

Sponsoring & Advertising Opportunities



ITB

Asia

The Trade Show for the Asian Travel Market

www.itb-asia.com

Why Sponsor?



- Because you will:
- **stick out of the mass**
- **do more than just exhibit**
- **draw the show's attention to your brand**

Where to Advertise?



Inside or outside the exhibition hall or even “on” the visitors and buyers:

How “on“ the Visitors?



Sponsoring of the ITB Asia Lanyards

**Sponsoring of the ITB Asia Delegates Bags/Hosted
Buyers Bag**

Inserts in the Trade Visitors' and Journalists' Bags

**Corporate Branding on the ITB Asia Tickets/ on the
ITB Asia Appointment Sheets**

How “on“ the visitors?



The Trade Show for the Asian Travel Market

- **Sponsoring of the ITB Asia Lanyards**
- Play a starring role and get yourself noticed! Use your personal trade visitors' and journalists' lanyard to reach your target group without losses due to non-selective advertising.
- Whether during the day or in the evening – your lanyard is the constant escort of all trade visitors and journalists. Don't hide your light under a bushel!



How “on“ the Visitors?



The Trade Show for the Asian Travel Market

- **Sponsoring of the ITB Asia Delegates Bags**
- Leave an indelible impression with your company logo and your individual branding on all delegates bags and boost your visibility to every ITB Asia visitor even long after the show. Every delegate is given a high-quality ITB Asia bag at a central counter which is filled with all important information material, such as the ITB Asia Catalogue as well as fancy contents. Become a collector's item!



How “on“ the Visitors?

- **Promotion: Inserts in the Trade Visitors' and Journalists' Bags**
- Take the opportunity to impress all trade visitors and journalists. Convince them with high-quality brochures, inventive give-aways or informative flyers in 5,000 ITB Asia bags.

Measurement and Weight

- max. DIN A4 format up to 200 g or give-aways



How “on“ the Visitors?



The Trade Show for the Asian Travel Market

- **Sponsoring of the ITB Asia Tickets**
- **Corporate Branding on the ITB Asia Tickets**
- Branding on the reverse side of the tickets, i.e. branding of 5,000 tickets for exhibitors, trade visitors and media representatives
- Branding area: on request (depending on the final ticket format)
- The artwork will be provided by the exhibitor and brought into agreement with ITB Asia.



How “on“ the Visitors?



ITB
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- **Sponsoring of the ITB Asia Appointment Sheets**
- **Corporate Branding on the ITB Asia Appointment Sheets**
- Branding on the reverse side of the sheets and logo presence on the front side, i.e. branding of 1,500 papers for hosted buyers and trade visitors
-
- Branding area: DIN A4 format
- The artwork will be provided by the exhibitor and brought into agreement with ITB Asia.
- **Sponsoring Licence:**
- US\$ 8,000.00 incl. printing costs

 Pre-scheduled Appointments Starwood Asia Pacific Hotels & Resorts Pte. Ltd. Booth: 119		
Wednesday, 22 October 2008		
Time:	Appointment With:	Signature:
10:00 hrs - 11:00 hrs	Beyer meets Seller session	
11:00 hrs - 11:20 hrs	Azzad Travel & Tourism	
11:20 hrs - 11:40 hrs	Quaestor Travel	
11:40 hrs - 12:00 hrs	Refreshment Break	
12:00 hrs - 12:20 hrs	Agoda Pte. Ltd.	
12:20 hrs - 12:40 hrs	Fortune Travel Pte Ltd	
12:40 hrs - 14:00 hrs	Lunch Break	
14:00 hrs - 14:20 hrs	HolidayCity	
14:20 hrs - 14:40 hrs	Carnation Travel Services Pvt Ltd	
14:40 hrs - 15:00 hrs	Abercrombie & Kent india	
15:00 hrs - 15:20 hrs		
15:20 hrs - 15:40 hrs	Golfers Escape	
15:40 hrs - 16:00 hrs	Refreshment Break	
16:00 hrs - 16:20 hrs	Flight Centre Limited	
16:20 hrs - 16:40 hrs		
16:40 hrs - 17:00 hrs	CVC Developments	
17:00 hrs - 17:20 hrs		
17:20 hrs - 17:40 hrs	Saltours international	
17:40 hrs - 18:00 hrs	Intflight Service Co.,Ltd.	

