



ITB
ASIA

Asia's Leading
Travel Trade
Show

SPONSORSHIP BROCHURE

21 - 23 OCTOBER 2026

Sands Expo & Convention Centre, Singapore

itb-asia.com

Co-located with:

mice
SHOW ASIA

**TRAVEL
TECH
ASIA**

A brand of

MESSE BERLIN
Asia Pacific

SPONSORSHIPS OVERVIEW

STRATEGIC & OFFICIAL PARTNERSHIPS

PAGE 3 - 5

Official Partner
Destination/Country

Official Partner Hotel

Official Partner
Airline/Airport

[TTA] Official OTA Partner

[TTA] Official
Travel Service Partner

HOSTED BUYER & NETWORKING EXPERIENCES

PAGE 6 - 11

Buyers' Lounge

Hosted Café

Mobile Charging Zone

Private Hosted
Luncheon/Coffee Break

Official Event Luncheon Host

Official Evening
Function/Cocktail

Official Happy Hour

Private Meeting Rooms

Workshops

Pre or Post Show Tours

THOUGHT LEADERSHIP & CONFERENCE PARTNERSHIPS

PAGE 12 - 13

Keynote and Knowledge
Theatre Sponsor

Travel Tech Theatre
Sponsor

MICE Show Theatre
Sponsor

Presentations
(Knowledge Theatre)

Travel Technology
Showcase

MICE Showcase

ONSITE BRANDING AND VENUE VISIBILITY

PAGE 14 - 17

Escalator
Branding
Board

On-site
Hanging
Banners

Delegate
Bags

Floor
Stickers

On-site
Registration
Board

Photobooth

Lanyards

Roving
Ice Cream
Kiosk

Sands
Expo
Escalator /
Bulkhead
Branding

Elevator
Wall
Branding

Window
Clings

Sands Expo
B2 Hanging
Banner

Wall
Branding

DIGITAL, MEDIA AND YEAR-ROUND VISIBILITY

PAGE 18 - 20

Dedicated
Emailers

ITB Asia
News

Website
Banner

Business
Matching
Sponsor

Business
Matching
Platform
Banners

Mobile
App
Banner

App
Splash
Screen
Sponsor

All-in-One
Bundle

STRATEGIC & OFFICIAL SPONSORSHIPS

ITB ASIA



Official Partner Destination/Country

- Position your destination at the centre of Asia Pacific's travel trade community.

A minimum investment of SGD 150,000 is required, inclusive of booth rental and sponsorship opportunities only.



Official Partner Hotel

- Showcase your hospitality brand to global travel buyers and industry decision-makers.

A minimum investment of SGD 100,000 is required, inclusive of booth rental and sponsorship opportunities only.



Official Partner Airline/Airport

- Align your brand with Asia Pacific's leading travel trade platform.

A minimum investment of SGD 100,000 is required, inclusive of booth rental and sponsorship opportunities only.

Sponsor Entitlements

Sponsorship packages are subject to a minimum booth size and investment'

Package Type	Entitlements
Base Package	• Official branding recognised on all event collaterals • 2x eDM Spotlight • 2x Social Media Post Spotlight • 3x VIP Passes • 5x All-Access Trade Visitor Passes



Select one of the following:	
Package #1	• Keynote Speaking Slot (30 mins) • Applicable Theatre Sponsor • Digital Advertising Package - All in One Bundle
Package #2	• Networking Luncheon, including F&B (up to 150pax) • Buyer's Lounge branding sponsor
Package #3	• Onsite: escalator, window clings, B2 hanging banner, L1 beside escalator pillar • Onsite: Digital Advertising Package
Base Package + selected Package #1/2/3 for SGD50,000 (worth SGD120,000)	



STRATEGIC & OFFICIAL SPONSORSHIPS TRAVEL TECH ASIA

Entitlements

- Official partner branding across event collaterals
- 30-minute speaking session at Travel Tech Asia Theatre
- 1-hour networking session at the TTA Buyers' Lounge
- F&B included for up to 50 guests
- Lead generation opportunities

Official OTA/ Travel Service Partner

from SGD20,000





ITB Asia Buyers' Lounge

Position your brand within a dedicated networking space where buyers connect, recharge, and conduct meetings throughout the event.

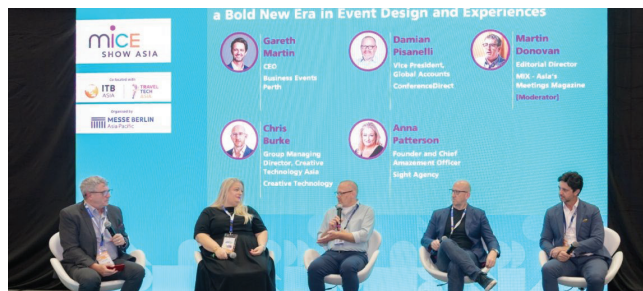
Strengthen visibility among qualified buyers while creating opportunities for direct engagement across all three days.

