*

*\*Placement subject to Organiser's approval*

# ON-SITE ADVERTISING



## Sands Expo Porte Cochere - Window Clings

No of Units: 4 units

\* Exclusive of production costs

Exclusive  
US\$15,000



## Sands Expo Escalator - Level B1 to B2 Bulkhead

No of Units: 1 unit

\* Exclusive of production costs

**SOLD**  
Exclusive  
US\$12,000

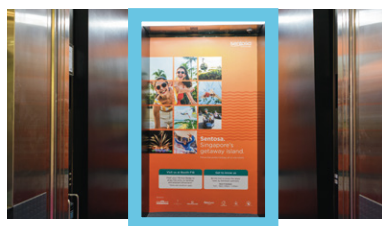


## Sands Expo B2 Hanging Banner

No of Units: 1 unit

\* Exclusive of production costs

Exclusive  
US\$12,000



2019 Sponsor: Sentosa Development Corporation

## Elevator Wall Branding

Reach out to all attendees during ITB Asia and enhance brand awareness with the elevator wall branding across 3 days.

\*Exclusive of production costs

## Multi - Advertiser

1 Panel US\$8,000

## Solo Advertiser

Exclusive  
3 Panels US\$20,000

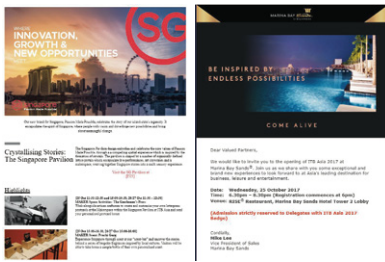


## Additional Branding Opportunities

Have an idea for customised on-site branding? Our sales team is happy to explore the possibilities with you, contact us at [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com).

# DIGITAL ADVERTISING

## Dedicated Emailer



Dedicated emailer to targeted audience (e.g. buyers, exhibitors, trade visitors) or all registrants. HTML version to be provided by sponsor 10 working days prior to email blast.

US\$5,000

View Samples:

<http://bit.ly/ITBAsiaSTBEmailer>, <http://bit.ly/ITBAsiaMarinaBaySandsEmailer>

*\*Limited slots available*

## ITB Asia News (Show Dailies)



ITB Asia News is a simple but highly effective way to communicate with buyers and media at ITB Asia. ITB Asia News appears with 3 daily editions during the show, with a daily print run of 4,000 copies and online reach of 40,000 hits, with all the content available.

UPON REQUEST

The associated website - [www.itb-asia-news.com](http://www.itb-asia-news.com) - is updated daily - live from the show as well. Please view various advertising opportunities from the media kit.

For interested parties, you may email Ms Veronika Verzhak at [veronika.verzhak@itb-asia-news.com](mailto:veronika.verzhak@itb-asia-news.com)

## ITB Asia Digital Catalogue – Full Page Advertising: Run-of-Page



One full page advertising page in ITB Asia Digital Catalogue.

US\$2,000

*Limited Availability*

*\*Artwork to be provided by sponsor*

## ITB Asia News (Pre-event and Post-event): Focused Advertorials



Maximise your brand visibility with targeted digital content placements designed to reach ITB Asia's engaged audience. Choose between two exclusive advertorial formats to highlight your destination, product, or announcement.

- Digital Short Article

Ideal for quick announcements, product highlights, or event teasers. This format does not include interviews due to its brevity.





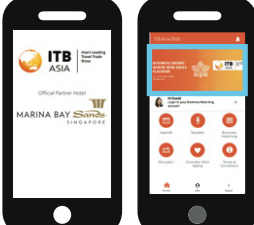
US\$1,200

- Digital In-Depth Article

This premium editorial format offers a comprehensive feature of your brand through either an interview or an advertorial article.

US\$3,000

# DIGITAL BRANDING

	<h3>Website Banner</h3> <p>One website banner on ITB Asia's website. One hyperlink to a webpage on your company's website. Artwork &amp; hyperlink will be provided by sponsor.</p>	<p>Exclusive US\$12,000</p>
<h3>Business Matching Sponsor</h3>		
<p>Prominent feature of Sponsor's banner on the Business Matching dashboard of ITB Asia registered attendees. Sponsor's banner will be displayed from Day 1 of Business Matching until the last day of ITB Asia.</p>		
	<h3>i) "In App" Leaderboard Banner</h3> <p><u>Package Benefits</u></p> <ul style="list-style-type: none"> <li>• One (1) x non-hyperlinked banner to be displayed on the top of the Business Matching platform page</li> </ul> <p><u>Duration</u></p> <ul style="list-style-type: none"> <li>• Banner will be displayed from Day 1 of Online Diary until end of ITB Asia</li> </ul>	<p>Exclusive US\$8,000</p>
	<h3>ii) "Run of List" Rotating Banner</h3> <p><u>Package Benefits</u></p> <ul style="list-style-type: none"> <li>• One (1) x non-hyperlinked digital banner displayed in Business Matching portal accessible by all attendees</li> </ul> <p><u>Duration</u></p> <ul style="list-style-type: none"> <li>• Banner will be displayed from Day 1 of Online Diary until end of ITB Asia</li> </ul>	<p>US\$5,000</p>
	<h3>Splash Screen Sponsor</h3> <p>Make a strong impression with our attendees by featuring your brand name whenever the mobile application is opened.</p>	<p>Exclusive US\$5,000</p>
	<h3>Mobile Application Banner</h3> <p>Increase brand visibility and drive traffic to your website. Banner artwork to be provided by sponsor.</p> <p>* <i>Limited Availability</i> * <i>Banner is non-hyperlinked</i></p>	<p>US\$2,000</p>

# Your Travel Trade Shows in Asia



## Travel Meet Asia

25 - 26 June 2025  
Jakarta, Indonesia

[travelmeetasia.com](http://travelmeetasia.com)



Co-located with:



## ITB India

2 - 4 September 2025  
Mumbai, India

[itb-india.com](http://itb-india.com)



Co-located with:



## ITB Asia

15 - 17 October 2025  
Singapore

[itb-asia.com](http://itb-asia.com)