SPONSORSHIP PACKAGES

ITB ASIA

Asia's Leading Travel Trade Show

21 - 23 October 2020, Singapore

itb-asia.com

Supported by: Singapore Tourism Board; Singapore Exhibition & Convention Bureau

Held in: SG Singapore Passion Made Possible

Official Partner Hotel: Marina Bay Sands Singapore

Official Airline Alliance: oneworld travel bright

Organised by: Messe Berlin Singapore

OFFICIAL SPONSORSHIP PACKAGES

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

Official Partner Country

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.

SOLD
Exclusive
US$75,000

Official Partner Hotel

MARINA BAY Sands SINGAPORE

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.

SOLD
Exclusive
US$85,000

2019 Sponsor: Official Airline Alliance - oneworld

Official Partner Airline/Airline Alliance

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.

SOLD
Exclusive
US$75,000

OFFICIAL NETWORKING PACKAGES

Official Hosted Buyers Breakfast Sponsor

Maximise your ROI with this sponsorship to gain exclusive access and networking opportunities with hosted buyers. Enhance your exposure with in-room branding, a corporate video showcase and more.

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

**Inclusive of F&B Cost*

Exclusive
US$15,000

Official Event Luncheon Host (Minimum of 150 pax)

Gain exclusive exposure and networking rights to attendees over lunch. Enhance your exposure with branding in the conference room, a short 3-minute corporate video showcase and a 10-minute speaking slot. Joint marketing with ITB Asia such as exclusive emailers to selected or all delegates will be provided.

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

**Exclusive of F&B Cost*

Exclusive
US$12,000

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 – SOLD

**Exclusive of F&B Cost*

Exclusive
US$12,000

Official Late Night Party (9.30pm – late night)

Enhance brand awareness and engagement in this fun-filled and well-received event. 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

Pre & 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$7,000

**Artwork to be provided by client*

- Two (02) exclusive emailers
- Company write-up on website
- On-site table top counter

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

2019 Sponsors: Seoul Tourism Organization & Wonderful Indonesia

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$8,000

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

Private Meeting Rooms

Thinking of hosting private meeting with key stakeholders? Limited meeting rooms are up for grabs.

US$4,000

**Inclusive of room rental cost and seating arrangement setup only*
**Estimated capacity is 30 - 80 pax depending on room layout*
**Limited rooms available*

CONFERENCES & SHOWCASES

Keynote Sponsor

Position your company as a thought leader in the Day 2 Keynote Session of ITB Asia. Speak alongside high level industry professionals and bellwethers on key industry trends and best practices.

**Only applicable for Day 2 Keynote Session*

Exclusive
US$45,000

2019 Sponsor: Ctrip | Trip.com

Knowledge Theatre Sponsor

A notable brand awareness and holistic branding approach to all conference attendees within the show floor and at ITB Asia's most popular conference track – the Knowledge Theatre.

SOLD
Exclusive
US$30,000

2019 Sponsor: Sabre Travel Network

Workshops (2 hrs)

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

US$12,000

Destination Marketing Showcase

Showcase what your destination has to offer to ITB Asia's attendees through a speaking slot at the Destination Marketing conference track. Speaking presentations are to be 90% educational.

Limited Slots Available

US$2,500

Travel Technology Showcase

Showcase your company's latest technologies and innovative solutions at the **NEW** Travel Tech Asia. Speaking presentations are to be 90% educational.

Limited Slots Available

US$2,500

MICE Showcase

Showcase your company's latest technologies and innovative solutions at the MICE Showcase in the co-located MICE Show Asia. Speaking presentations are to be 90% educational.

Limited Slots Available

US$2,500

Corporate Travel Showcase

Showcase your company's products and services in a dedicated speaking session at the Corporate Travel conference track. Speaking presentations are to be 90% educational.

Limited Slots Available

US$2,500

Tours, Activities & Attractions Showcase

Showcase your company's products and services in a dedicated speaking session at the Tours, Activities & Attractions conference track. Speaking presentations are to be 90% educational.

Limited Slots Available

US$2,500

ON-SITE BRANDING

Buyers' Lounge

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 1,250 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.

**Brand visibility in 2 x Buyers' Lounge within the show floor*

Exclusive
US$32,000

Hosted Cafe

The Hosted Cafe sponsorship provides you an opportunity to feature your brand to thousands of attendees within a limited investment. Enhance your company profile in this strategically located, high traffic networking arena which is also the meeting point of many ad-hoc appointments.

