

# TRULY SUCCESSFUL

itb-asia.com



**ITB**  
*Asia*

The Trade Show for the Asian Travel Market



BECOME THE OFFICIAL  
PARTNER AIRLINE  
OF ITB ASIA

Supported By:



Held in:



Conference Partner:



Partner Hotel:



**MBS** Messe Berlin  
Singapore



## TAKE ADVANTAGE OF THIS DISTINCTIVE POTENTIAL

### SHOWCASE YOUR AIRLINE TO THE ASIAN TRAVEL MARKET.

How do you make 700 international buyers, 6,500 travel trade visitors, 700 exhibitors and 300 journalists aware of your airline? Do you exclusively want to be able to choose out of 700 Hosted Buyers from over 60 countries and let them enjoy a flight with your airline? Do you want to put your hospitality, service and uniqueness on display for the travel industry? Then become ITB Asia's Official Partner Airline and profit from THE trade show for the Asian travel industry.

The show is not only a prime platform for presenting your company but also a primary meeting place for top decision makers, industry experts and representatives from the leisure, MICE and corporate travel markets across the entire travel industry value chain.

Present your airline in this exciting travel industry spotlight, annually held in Singapore, offering many chances of networking, business, hosted buyer meetings, media attention, recruiting, know how and innovations! As the official ITB Asia Partner Airline, you reap the benefits by attracting even more attention from the media as well as from a highly professional audience. Take advantage of this unique opportunity to strengthen your competitive edge in an increasingly dynamic travel market.



# SATISFIED CUSTOMERS OF ITB ASIA ARE OUR PROOF OF CONCEPT



„This is our first approach into the Far East. We are targeting FITs and MICE; our hotels are geared up. We are very happy with the show, and the quality of buyers we have met from Europe, the Far East, South Africa, India and China. Co-exhibitors say that buyers are turning up as appointed. It's all perfectly OK, the way it is run.“

Bobby Thomas Koshy  
Manager – Overseas  
Promotion Department,  
Sharjah Commerce & Tourism  
Development Authority



„It's a good show, above my expectations!“  
Darren Tan,  
Managing Director,  
World Express

“We are very pleased with the quality of the buyers – leads and contacts, especially from MICE.“

Charlie De Lorme,  
Director Economic Development,  
Visitor Services, Utah  
Office & Tourism

„ITB ASIA was a success and Qatar Airways saw a great potential and need to be present in the event.“

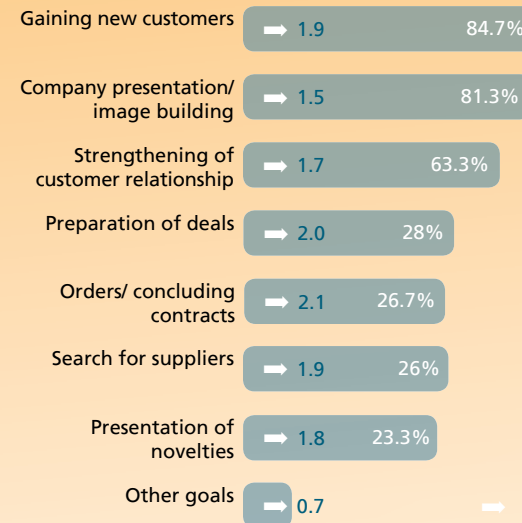
Kimmo Korkeilao  
Marketing Officer  
– Singapore, Qatar Airways

## A MAXIMUM OF PUBLICITY AWAITS YOU

Having these impressive testimonials in mind: Can you imagine any other opportunity in the travel industry which could better connect your brand with an innovative and successful partner?

As the Official Partner Airline of ITB Asia you would have an effective, target-oriented spot in the limelight.

### Exhibitor survey 2010



Would recommend  
86.4%

Intend to participate again  
85%

Overall positive impression  
75.7%

Exhibitors' goals  
Degree of success  
(averages)



**AN INVESTMENT  
THAT PAYS OFF.  
96 TIMES OVER, TO BE EXACT.**

Where 25,000 equals 4.8. As the Official ITB Asia Partner Airline, you can multiply your investment by a factor of 96. In exchange for your USD 25,000 investment\*, ITB Asia gives you a global brand presence worth USD 4.8 million.

This impressive figure is derived from the equivalent value of worldwide media coverage for your company.

It includes branding on selected ITB Asia advertising media, press releases, international advertising campaigns, a year-round presence on the [www.itb-asia.com](http://www.itb-asia.com) start screen and numerous marketing activities sponsored by the trade show organizers.



**USD 25,000**  
Fee for Partner Airline License\*

**ROI  $\hat{=}$  96**



**USD 4.8 MILLION\*:**  
EQUIVALENT VALUE OF MEDIA  
COVERAGE in the course of **ITB ASIA**

\*License Fee of USD 25,000 plus hosting a social function for up to 1,000 persons at own expenses.

# REACH OUT TO THOUSANDS OF CONTACTS.

WHERE THE **ASIAN TRAVEL INDUSTRY** MEETS. AND YOUR BRAND IS AT **CENTER STAGE.**

From a social function – hosted by your airline – to PR and a wide-ranging trade show presence with extraordinary advertising panels across the show floor: Showcase your airline in grand style at the trade show for the Asian travel industry.



Have an image of your carrier here!

Have your logo here!

HOW YOU **WILL BENEFIT** AS THE **SOLE AIRLINE PARTNER**

### *What you give:*

- License Fee of USD 25,000 plus hosting a social function

### *What you get:*

- Suggest 25 top-qualified Asian buyers to be part of the official Hosted Buyers Programme, ITB Asia will cover all 5\* accommodation expenses.
- Your logo will be shown in all relevant show information such as collaterals, website, press release, etc.
- Showcase your airline and logo within the strong, international visible ITB Asia campaign.
- Present your airline on the show floor of ITB Asia and make use of 27sqm complimentary raw space.
- Your stand will be part of the Opening VIP tour

DOES THIS DRAW **YOUR INTEREST?** WE WILL BE **PLEASED TO ASSIST YOU!**

**Why Why Ng · Phone +65 6635 1188**  
**why.ng@itb-asia.com**

AN EXCLUSIVE **PROMOTIONAL PACKAGE**  
FOR **YOUR GRAND APPEARANCE** AS THE  
ITB ASIA PARTNER AIRLINE

Our eye-catching and exclusive promotional partner package will guarantee you high impact. Grab the attention of the travel industry and create media relevance for your company. You will reach an audience of top buyers and journalists from around the world. Your airline will be present in all media including advertisements, newsletters, flyers and brochures. You will also appear on all press releases and mailings sent out before and after the



trade show. This high-impact presence continues at the ITB Asia exhibition site, where you can show what your brand has to offer to more than 6,500 delegates.

