ITB ASIA

Asia's Leading Travel Trade Show

EXHIBIT AT ITB ASIA 2027

20 - 22 October 2027

Sands Expo and Convention Centre, Singapore



ITB ASIA's 2027 Price List

Booth Type	Rebooking Rate (SGD) Sign up until 31 October 2026, applicable to existing exhibitors only	Early Bird Rate (SGD) Sign up until 31 March 2027	Listed Rate (SGD) Registrations from 1 April 2027
Shell Scheme Booth			
Basic Shell Scheme per 9sqm	7,281	7,763	8,171
Premium Shell Scheme per 9sqm	9,006	9,601	10,106
Enhanced Shell Scheme Booth			
27sqm Peninsula Basic Package Scheme	28,227	30,093	31,677
27sqm Peninsula Premium Package Scheme	31,121	33,179	34,925
36sqm Island Basic Package Scheme	41,979	44,754	47,109
36sqm Island Premium Package Scheme	43,426	46,297	48,734
Raw Space, 18sqm And Above			
Corner Stand per 9sqm	7,659	8,166	8,596
Peninsula Stand per 9sqm	8,852	9,437	9,934
Island Stand per 9sqm	10,297	10,978	11,556

Additional Items

- **Exhibitor Badge** SGD 190 each
- **Exhibitor Listing** SGD 205 per listing
- **Pre-scheduled Appointments** SGD 2,045 / person (inclusive of Exhibitor Listing)

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KEY HIGHLIGHTS OF ITB ASIA

1. Asia's largest travel trade show, bringing **>18,500 participants over three days**
2. 70% of attendees are **decision makers**
3. Over **132 countries** represented
4. More than **45,000 Business Appointments** every year
5. More than **1,500 buyers**, with 60% based in Asia
6. 90% high quality buyers, curated by our Buyers Elite Partner Programme
7. Guaranteed **1:1 ratio** between buyers and sellers
8. **1 in 2 buyers** signs contracts with exhibitors

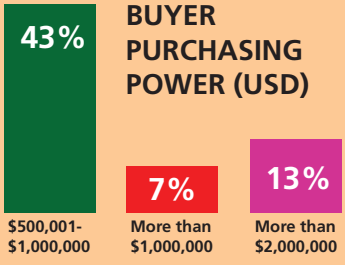
BUYERS PROFILE

BUYER DECISION LEVEL

72% C-Level / Key Decision Makers

23% Middle Management/ Influencers

BUYER PURCHASING POWER (USD)



BUYER SEGMENT



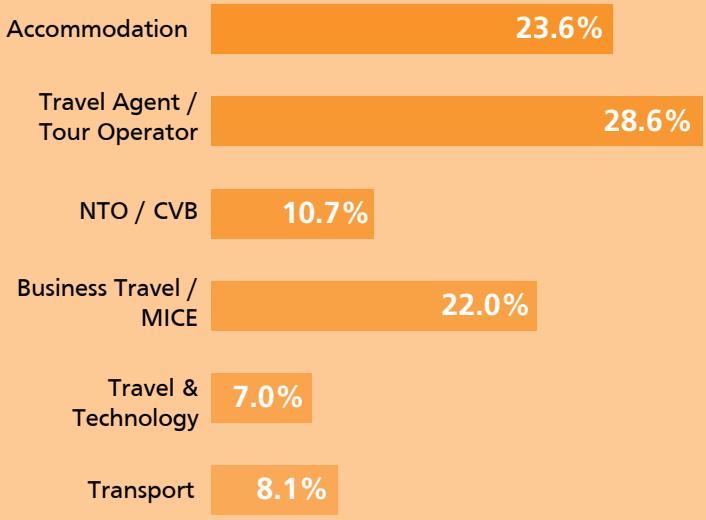
ASIAN BUYER SPLIT



EXHIBITORS PROFILE



Asia-pacific	66.7%
Europe	27.1%
Middle East	2.2%
Africa	2.0%
North & South America	1.6%