**Brand visibility in 2 x hosted cafes within the showfloor*

SOLD
Exclusive
US$16,000

Happy Corner

Engage with fellow travel trade professionals in a candid setup. As a hotspot for giveaways, utilize this corner to distribute your product /tokens to the show attendees. Sponsors have full autonomy to dictate activities and distribution of unique corporate gifts, traditional food and many more. E.g. wheel of gifts, mini competitions, massage point or traditional games.

Exclusive
US$12,000

Business Matching Sponsor

Reach out to over 13,000 attendees. Sponsor's logo would be visible on the dashboard of attendees business matching login as well as daily emails that would be sent to attendees on their meeting request during the Online Diary Phase.

Exclusive
US$12,000

Show Floorplan Sponsor

Enhance your brand presence by featuring your logo at ITB Asia's Floorplan boards located at the foyer and in-halls. Pocket Floorplan with sponsor's logo would also be provided to all ITB Asia attendees.

**Inclusive of Production Cost*
**Brand visibility in 2 x Floorplan board within the showfloor*

Exclusive
US$12,000

Buyers Reimbursement

This is the only sponsorship package that is targeted to hosted buyers. This sponsorship allows you to capture the attention of all hosted buyers as all flight reimbursements are made in cash in this one location. Maximise your brand exposure to hosted buyers while enhancing corporate visibility within the exhibition hall.

**Inclusive of setup costs and licensing fees*
**Exclusive of production cost of sponsor's collaterals*

Exclusive
US$10,000

ON-SITE BRANDING

Delegate Bags

A tremendous promotional opportunity with great brand visibility and corporate branding. The ITB Asia delegate bags have an outreach of over 13,000 attendees for all 3 days of the show.

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

Exclusive
US$10,000

Lanyards

2019 Sponsor: Ctrip | Trip.com

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.

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

SOLD
Exclusive
US$10,000

Mobile Charging Kiosk

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.

**Inclusive of production costs*

Exclusive
US$10,000

Wi-Fi Network

Wi-Fi is a must for all business travellers. Enhance your company profile by exclusively branding ITB Asia's Wi-Fi Network.

Exclusive
US$10,000

Pocket Wi-Fi Network

Connect to the internet from multiple devices with a Pocket Wi-Fi device wherever you go. Enhance your company profile by exclusively branding ITB Asia's Pocket Wi-Fi Network.

Exclusive
US$10,000

Escalator Branding Board

2019 Sponsor: Penang Global Tourism

Enhance your brand presence during ITB Asia by sponsoring the Escalator Branding Board where delegates would notice upon entering the show floor.

**Inclusive of production costs*

SOLD
Exclusive
US$10,000

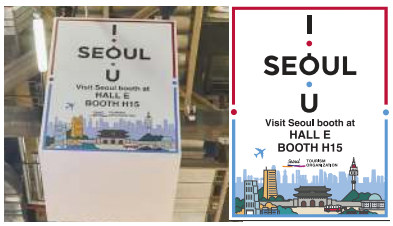
Water Bottle Branding

Stay hydrated and enhance brand awareness by providing the essential. Sponsors are entitled to disseminate customised water bottles to more than 13,000 attendees within the show floor.

**Exclusive of beverage and production costs*

Exclusive
US$8,000

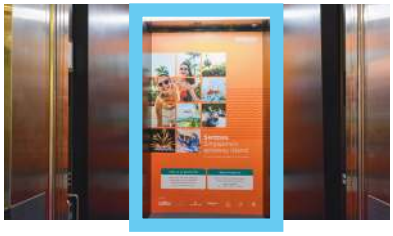
ON-SITE BRANDING



On-site Banners (Hanging)

Boost brand awareness or display a tailored message on these hanging banners located around the show floor.

US$8,000



2019 Sponsor: Sentosa Development Corporation

Elevator Wall Branding

Reach out to over 13,000 attendees during ITB Asia and enhance brand awareness with the elevator wall branding across 3 days.

**Inclusive of production costs*

Multi - Advertiser
1 Panel US$5,000
Solo Advertiser
3 Panels US$12,000

2019 Sponsor: Sentosa Development Corporation

Registration Branding Board

Reach out to over 13,000 attendees during ITB Asia and enhance brand awareness with the registration counter back-wall branding across 3 days.

