

ITB Asia Exhibitor Guideline

The Trade Show for the Asian Travel Market



www.itb-asia.com / email: exhibitor@itb-asia.com
www.virtualmarket.itb-asia.com

19-21 October 2011
Suntec Singapore

Month	To Do			Deadline
	STAND ARRANGEMENTS	COMMUNICATION	TRAVEL/TRANSPORT	
June	Receive invoice(s) for your booked raw space/stand option and proposed booth location			
	Receive your password and username to get access to your exhibitor login zone			
	Choose your ITB Asia sponsoring & advertising opportunities in our sponsoring brochure and request your customized offer at www.itb-asia.com/marketing			
July	Submit all co-exhibitors			01 July
	Access exhibitor service manual (ESM) online within your exhibitor login zone			
	Book a room for meetings, receptions or workshops at sandra.koh@suntecsingapore.com			
	Prepare stand design and stand materials			
	Check regulations and visa requirements for Singapore at www.itb-asia.com/travel and send VISA requests to exhibitor@itb-asia.com			
August	Make travel and accommodation reservations			
	Recruit additional stand personnel			
	Submission of construction plans for complex stand designs to ITB Asia for assessment by ITB Asia official contractor (PICO Art International Pte. Ltd.)			
	Review final stand allocation and hall plan; booth numbers may be found in Virtual Market Place			
	Complete your profile and check your additional advertising opportunities in the ITB Asia Virtual Market Place (www.virtualmarket.itb-asia.com)			
	Start Pre-Show Marketing e.g. spreading the Viral Spot (to be uploaded on www.itb-asia.com)			
September	Forward your list of customers who you would like to invite to ITB Asia 2011 with free entrance			
	Forward advertising material to Suntec Singapore to one of our official freight forwarders			deadline in ESM
	Register workshops, shows and events taking place with exhibitor@messe-berlin.com			deadline in ESM
	Order stickers for walls, fascia and standard partition at itbasia2011@sg.pico.com			deadline in ESM
	Forward shell scheme fascia name to itbasia2011@sg.pico.com			deadline in ESM
	Order additional cleaning at itbasia2011@sg.pico.com			deadline in ESM
	Order security service at itbasia2011@sg.pico.com			deadline in ESM
	Request communications, electrical fittings and water connections at itbasia2011@sg.pico.com			deadline in ESM
	Order furniture, stand equipment and decoration at itbasia2011@sg.pico.com			deadline in ESM
	Order construction and dismantling passes at itbasia2011@sg.pico.com			deadline in ESM
	Order booth assistants at itbasia2011@sg.pico.com			deadline in ESM
	Order additional exhibitor badges in your exhibitor zone with password and ID (http://sg.itbasia-delegates.com)			
	Check that you have received your invoice (confirmation)			
	Order required catering services at cateringsales@suntecsingapore.com			
	Order Telecommunication and Networking at telecom@suntecsingapore.com			
	Check ITB Asia event program online at www.itb-asia.com/events			
	Brief your team			
	Send visitor invitations to your customers			
	Request and prepare appointments for the trade show using the Online Appointment System (request will be forwarded to you by email) and Networking Tool (Virtual Market Place)			
Book a room for press conferences at ehrling@messe-berlin.de (subject to availability)			deadline in ESM	
Send out your press and media materials				
Organize transport of materials by contacting our official freight forwarders (contacts TBA)			deadline in ESM	
October	Request press pigeon holes at ehrling@messe-berlin.de			07 Oct
	Submit your press guide entry online at www.itb-asia.com/press			07 Oct
	Build up onsite at ITB Asia from 17 October daily between 08:00 – 22:00, opening of onsite registration at 17 October between 9:00 - 18:00			Official Opening of ITB Asia 2011 on 19 October, 10:00 a.m.
	Brief your stand personnel			
	Notify security staff of all events held at your stand outside the regular opening hours (11 am – 6 pm).			
	Dismantling commences at 21 October after 18:00			conclusion of dismantling 22 Oct
Wrap-up phase after ITB Asia, start evaluation of your participation, contact your new business contacts				

For further assistance please refer to our Exhibitor Service Manual at www.itb-asia.com or get in touch with the contact person mentioned above

Catering	Pico / stand construction	Freight Forwarder
Suntec Singapore International Convention & Exhibition Centre 1 Raffles Boulevard, Suntec City, Singapore 039593 Email: cateringsales@suntecsingapore.com Fax: +65 6825 2222	Penny Tan Pico Art International Pte Ltd Pico Creative Centre 20 Kallang Avenue Singapore 339411 Email: itbasia2011@sg.pico.com Tel.: +65 6290 5736 Fax: +65 6290 590211	Schenker Singapore Pte Ltd. Agility Fairs & Events Logistics Pte. Ltd. contact details: TBA
ITB Asia Team		
Messe Berlin (Singapore) Pte Ltd 25 International Business Park #04-113 German Centre Singapore 609916 exhibitor@messe-berlin.com		

Important facts at a glance

Venue: Suntec International Convention & Exhibition Centre, 1 Raffles Boulevard, Singapore 039593, Level 6
Opening Times: Daily 10:00 – 18:00 hours (admittance for exhibitors 09:00)
Additional Exhibitor Passes: Online USD 85,60 (incl. 7 % VAT)
3 Days Trade Visitor Pass: Online - US\$99, Onsite - US\$120 **1 Day Trade Visitor Pass:** Online - US\$50, Onsite - US\$60
Construction and dismantling times:
 Commencement of construction work: 17 October 2010, 08:00 – 22:00
 End of construction period: 18 October 2011, 18:00
 Commencement of dismantling: After 18:00, on the final day of the exhibition
 Conclusion of dismantling: 22 October 2011