

SPONSORSHIP PACKAGES

27 - 29 October 2021, Singapore
itb-asia.com



ITB
ASIA

Asia's Leading
Travel Trade
Show



Supported by:



Held in:



Official Partner Hotel:

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.

Exclusive
US\$75,000

Official Partner Hotel



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

Official Partner Airline/Airline Alliance



2019 Sponsor: Official Airline Alliance - oneworld

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.

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.

Exclusive
US\$15,000

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

**Inclusive of F&B Cost*

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.

Exclusive
US\$12,000

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

**Exclusive of F&B Cost*

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.

Exclusive
US\$12,000

Day 1 – Available
Day 2 – Available

**Exclusive of F&B Cost*

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.

Exclusive
US\$12,000

Day 1 – Available
Day 2 – Available

**Exclusive of F&B Cost*

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

Exclusive
US\$45,000

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*



2019 Sponsor: Ctrip | Trip.com

Knowledge Theatre Sponsor

Exclusive
US\$30,000

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.



2019 Sponsor: Sabre Travel Network

Workshops (2 hrs)

US\$12,000

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.



Destination Marketing Showcase

US\$2,500

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



Travel Technology Showcase

US\$2,500

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



MICE Showcase

US\$2,500

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



Corporate Travel Showcase

US\$2,500

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



Tours, Activities & Attractions Showcase

US\$2,500

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

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.

Exclusive
US\$32,000

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



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.

Exclusive
US\$16,000

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



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



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.

Exclusive
US\$12,000

**Inclusive of Production Cost*

**Brand visibility in 2 x Floorplan board within the showfloor*



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.

Exclusive
US\$10,000

**Inclusive of setup costs and licensing fees*

**Exclusive of production cost of sponsor's collaterals*

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.

Exclusive
US\$10,000

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



2019 Sponsor: Ctrip | Trip.com

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.

Exclusive
US\$10,000

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



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.

Exclusive
US\$10,000

**Inclusive of production costs*



Wi-Fi Network

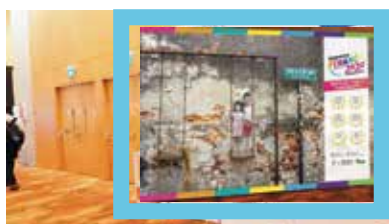
Wi-Fi is a must for all business travellers. Enhance your company profile by exclusively branding ITB Asia's Wi-Fi Network.

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



2019 Sponsor: Penang Global Tourism

Escalator Branding Board

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

Exclusive
US\$10,000

**Inclusive of production costs*

ON-SITE BRANDING

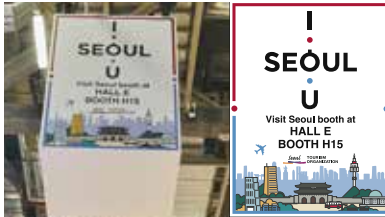


Water Bottle Branding

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
US\$8,000

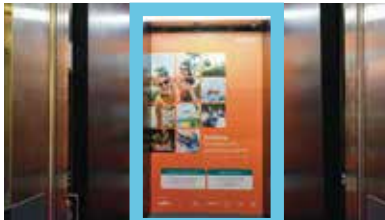
**Exclusive of beverage and production costs*



On-site Banners (Hanging)

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

US\$8,000



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.

Multi - Advertiser

1 Panel US\$5,000

Solo Advertiser

3 Panels US\$12,000

**Inclusive of production costs*

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: Sentosa Development Corporation



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*

2019 Sponsor: PICO

ON-SITE BRANDING



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



Floor Stickers

Boost your brand presence with customised floor stickers for directional purposes or tailored messages. US\$2,500