US$8,000

**Inclusive of production costs*

2019 Sponsor: PICO

Roving 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.

US$5,000

**Inclusive of production costs*

In-hall Pillar Wraps

Draw traffic directly to your stand! Stand out from the crowd with our customised in-hall pillar wraps that cover 4 sides.

US$5,000

**Inclusive of production costs*

2019 Sponsor: Visit Finland

Wall Branding

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

US$2,500

ON-SITE BRANDING

Floor Stickers

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

**Price inclusive of 40 stickers*
**Inclusive of production costs*

US$2,500

Promoter Licensing Fee

Licensing fee for roving mascots & performers.

**Price excludes manpower*

US$2,000

Raffle Draw

Receive additional complimentary exposure through our 2 days giveaway to all ITB Asia delegates. Showcase your products and services by giving away exciting prizes.

FREE

DIGITAL BRANDING

Website Banner

One website banner at ITB Asia website. One hyperlink to a webpage on your company's website. Artwork & hyperlink will be provided by sponsor.

Exclusive
US$15,000

Splash Screen Sponsor

Make a strong impression with our attendees by featuring your brand name whenever the mobile application is opened.

SOLD
US$6,000

2019 Sponsor: Moscow City Tourism Committee

Mobile Application Banner

Increase brand visibility and drive traffic to your website. Banner artwork to be provided by sponsor.

** Limited slots available*
** Banner includes one (01) hyperlink*

SOLD
US$3,000

Audience Engagement - Visit to Win

Engage with our visitors by participating as one of the 10 must visit booths to qualify for our Raffle Draw.

** Limited slots available*
** Participating booths will be equipped with a QR code*

US$1,500

PRINT & ADVERTISING

2019 Sponsor: Tourism Promotions Board Philippines

Full Page Advertising: Back Cover

One full page advertising page on the back cover of ITB Asia printed show catalogue. Artwork to be provided by sponsor.

Exclusive
US$14,000

Premium Full Page Advertising: Inner Cover

One full page advertising page within ITB Asia printed show catalogue. Artwork to be provided by sponsor.

US$10,500

Full Page Advertising: In-between Pages

One full page advertising page in ITB Asia printed show catalogue. Artwork to be provided by sponsor.

US$7,000

Bookmark Insert: Within Show Catalogue

One two-sided bookmark to be inserted per show catalogue. Artwork to be provided by sponsor.

Exclusive
US$7,500

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$4,000

View Samples:
http://bit.ly/ITBAsiaSTBEmailer, http://bit.ly/ITBAsiaMarinaBaySandsEmailer

**Limited slots available*

ITB Asia News

ITB Asia News is a simple but highly effective way to communicate with buyers and media at ITB Asia. ITB Asia News appears with 1 PREVIEW EDITION (online), 3 DAILY EDITIONS (print & online), and 1 REVIEW EDITION (online), for a total live print run of 12,000 copies and an online reach of over 26,000 hits.

From €300

The associated website - www.itb-asia-news.com - is updated daily - live from the show as well. Please view various advertising opportunities on www.itb-asia-news.com.

ON-SITE ADVERTISING

Sands Expo Porte Cochere - Window Clings

Specs: 5440mm (w) x 2990mm (h)
No of Units: 4 units

** Exclusive of production costs*

Multi - Advertiser
US$13,200

Sands Expo Escalator - Level 1 to 3 - Side Wall

Specs: On Application
No of Units: 2 sets

** Exclusive of production costs*

US$10,800

Sands Expo Escalator – Level 1 to B1 – Side Wall

Specs: On Application
No of units: 2 sets

**Exclusive of production costs*

US$10,800

Sands Expo Escalator – Level B1 to B2 – Side Wall

Specs: On Application
No of units: 2 sets

**Exclusive of production costs*

US$10,800

Sands Expo Escalator - Level B1 to B2 Bulkhead

Specs: 1050mm (w) x 4000mm (h)
No of Units: 1 unit

** Exclusive of production costs*

SOLD
US$7,200

Sands Expo - Horizontal Banner (Retail Facing)

Specs: 7970mm (w) x 1415mm (h)
No of Units: 1 unit

** Exclusive of production costs*

US$7,200

Sands Expo Escalator Level 1 to 3 - Pillar Wraps

Specs: 1220 mm (w) x 4800 mm (h)
No of Units: 2 units

** Exclusive of production costs*

US$6,000