



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show



# SPONSORSHIP PACKAGES

23 - 25 OCTOBER 2024 | [ITB-ASIA.COM](https://itb-asia.com)

SUPPORTED BY:



HELD IN:



OFFICIAL PARTNER HOTEL:



ORGANISED BY:



# 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



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.

Exclusive  
US\$75,000

## Official Partner Hotel

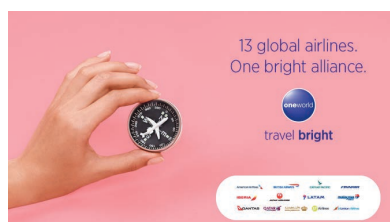


2022 Sponsor: Marina Bay Sands

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/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.

Exclusive  
US\$75,000

# OFFICIAL NETWORKING PACKAGES



## Official Hosted Buyers Breakfast Sponsor



2018 Sponsor: Kenya Tourism Organization

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

*\*Exclusive 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 – **SOLD**

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



## 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

Day 1 – Available

Day 2 – Available

Day 3 – Available

*\*Exclusive of F&B Cost*

*\*Limited rooms available*

- Two (02) 1-hour sessions per day
- One (01) exclusive emailer to selected attendees of ITB Asia

## Pre or Post Show Tours



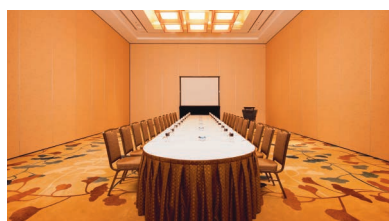
Showcase your company's hotel, property or destination to ITB Asia delegates/buyers first-hand. RSVP and conduct tours, fam trips or site inspections etc. before or after ITB Asia. ITB Asia would send out RSVP emailers to selected target audience.

US\$5,000

*\*Artwork to be provided by client*

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

## 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 - 50 pax depending on room layout*

*\*Room usage is strictly between 9:00AM - 12:00PM or 2:00PM - 5:00PM*

*\*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.

Exclusive  
US\$30,000

*\*Only applicable for Day 2 Keynote Session*



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.

Exclusive  
US\$20,000

*\*Inclusive of production costs*



2019 Sponsor: Sabre Travel Network

## Workshops (2-hour Session)

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\$10,000

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



## Destination Showcase

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

US\$4,000

*Limited Slots Available*



## 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.

US\$2,500

*Limited Slots Available*



## 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.

US\$2,500

*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.

*\*Exclusivity is tagged to sponsored lounge only*  
*\*Inclusive of production cost*

Exclusive  
**Single Lounge**  
 US\$25,000  
**Multi-Lounge**  
 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.

*\*Exclusivity is tagged to sponsored cafe only*  
*\*Inclusive of production cost*

Exclusive  
**Single Cafe**  
 US\$10,000  
**Multi-Cafe**  
 US\$16,000



## 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



## 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.

*\*Inclusive of production costs*

Exclusive  
 US\$10,000

2019 Sponsor: Penang Global Tourism

# ON-SITE BRANDING



## 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\$10,000

- \*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

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



## 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.

**SOLD**  
Exclusive  
US\$8,000

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



2022 Sponsor: Tourism Promotions Board Philippines

## 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\$10,000

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



2019 Sponsor: Sentosa Development Corporation

## Registration Branding Board

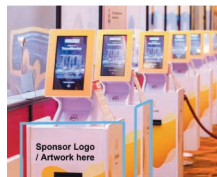
Reach out to over 13,000 attendees during ITB Asia and enhance brand awareness with the registration counter back-wall branding across 3 days.

Exclusive  
US\$8,000

- \*Inclusive of production costs



# ON-SITE BRANDING



## Self-Printing Kiosk & Form-Filling Counter

Enhance your brand presence with logo placement on our badge self-printing kiosks and visitor form-filling counter across 3 event days.