After each appointment, please request the Exhibitor to sign off on the "Signature" column.
At the end of the show, please submit this completed form to ITB Asia located at the Registration Counter.

 Pre-scheduled Appointments Starwood Asia Pacific Hotels & Resorts Pte. Ltd. Booth: 119		
Thursday, 23 October 2008		
Time:	Appointment With:	Signature:
11:00 hrs - 11:20 hrs	RAC Travel Services Pty Ltd	
11:20 hrs - 11:40 hrs	Club Island Center	
11:40 hrs - 12:00 hrs	Refreshment Break	
12:00 hrs - 12:20 hrs	Mubasher Holidays	
12:20 hrs - 12:40 hrs	Universal Travel Corporation	
12:40 hrs - 14:00 hrs	Lunch Break	
14:00 hrs - 14:20 hrs	Chan Brothers Travel Pte Ltd	
14:20 hrs - 14:40 hrs		
14:40 hrs - 15:00 hrs	Sino America Tours Corporation Pte Ltd	
15:00 hrs - 15:20 hrs	Ocean Tour Ltd.	
15:20 hrs - 15:40 hrs	ReZsource International Pte Ltd	
15:40 hrs - 16:00 hrs	Refreshment Break	
16:00 hrs - 16:20 hrs	Kuoni Travel (Japan) Ltd.	
16:20 hrs - 16:40 hrs		
16:40 hrs - 17:00 hrs	Pulse Holidays	
17:00 hrs - 17:20 hrs		
17:20 hrs - 17:40 hrs	UCB Travel Planners Pte Ltd	
17:40 hrs - 18:00 hrs	Commonwealth Travel	

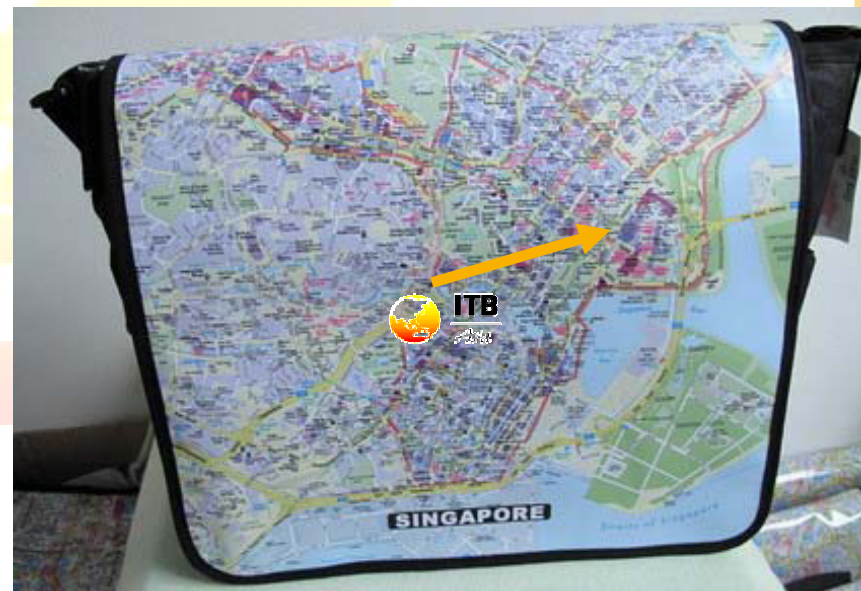
After each appointment, please request the Exhibitor to sign off on the "Signature" column.
At the end of the show, please submit this completed form to ITB Asia located at the Registration Counter.

How “on“ the Visitors?

Hosted Buyer bags

Expose your brand to all 700 international buyer delegates by putting your logo on ITB Asia's 2011 hosted buyer map bags.

If your brand is located in Singapore, you even have the opportunity to link it to the map!



How **inside** the exhibition hall?



Promotion: Assignment of Promoters during
ITB Asia

Full Page Ad (4c) in the ITB Asia Show
Catalogue and in the Quickfinder

Sponsoring of diverse Events and Locations

How inside the exhibition hall?