#NEW: Receive exclusive access to leads generated from lounge attendees throughout the 3-day event.

Inclusions

- Branding: 'Buyers' Lounge powered by [Sponsor Name]
- Access to 50 leads (buyers)
- 1x tabletop and 1x chair
- Branded placements – 5x customized backwall panels, company video showcase, table standees (production included)
- Brand for all 3 lounges for SGD 40,000
1 Hour Networking

SGD20,000



MICE Show Asia / Travel Tech Asia Lounge

Position your brand within a dedicated networking space where buyers connect, recharge, and conduct meetings throughout the event.

Strengthen visibility among qualified buyers while creating opportunities for direct engagement across all three days.

#NEW: Receive exclusive access to leads generated from lounge attendees throughout the 3-day event.

Inclusions

- Branding: [Lounge Name] powered by [Sponsor Name]
- Access to 50 leads (buyers)
- 1x tabletop and 1x chair
- Branded placements – 5x customized backwall panels, company video showcase, table standees (production included)
- 1h networking session (up to 50 qualified leads), excluding F&B

SGD20,000



Hosted Cafes

Position your brand within one of the event's key networking areas, where attendees gather for informal meetings and business discussions throughout the day.

A high-visibility opportunity to stay front-of-mind within a busy meeting environment.

Inclusions

- Branding: Branded placements – 5x customized backwall panels, company video showcase, table standees (production included)

SGD12,000



Mobile Charging Zone

Keep attendees connected while increasing brand visibility at one of the event's most frequently visited touchpoints.

Exclusive branding opportunities allow your brand to remain visible throughout the attendee journey.

Inclusions

- Floorplan branding
- QR code placement on charging kiosk/counter

SGD10,000

HOSTED BUYER & NETWORKING EXPERIENCES

Connect with buyers, industry professionals, and invited guests through curated networking opportunities designed to support meaningful business engagement throughout ITB Asia. These hosted sessions create a more focused environment for relationship-building, targeted conversations, and direct engagement with selected audiences beyond the exhibition floor.



(Exclusive) Official Event Luncheon Host (Minimum of 150 pax)

Day 1: Dinner taken
Day 2: Luncheon/Dinner Available

From
SGD33,500

Inclusions

- Venue with basic AV
- Food and beverages for up to 150 pax
- Part of official event programming
- Lead generation



(Exclusive) Official Happy Hour (4:30pm - 6pm)

From
SGD10,800



Evening Function/Cocktail (6pm - 9pm)

From
SGD16,200



Private Hosted Luncheon/ Coffee Break (Up to 50 pax)

Hosted Networking Event for your Invited Guests

Inclusions

- Venue with Basic AV, F&B for up to 50 pax

From
SGD19,300



Official Spotlight Function (up to 350 pax) Day 1 (2pm - 6pm)

Host a dedicated session within ITB Asia's official programme to engage attendees through destination showcases, product launches, business updates, or strategic announcements.

Designed for focused audience engagement and increased brand visibility, this format provides sponsors with a dedicated platform to connect with industry professionals and decision-makers in a larger event setting.

Inclusions

- Venue with full AV and room setup (4 hours usage)
- 1x emailer to registered attendees
- Not inclusive of F&B

**From
SGD30,000**



Pre or Post Show Tour

- Inclusive of 1x exclusive emailer to selected attendees

**From
SGD5,500**



Targeted Workshops

- Suitable for groups of up to 50 participants
- Inclusive of 1x exclusive mailer, basic AV and room setup and F&B for up to 50 pax

**From
SGD19,300**

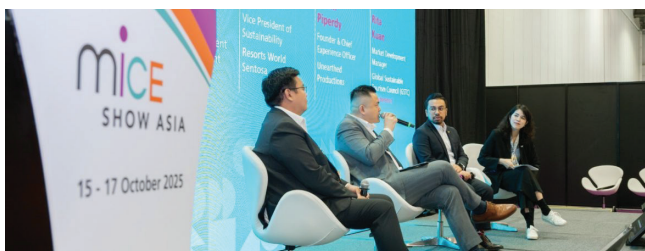


Private Meeting Rooms

- Conduct high-value meetings in a dedicated private environment.
- Ideal for groups of up to 50 participants, limited to 9am-12pm or 2pm-5pm
- Inclusive of room rental and seating arrangement boardroom

**From
SGD19,300**

THOUGHT LEADERSHIP & CONFERENCE PARTNERSHIPS



Keynote & Knowledge Theatre Sponsor

Location

Knowledge Theatre Basement 2

Lead discussions within ITB Asia's main conference programme through a dedicated keynote session supported by premium theatre branding and conference exposure.

