

SPONSORSHIP PACKAGES

17 - 19 October 2018, Singapore
itb-asia.com



ITB
ASIA

Asia's Leading
Travel Trade
Show



Supported by:



Held in:

Official Partner Hotel:



Official Partner Airline:



Organised by:



OFFICIAL SPONSORSHIP PACKAGES



Present your organisation at this exciting spotlight of the travel industry, annually held in Singapore, offering many chances of networking, business, hosted buyer meetings, media attention, recruiting, knowhow and innovations!



2017 Sponsor: 2017 Official Partner Country - Singapore Tourism Board

Official Partner Country

Showcase your destination in an exclusive and comprehensive year round marketing campaign at the Asia's Leading Travel Trade Show. Reap benefits of capturing thousands of travel trade professionals as well as medias from over 110 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 almost 900 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



2017 Sponsor:: 2017 Official Partner Airline - Singapore Airlines

Official Partner Airline

Leverage on this exclusive opportunity to connect with 951 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



2017 Sponsor: Kenya Tourism Board

Maximise your ROI with this sponsorship to gain exclusive access and networking opportunities with hosted buyers. Enhance your exposure with in-room branding, 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 150pax)



Gain exclusive exposure and networking rights to attendees over lunch. Enhance your exposure with conference room branding, a short 3 min corporate video and 10 minute speaking slot. Joint marketing with ITB Asia via exclusive emailers to selected or all delegates.

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

*Exclusive of F&B Cost

Exclusive
US\$12,000

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



2017 Sponsor: Singapore Tourism Board

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

Day 1 – **SOLD**
Day 2 – Available

*Exclusive of F&B Cost

Exclusive
US\$12,000

Official Late Night Party (9.30pm – late night)



2017 Sponsor: TTG Asia

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



NETWORKING OPPORTUNITIES

Pre & Post Show Tours



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

US\$7,000

**Artworks are to be provided by client*

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

Private Hosted Breakfast/ Luncheon/ Coffee Breaks 30-50pax - Maximum



Host a private networking session with a more targeted group of attendees of your company's interest. Enhance your exposure with conference room branding, a short 3 min corporate video and 10 minute speaking slot. Take advantage of this elite sponsorship to organise an 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 & CLINICS



Keynote Sponsor

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

Exclusive
US\$45,000

**Only applicable for Day 2 Keynote Session*



Knowledge Theatre Sponsor

A holistic branding approach within the show floor and at the entrance of the Knowledge Theater. A notable brand awareness to all conference attendees and delegates within the show floor.

Exclusive
US\$30,000



Post Keynote Speech

An exclusive opportunity of a short speaking session, after ITB Asia's keynote speech, of up to 500 attendees – mainly buyers. Sponsor would also be entitled to play a 3-minute corporate video and disseminate advertising materials within the conference room. Basic in-room branding would also be awarded to the post keynote sponsor.

US\$12,000

**Only applicable for Day 1 Keynote Session*



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 Showcase

Showcase what your destination has to offer to ITB Asia attendees through a speaking slot at the on-floor seminar theatre. Speaking presentations are to be 90% educational.

US\$2,000

Limited Slots Available



Technology Showcase

Showcase your company's technology product & services in this dedicated speaking slot at the on-floor seminar theater. Speaking presentations are to be 90% educational.

US\$2,500

Limited Slots Available



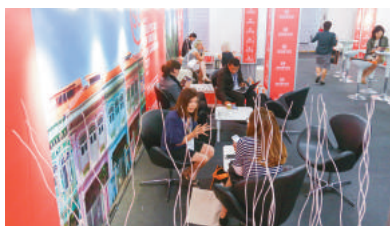
MICE Technology Showcase

Showcase your company's MICE product & services in this dedicated speaking slot at the on-floor seminar theatre. Speaking presentations are to be 90% educational.

US\$2,000

Limited Slots Available

ON-SITE BRANDING



2017 Sponsor: Singapore Tourism Board

Hosted 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 900 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



Registration Counters

Benefit from unprecedented coverage by having your brand present in front of all attending buyers, medias, visitors and VIPs. While your brand will be seen by over 11,000 attendees as part of the entire registration setup, walkway and all entrances, use this sponsorship opportunity to heighten your corporate visibility to reach a wide pool of audience and position your company as a serious travel trade contender.

Exclusive
US\$30,000

**Brand visibility at all registration counters, information kiosks, exhibition entrances and appointment sheet printing counters.*



2017 Sponsor: Japan National Tourism Organization

Hosted Cafe

The Hosted Cafe sponsorship provides you an opportunity to feature your brand to thousands of attendees with 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.

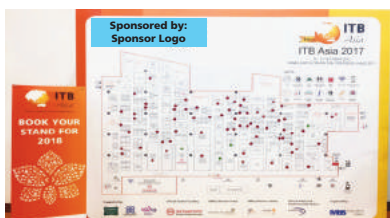
Exclusive
US\$12,000



Business Matching Sponsor

Reach out to over 11,000 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.