The Trade Show for the Asian Travel Market

- **Promotion: Assignment of Promoters during ITB Asia**
- A promotion team appointed by the exhibitor distributes fancy give-aways, informative advertising material or the like during the show on the exhibition site. This opportunity enhances the exhibitor's presence beyond his stand.



How inside the exhibition hall?



The Trade Show for the Asian Travel Market

- **Full Page Ad (4c) in the ITB Asia Show Catalogue and in the Quickfinder**
- Where can I find who and what? The ITB Asia Catalogue and the ITB Asia Quickfinder are the navigation systems for all visitors and reliably guide them through the entire exhibition and convention levels.
- The ITB Asia Catalogue and Quickfinder are distributed in combination with the ITB Asia delegates bag, feature a clear summary of the most important exhibitor data and navigate participants through the halls.
- Print run: 5,000 Catalogues and 5,000 Quickfinders



How **inside** the exhibition hall?



The Trade Show for the Asian Travel Market

- **Sponsoring of diverse Events and Locations**
- Our portfolio ranges from the sponsoring of networking breaks and lunches to the sponsoring of exclusive locations. Some of our highlights are:
 - Sponsoring of the Opening Keynote Speaker Session
 - Sponsoring of Seminar/ Workshop Sessions
 - Sponsoring of Networking Luncheons
 - Sponsoring of Networking Cocktails
 - Sponsoring of the ITB Asia Buyers Lounge
 - Sponsoring of the ITB Asia Media Centre



How **outside** the exhibition hall?



The Trade Show for the Asian Travel Market

Outdoor Electronic Board

Indoor Electronic Boards

Pylons at the Main Entrance

Pillar Wraps in the Main Lobby

Horizontal Banners in the Main Lobby

Facade Banners at different Halls

Light Boxes in Common Areas

Lift Poster Frames

Vertical Banners in Main Lobby [NEW!]

Glass Panel Banners [NEW!]

Façade Banner (venue entrance) [NEW!]

Outdoor Pillar Wrap [NEW!]

TouchPoint Screen [NEW!]

How outside the exhibition hall

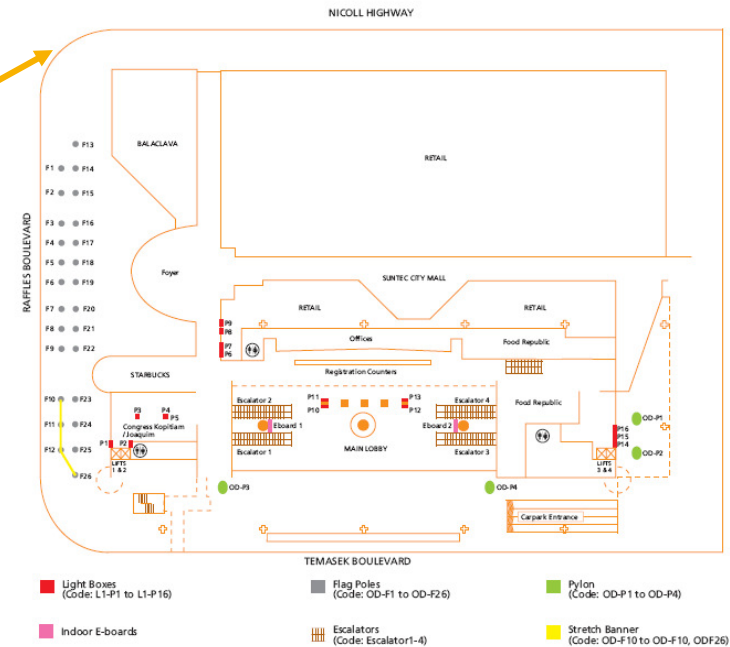


The Trade Show for the Asian Travel Market

Outdoor Electronic Board

- **Location:** directly at the junction between Nicoll Highway and Raffles Boulevard
- **Measurements (w x h):** 13.90 m x 10.60 m
- **Technical Specifications:** Bright Colours: 4.3 trillion colours; Super High Resolution: 1,914 pix/ sqm

The video content will be delivered by the client.



How outside the exhibition hall?