Entitlements

- Branding: theatre rostrum, presentation showcase, programme board, theatre hanging banner (production costs included)
- Promotional video between sessions
- Lead generation
- 1x Speaking slot (30 mins)

SGD30,000



MICE Show Theatre Sponsor

Location

MICE Show Theatre Basement 2

Connect with the MICE community through theatre branding and a dedicated speaking opportunity focused on business events and corporate travel.

Entitlements

- Branding: theatre rostrum, presentation showcase, programme board, theatre hanging banner (production costs included)
- Promotional video between sessions
- 1x Speaking slot (30 mins)

SGD15,000



Travel Tech Theatre Sponsor

Location

Travel Tech Theatre Level 1

Showcase technology solutions and industry expertise through dedicated conference visibility within Travel Tech Asia's theatre programme.

Entitlements

- Branding: theatre rostrum, presentation showcase, programme board, theatre hanging banner (production costs included)
- Promotional video between sessions
- 1x Speaking slot (30 mins)

SGD15,000



Speaking at Knowledge Theatre

Present market insights, destination updates, or industry perspectives to attendees within ITB Asia's main conference programme.

- Location: Knowledge Theatre, Basement 2
- 30 mins presentation
- Limited slots available

**From
SGD7,000**



MICE Theatre Showcase

Highlight solutions, services, and strategies relevant to the meetings, incentives, conferences, and exhibitions sector.

- Location: MICE Show Theatre, Basement 2
- 30 mins presentation
- Limited slots available

**From
SGD5,000**



Travel Tech Showcase

Demonstrate technology solutions and digital innovations shaping the future of travel and tourism.

- Location: Travel Tech Theatre, Level 1
- 30 mins presentation
- Limited slots available

**From
SGD5,000**

ARRIVAL & REGISTRATION BRANDING



Sands Expo Escalator (B1 to B2 Bulkhead)

- No of Units: 1 bulkhead placement
- Exclusive of production

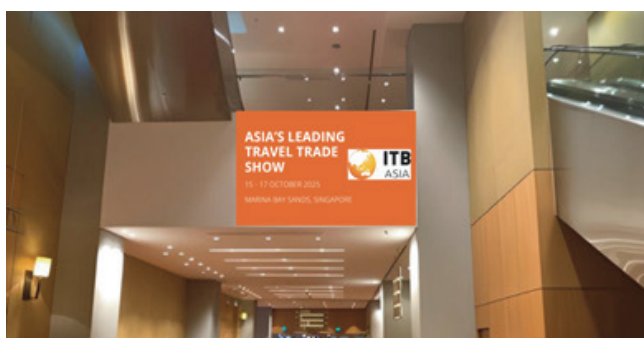
SGD16,000



Sands Expo Porte Cochere – Window Clings

- No of Units: 4 window cling placements
- Exclusive of production

SGD20,000



Sands Expo B2 Hanging Banner

- No of Units: 1 banner placement
- Exclusive of production

SGD16,000



Escalator Branding Board

- Position your brand at the forefront of attendees' minds. This exclusive branding opportunity is located at the main escalator connecting level 1 and basement 2 halls.
- Production included

SGD16,200

IN-HALL BRANDING & VISIBILITY



On-Site Registration Sponsor

- Reach out to over 18,000 attendees during ITB Asia and enhance brand awareness with the registration counter back-wall branding across 3 day
- Inclusive of production

SGD10,000



On-site Banners (Hanging)

- No. of units: 1 hanging banner placement
- Does not include production
- Located within your booth's vicinity

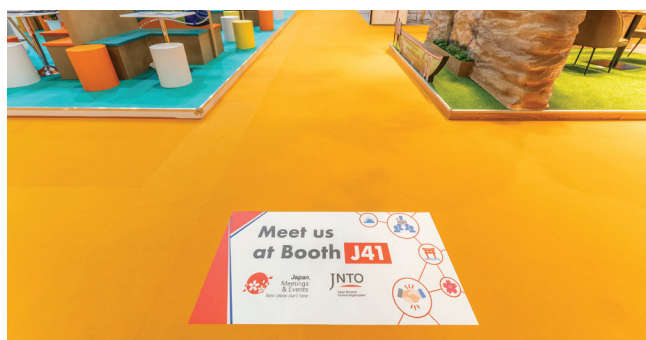
SGD10,800



Wall Branding

- Does not include production
- Advertisement on external walls of your booth/preferred location within show floor

SGD4,050



Floor Stickers

- No. of units: 10 floor sticker placements
- Production included
- Placement subject to organiser approval

SGD4,050

IN-HALL BRANDING & VISIBILITY



Roving Ice Cream Kiosk

- Branding across 3 roving kiosks at strategic area
- Production included
- Lead Generation

From
SGD15,000



Delegate Bags

- Extend brand visibility through delegate bags carried by attendees throughout all three event days.
- Does not include production
- Design subject to organiser approval

From
SGD16,000



Lanyards

- Position your brand across one of the event's most visible attendee touchpoints through official event lanyards worn throughout the show.
- Logo display at lanyard collection counter
- Does not include production
- Design subject to organiser approval

From
SGD20,000

DIGITAL ADVERTISING



Dedicated Emailers

- 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.