SHELL SCHEME BOOTHS

BASIC SHELL SCHEME



Entitlement (9sqm)
1 x Fascia Name
1 x 1mH Lockable Information Counter
2 x Black Leather Arm Chair
1 x Round Discussion Table
1 x Wastepaper Basket
1 x White Barstool
3 x 10W LED Spotlight
1 x 13amp /220V Power Socket
9 Sqm Grey Needlepunch Carpet
2x Exhibitor Badge
1x Exhibitor Listing
1x Pre-Scheduled Appointment


3000mmx3000mm

PREMIUM SHELL SCHEME



Entitlement (9sqm)
1 x Fascia Name
1 x 1mH Lockable Information Counter
2 x Black Leather Arm Chair
1 x Round Discussion Table
1 x Wastepaper Basket
1 x White Barstool
1 x Self-standing Brochure Rack
3 x 10W LED Spotlight
1 x 13amp /220V Power Socket
9 Sqm Grey Needlepunch Carpet
2x Exhibitor Badge
1x Exhibitor Listing
1x Pre-Scheduled Appointment


3000mmx3000mm

Note: Stand visuals are examples, and may be subject to changes without prior notice

Secure your participation today, contact the ITB Asia team today at exhibitor@itb-asia.com or call +65 6027 7577

ENHANCED SHELL SCHEMES

27SQM PENINSULA BASIC PACKAGE SCHEME



Entitlement (27sqm)
1 x 1mH Lockable Cupboard
1 x 0.76mH Reception Counter
c/w logo on front
1 x Wastepaper Basket
10 x Chairs
2 x Round Discussion Tables
3 x 10W LED Spotlight
3 x 13amp /220V Power Socket
27 Sqm Needlepunch Carpet
6x Exhibitor Badge
3x Exhibitor Listing
3x Pre-Scheduled Appointments



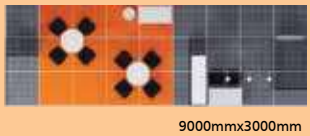
9000mmx3000mm

V0916 Grijsclair
V4970 Orange

27SQM PENINSULA PREMIUM PACKAGE SCHEME



Entitlement (27sqm)
1 x 1mH Lockable Cupboard
1 x 0.76mH Reception Counter
1 x Wastepaper Basket
10 x Chairs
2 x Round Discussion Tables
3 x 10W LED Spotlight
3 x 13amp /220V Power Socket
27 Sqm Needlepunch Carpet
6x Exhibitor Badge
3x Exhibitor Listing
3x Pre-Scheduled Appointments



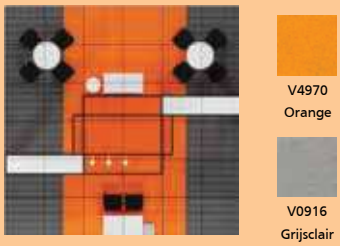
9000mmx3000mm

V0916 Grijsclair
V4970 Orange

36SQM ISLAND BASIC PACKAGE SCHEME



Entitlement (36sqm)
1 x 1mH Lockable Cupboard
1 x 0.76mH Reception Counter
c/w logo on front
1 x Wastepaper Basket
10 x Chairs
2 x Round Discussion Tables
3 x 10W LED Spotlight
4 x 13amp /220V Power Socket
36 Sqm Needlepunch Carpet
8x Exhibitor Badge
4x Exhibitor Listing
4x Pre-Scheduled Appointments



V4970 Orange
V0916 Grijsclair

6000mmx6000mm

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Entitlement (36sqm)
1 x 1mH Lockable Cupboard
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c/w logo on front
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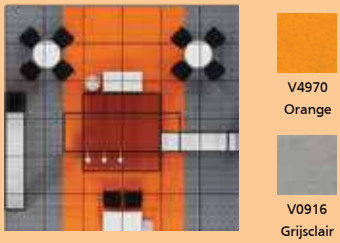
36 Sqm Needlepunch Carpet
8x Exhibitor Badge
4x Exhibitor Listing
4x Pre-Scheduled Appointments



V4970 Orange
V0916 Grijsclair

6000mmx6000mm

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