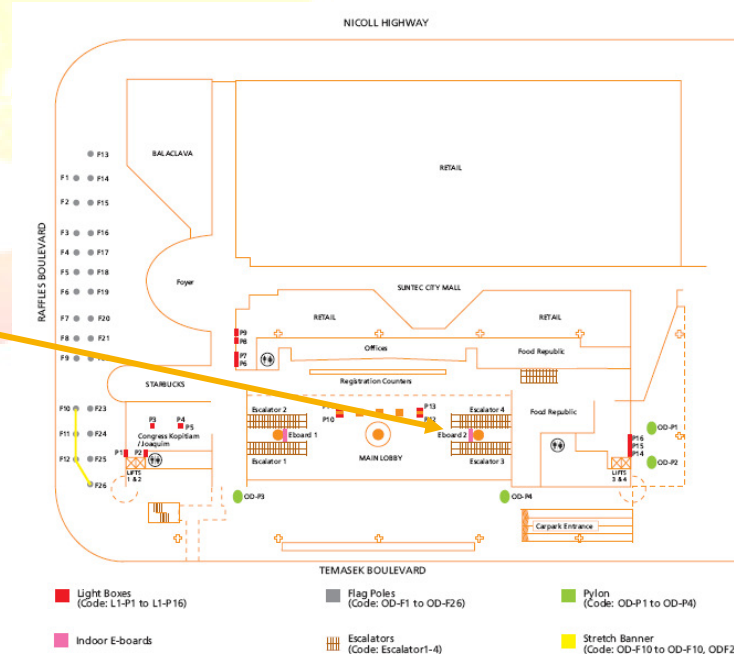
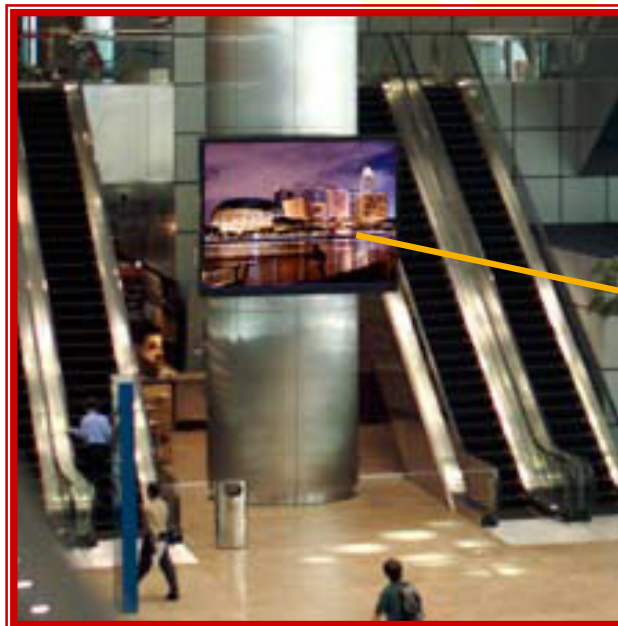


The Trade Show for the Asian Travel Market

Indoor Electronic Boards

- **Location:** directly in the main lobby
Measurements (w x h): 3.072 m x 2.112 m per board
Quantity: 2 boards in total
- **Technical Specifications:** Resolution: 720 x 576 pixel

The video content will be delivered by the client.



How outside the exhibition hall?