*\*Inclusive of production costs*

Exclusive  
US\$12,000



## On-site Banners (Hanging)

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

*\*Exclusive of production costs*

US\$8,000



## Wi-Fi Network Sponsor

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

Exclusive  
US\$8,000

## Wi-Fi Device Sponsor

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\$8,000

*\*Wi-Fi Devices to be provided by Sponsor*

*\*Inclusive for 1x counter for device distribution and rental*



## 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.

*\*Inclusive of production costs*

**SOLD**  
Exclusive  
US\$7,000

2022 Sponsor: Tourism Promotions  
Board Philippines



# ON-SITE BRANDING



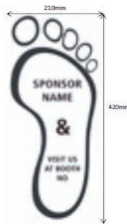
2019 Sponsor: Visit Finland

## Wall Branding

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

US\$2,500

*\*Exclusive of production costs*



## Floor Stickers

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

US\$2,500

*\*Price inclusive of 10 stickers*

*\*Inclusive of production costs*

*\*Placement subject to Organiser's approval*

# ON-SITE ADVERTISING



## Sands Expo Porte Cochere - Window Clings

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

Exclusive  
US\$15,000

*\* Exclusive of production costs*



## Sands Expo Escalator – Level 1 to B1 – Side Wall

Specs: On Application  
No of units: 2 sets

Exclusive  
US\$12,000

*\*Exclusive of production costs*



## Sands Expo Escalator – Level B1 to B2 – Side Wall

Specs: On Application  
No of units: 2 sets

Exclusive  
US\$12,000

*\*Exclusive of production costs*

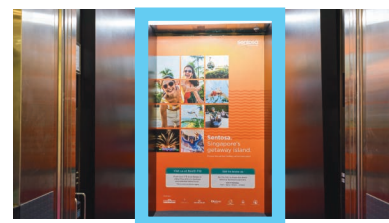


## Sands Expo Escalator - Level B1 to B2 Bulkhead

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

**SOLD**  
Exclusive  
US\$7,200

*\* Exclusive of production costs*



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.

*\*Exclusive of production costs*

Exclusive  
**Multi - Advertiser**  
1 Panel US\$8,000  
**Solo Advertiser**  
3 Panels US\$20,000



Additional On-Site Branding opportunities available upon request.

Please contact [exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com) for further assistance.

# DIGITAL ADVERTISING



## Full Page Advertising: Run-of-Page

US\$2 ,000

One full page advertising page in ITB Asia Digital Catalogue.

\*Artwork to be provided by sponsor



## Dedicated Emailer

US\$4,000

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.

View Samples:

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

*\*Limited slots available*



## ITB Asia News

UPON  
REQUEST

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.

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)

# DIGITAL BRANDING



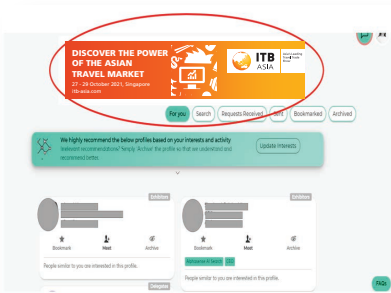
## Website Banner

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

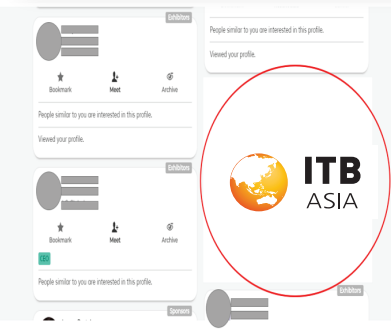
#### Package Benefits

- 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: 2000px (w) x 400px (h)



### ii) "Run of List" Rotating Banner

#### Package Benefits

- One (1) x non-hyperlinked digital banner displayed in Business Matching portal accessible by all attendees

US\$5,000

#### Duration

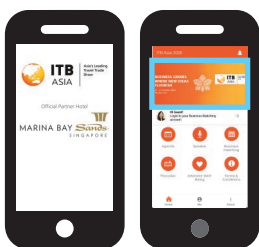
- Banner will be displayed from Day 1 of Online Diary till end of ITB Asia
- Rotating banner specifications: 500px (w) x 350px (h)



## Splash Screen Sponsor

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

Exclusive  
US\$5,000



## Mobile Application Banner

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

US\$2,000

- \* Limited to only 3 slots
- \* Banner is non-hyperlinked



# Your Travel Trade Shows in Asia



## Travel Meet Asia

3 - 4 July 2024

Jakarta, Indonesia

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



Co-located with:



## ITB India

11 - 13 September 2024

Mumbai, India

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



Co-located with:



## ITB Asia

23 - 25 October 2024

Singapore

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