

ITB ASIA 2021

LIVE EVENT: 27 - 29 OCTOBER 2021, SINGAPORE

VIRTUAL EVENT: 1 - 5 NOVEMBER 2021, ONLINE



ITB
ASIA

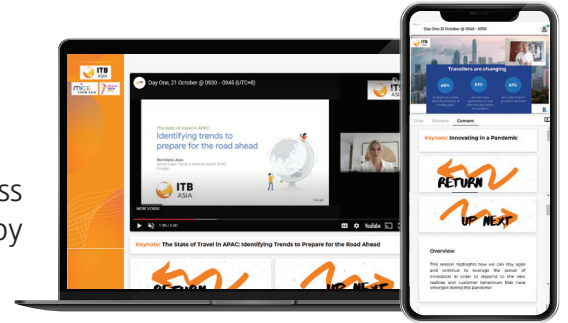
Asia's Leading
Travel Trade
Show

ITB Asia 2021 goes hybrid! The 3-day annual physical trade show happening on 27 - 29 October 2021 will be complemented by a virtual component from 1 - 5 November 2021 to bring you an all-rounded experience like no other, for business networking and learning.

VIRTUAL BOOTH

GET FOR FREE*

*Get a chance to enjoy a **complimentary** virtual booth with access to digital exhibition booths, on-demand conferences and more by signing up for a physical booth at ITB Asia 2021.



Virtual Booth Package: USD 3,230

BENEFITS OF BEING AN EXHIBITOR

Maximise your participation at ITB Asia 2021 through both physical and virtual events. By joining as an exhibitor in ITB Asia 2021 physical event, you will get a complimentary virtual booth.

ITB Asia 2021	Physical Booth Package	Virtual Booth Package
Listed Rate	Starting from USD 5,549 <i>*Full pricing for booth options available in the ITB Asia 2021 Stand Registration</i>	USD 3,230
Physical Exhibition Component (27 – 29 October 2021)		
Physical Booth at Exhibition Show Floor	9sqm Shell Scheme or Raw Space <i>(minimum size)</i>	X
No. of Appointment Sets	One (1) x appointment set for every 9sqm	X
No. of Meetings	Up to thirty-three (33) x confirmed meetings allowed per appointment set	X
Access to Physical Conference Sessions	✓	X
Virtual Component (1 – 5 November 2021)		
Digital Exhibition Booth (DEB) <i>*Virtual booths will be available by 27 October 2021</i> <i>*Virtual booths are only limited to exhibitors with appointment sets. Listing-only exhibitors will have to purchase DEB separately.</i>	Complimentary (for Main & Co-exhibitors) Inclusive of: - One (1) Company Profile Upload - One (1) Corporate Video Upload - Six (6) Product Brochures Upload - Business Card Download - Live Chat with Visitors <i>*For main and co-exhibitors with appointment set, each will receive a complimentary DEB</i>	✓ (for Main exhibitor only) Inclusive of: - One (1) Company Profile Upload - One (1) Corporate Video Upload - Six (6) Product Brochures Upload - Business Card Download - Live Chat with Visitors <i>*Appointment set for virtual booth is strictly tagged to the representative of the main exhibiting company</i>
No. of Appointment Sets <i>*Virtual meetings will commence 1 November 2021</i>	One (1) x appointment set for every 9sqm	Two (2) x appointment sets per virtual booth
No. of Meetings	Up to fifteen (15) x confirmed meetings allowed per appointment set	Up to twenty-five (25) x confirmed meetings allowed per appointment set
Access to Virtual Conference Sessions <i>*Recordings of physical conference sessions</i> <i>*Access for one (1) month till 27 November 2021</i>	✓	✓

For exhibiting enquiries, contact us at exhibitor@itb-asia.com or call +65 6635 1188.