**From
SGD6,000**



ITB Asia News (Short Article)

- Maximise your brand visibility with targeted digital content placements designed to reach ITB Asia's engaged audience.
- Ideal for quick announcements, product highlights, or event teasers. This format does not include interviews due to its brevity

**From
SGD1,620**



ITB Asia News (In-Depth Article)

- Maximise your brand visibility with targeted digital content placements designed to reach ITB Asia's engaged audience
- Digital In-Depth Article This premium editorial format offers a comprehensive feature of your brand through either an interview or an advertorial article.

**From
SGD4,050**

DIGITAL BRANDING PACKAGE



Website Banner

Display your brand on the ITB Asia website through banner placements linked directly to your preferred webpage.

Inclusions

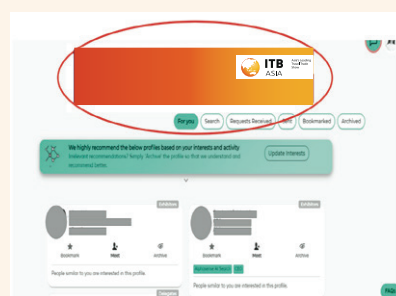
- Website banner placement
- Hyperlink to sponsor webpage
- Artwork provided by sponsor

SGD16,200



Business Matching Sponsor

Position your brand within the ITB Asia Business Matching platform accessed by registered attendees throughout the networking and appointment scheduling period.



SGD10,800

i) "In App" Leaderboard Banner

Prominently display your brand at the top of the Business Matching platform page accessed by attendees throughout the event period.

Inclusions

1 leaderboard banner placement
Visibility from opening of Online Diary until end of ITB Asia



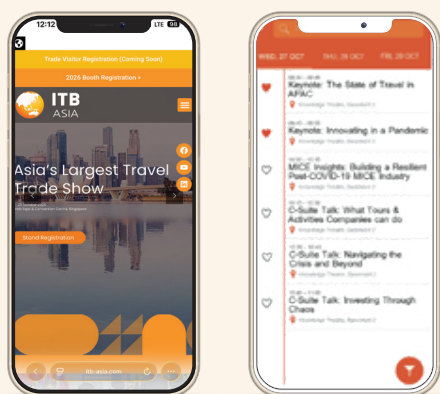
SGD6,750

ii) "Run of List" Rotating Banner

Increase brand exposure through rotating digital banner placements displayed across the Business Matching platform.

Inclusions

1 rotating banner placement
Visibility from opening of Online Diary until end of ITB Asia



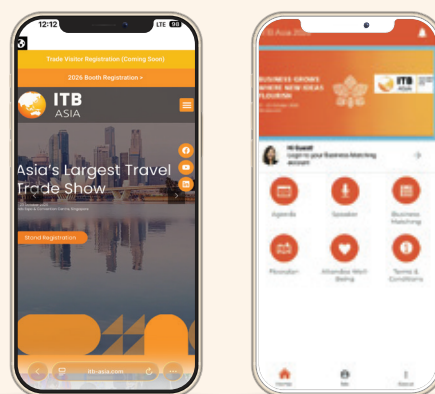
Splash Screen Sponsor

Position your brand prominently each time attendees open the official event mobile application.

Inclusions

Mobile app splash screen branding
Visibility throughout the event period

SGD6,750



Mobile Application Banner

Increase digital visibility through banner placements within the official ITB Asia mobile application.

Inclusions

Mobile application banner placement
Artwork provided by sponsor
*banner is non-hyperlinked

SGD2,700

All-in-One Bundle

NEW

Maximise Digital Reach Across Every Key Touchpoint

Includes

Website Banner
App Splash Screen
Business Matching Leaderboard
Rotating Banners
Mobile App Banner

SGD15,000





ITB
ASIA

Asia's Leading
Travel Trade
Show

Your Travel Trade Shows in Asia

TRAVEL MEET
Asia

Powered by:



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Travel Meet Asia

23 - 24 June 2026
Jakarta, Indonesia

travelmeetasia.com

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