Exclusive
US\$12,000

**Inclusive of Production Cost*

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

ON-SITE BRANDING

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. Maximum brand exposure to hosted buyers while enhancing your 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

Delegate Bags



A tremendous promotional opportunity with great visibility and corporate branding. ITB Asia delegate bag would be awarded to over 11,000 attendees for all 3 days of the show.

Exclusive
US\$10,000

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

Lanyards



2017 Sponsor: Travellanda

An excellent promotional opportunity with great visibility and branding awareness. ITB Asia lanyard would be awarded to over 11,000 attendees for all 3 days of the show.

SOLD
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, some display of 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.

SOLD
Exclusive
US\$10,000

Basement 2 (B2) Escalator Branding Board



2017 Sponsor: Penang Tourism Board

Enhance your brand presence during ITB Asia by sponsoring our B2 Escalator Branding Board where delegates would notice upon entering the foyers of B2

SOLD
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 11,000 attendees within the show floor.

Exclusive
US\$8,000

**Exclusive of beverage and production costs*



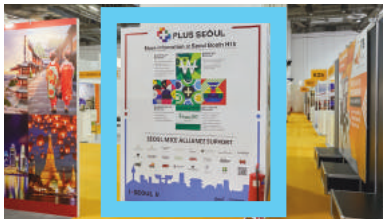
2017 Sponsor: Seoul Tourism Organisation

On-site Banners (Hanging)

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

US\$8,000

In-hall Pillar Wraps



2017 Sponsor: Seoul Tourism Organisation

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

US\$5,000

**Inclusive of production costs*

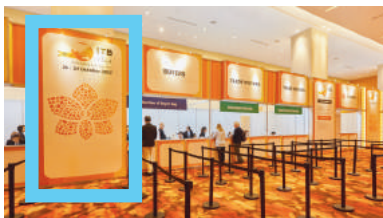


Roving Ice Cream Kiosk

Enhance brand awareness and drive traffic to your booth by sponsoring our Roving Ice Cream Kiosk which would be strategically located in three (03) different areas across three days.

US\$5,000

**Inclusive of production costs*



Registration Branding Board

Reach out to over 11,000 attendees during ITB Asia and enhance brand awareness with the registration counter back-wall branding across three days.

US\$5,000

**Inclusive of production costs*



ITB Asia Interview Board

Boost brand awareness by sponsoring our ITB Asia interview board. Sponsor's logo would be visible during official interviews which would be posted across ITB Asia social media platforms.

SOLD
US\$5,000

**Inclusive of production costs*

ON-SITE BRANDING

Wall Branding



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

US\$3,000

Specs: 3000mm (l) x 2470mm (h)
No of Units: 1 units

**Inclusive 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 40 stickers
Inclusive of production costs

Promoter Licensing Fee



Licensing fee for roving mascots & performers.

US\$2,000

**Price excludes manpower*

Raffle Draw



Receive additional complimentary exposure through our 2 days give-away 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 (01) 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

Mobile Application Banner



Increase brand visibility and drive traffic to your website with your banner in our mobile application.

US\$3,000

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

Audience Engagement - Visit to Win



Engage with our visitors by participating as one of the ten must visit booths to qualify for our lucky draw.

US\$1,500

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

PRINT & ADVERTISING



Full Page Advertising: Back Cover

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

US\$7,000



Bookmark Insert: Within Show Catalogue

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

Exclusive
US\$7,500



Dedicated Emailer

Dedicated emailer to targeted audiences (e.g. buyers, exhibitors, trade visitors) or all registrants. HTML version will 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*

ON-SITE ADVERTISING



Sands Expo Level 1 - Porte Cochere Pillar Wraps

Specs: 1220mm (w) x 4880mm (h)
No of Units: 2 units

*Open for Multi or Solo Advertisers

Multi - Advertiser
1 Pillar US\$10,800
Solo Advertiser
2 Pillars US\$21,600



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 B1 to B2 Bulkhead

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

* Exclusive of production costs

US\$7,200

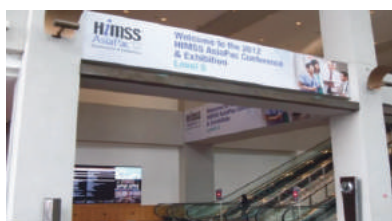


Sands Expo Escalator - Level 1 to B1 Bulkhead

Specs: 1050mm (w) x 3080mm (h)
No of Units: 1 unit

* Exclusive of production costs

US\$6,000

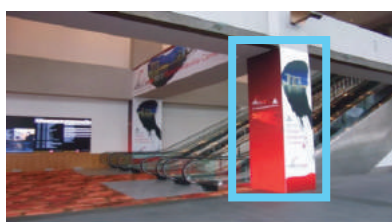


Sands Expo - Horizontal Banner (Retail Facing)

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