KEY HIGHLIGHTS OF ITB ASIA



ITB ASIA

Asia's Leading Travel Trade Show

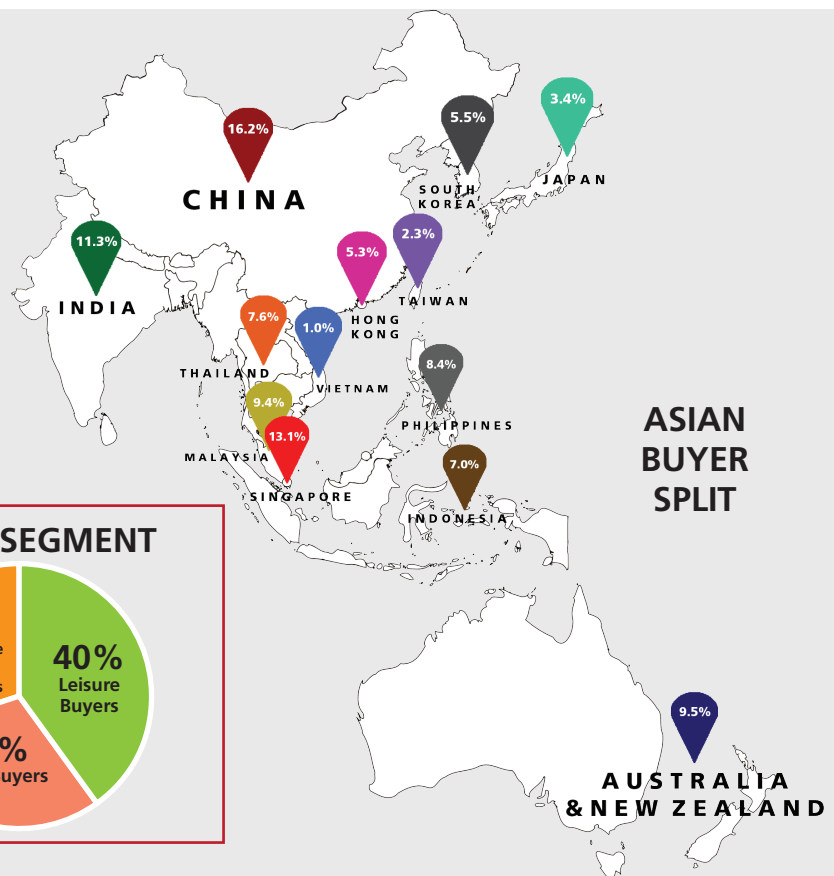
- 01 Asia's largest show, with **>13,000 show attendees** and **>35,000 virtual attendees**
- 02 More than **1,200 buyers**, with **60% based in Asia**
- 03 **100% Pre-scheduled Appointments**
- 04 Guaranteed **1:1 ratio** between buyers and sellers
- 05 **90% of buyers are recommended** from Buyers Elite Programme Partners
- 06 **1 in 2 buyers** signs contracts with exhibitors
- 07 Over **132 countries/territories** represented
- 08 **75% of attendees are decision makers**

BUYERS PROFILE

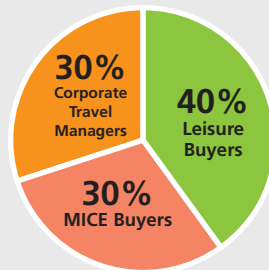
BUYER DECISION LEVEL

72% C-Level/Key Decision Makers

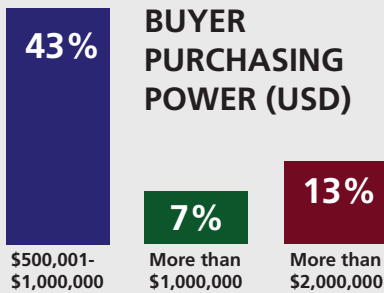
23% Middle Management/Influencers



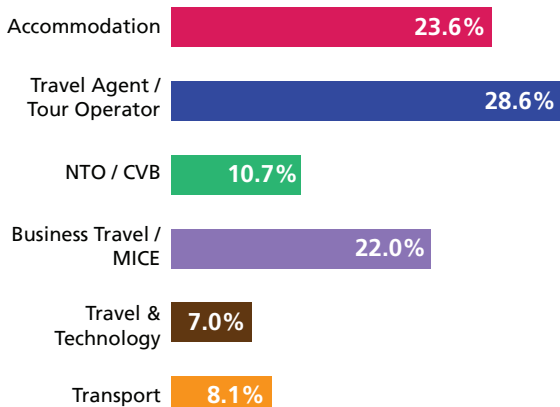
BUYER SEGMENT



BUYER PURCHASING POWER (USD)



EXHIBITORS PROFILE



TRAVEL MEET ASIA SERIES VIRTUAL EVENT

Be part of the community at Travel Meet Asia Series! As an exhibitor, you will enjoy:

- Complimentary Virtual Booth and Business Matching access (for appointment set holders) worth USD 5,200 at Travel Meet Asia Series - a series of virtual events for a year-long engagement with the travel industry.
- Complimentary access to ITB Community in Asia platform - a dedicated space for tourism professionals to forge connections, strike conversations and strengthen existing business relations with important players in the region.

SPEAK TO US!