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





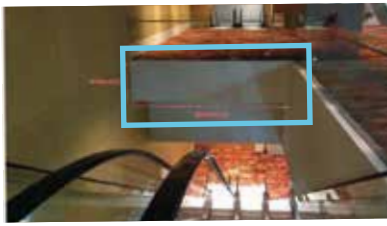




Promoter Licensing Fee

Licensing fee for roving mascots & performers. US\$2,000

**Price excludes manpower*

ON-SITE ADVERTISING

| | | |
|---|--|---|
|  | <p>Sands Expo Porte Cochere - Window Clings</p> | <p>Multi - Advertiser US\$13,200</p> |
| | <p>Specs: 5440mm (w) x 2990mm (h) No of Units: 4 units</p> | |
| | <p><i>* Exclusive of production costs</i></p> | |
|  | <p>Sands Expo Escalator - Level 1 to 3 - Side Wall</p> | <p>US\$10,800</p> |
| | <p>Specs: On Application No of Units: 2 sets</p> | |
| | <p><i>* Exclusive of production costs</i></p> | |
|  | <p>Sands Expo Escalator - Level 1 to B1 - Side Wall</p> | <p>US\$10,800</p> |
| | <p>Specs: On Application No of units: 2 sets</p> | |
| | <p><i>*Exclusive of production costs</i></p> | |
|  | <p>Sands Expo Escalator - Level B1 to B2 - Side Wall</p> | <p>US\$10,800</p> |
| | <p>Specs: On Application No of units: 2 sets</p> | |
| | <p><i>*Exclusive of production costs</i></p> | |
|  | <p>Sands Expo Escalator - Level B1 to B2 Bulkhead</p> | <p>US\$7,200</p> |
| | <p>Specs: 1050mm (w) x 4000mm (h) No of Units: 1 unit</p> | |
| | <p><i>* Exclusive of production costs</i></p> | |
|  | <p>Sands Expo - Horizontal Banner (Retail Facing)</p> | <p>US\$7,200</p> |
| | <p>Specs: 7970mm (w) x 1415mm (h) No of Units: 1 unit</p> | |
| | <p><i>* Exclusive of production costs</i></p> | |
|  | <p>Sands Expo Escalator Level 1 to 3 - Pillar Wraps</p> | <p>US\$6,000</p> |
| | <p>Specs: 1220 mm (w) x 4800 mm (h) No of Units: 2 units</p> | |
| | <p><i>* Exclusive of production costs</i></p> | |

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.

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



Business Matching Sponsor

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.



i) "In App" Leaderboard Banner

Package Benefits

- One (1) x non-hyperlinked banner to be displayed on the top of the Business Matching platform page

US\$8,000

Duration

- Banner will be displayed from Day 1 of Online Diary till end of ITB Asia
- Up to two (2) x artworks for the "In App" Leaderboard to be rotated
- Banner specifications: 1000px (w) x 150px (h)



ii) "Run of List" Rotating Banner

Package Benefits

- One (1) x non-hyperlinked banner to be displayed within the list of exhibitors' contacts of the Business Matching platform

US\$5,000

Duration

- Banner will be displayed from Day 1 of Online Diary till end of ITB Asia
- Rotating banner specifications: 500px (w) x 350px (h)



Splash Screen Sponsor

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

US\$6,000

DIGITAL BRANDING



Buyer's Page Rotating Banner

US\$5,000

Package Benefits

- One (1) x non-hyperlinked digital ad banner to be displayed within the Buyer's Registration Page
- Prominent branding within the Buyer Page of ITB Asia

Duration

- Banner will be displayed throughout the duration of Buyers' registration (*from May 2021 to 5 November 2021*)
- Banner specifications: 1200px (w) x 150px (h)



Visitor's Page Rotating Banner

US\$5,000

Package Benefits

- One (1) x non-hyperlinked digital ad banner to be displayed within the Trade Visitor's Main Registration Page
- Prominent branding within the Trade Visitor Registration Page of ITB Asia

Duration

- Banner will be displayed throughout the duration of Trade Visitors' registration (*from July 2021 to 5 November 2021*)
- Banner specifications: 1000px (w) x 150px (h)



Mobile Application Banner

US\$2,000

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

- * *Limited slots available*
- * *Banner is non-hyperlinked*

Special Offer for ITB Asia 2021

20% off on all Sponsorship items for bookings made by
15 August 2021*

**contract signed and received*

***not applicable for Official Sponsorship Packages*