The Trade Show for the Asian Travel Market

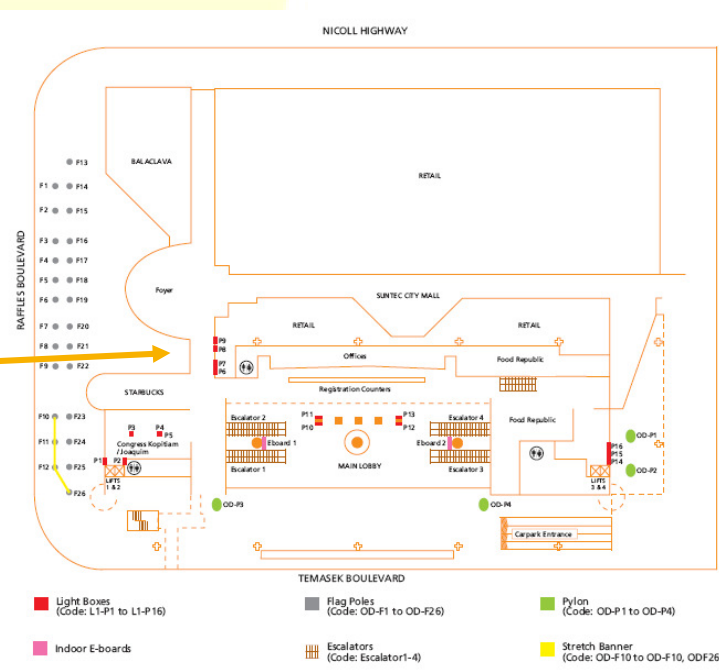
- **Pylons at the Main Entrance**

Location: directly in front of the main entrance

Measurements (w x h): 0.685 m x 0.925 m per pylon

Quantity: 4 pylons in total; each dual sided, total 8 visuals

Production and Installation: on demand



How outside the exhibition hall?



The Trade Show for the Asian Travel Market

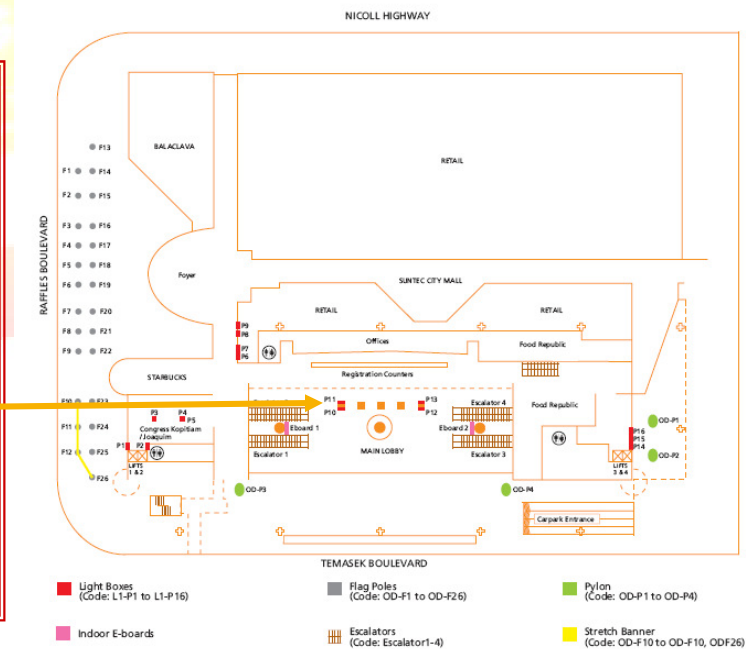
Pillar Wraps in the Main Lobby

Location: directly in the main lobby

Measurements (w x h): 1.14 m x 4.77 m per side, 4 sides per pillar

Quantity: 2 pillars in total

Production and Installation: on demand



How outside the exhibition hall?



The Trade Show for the Asian Travel Market

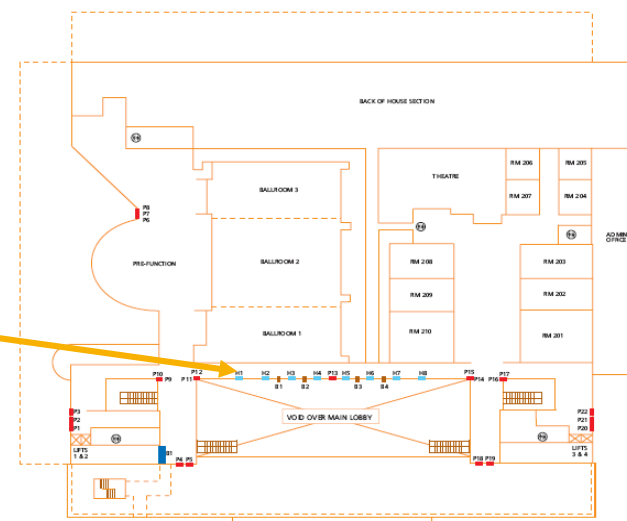
Horizontal Banners in the Main Lobby

Location: directly in the main lobby

Measurements (w x h): 8.00 m x 2.00 m per banner

Quantity: 4 banners in total

Production and Installation: on demand



■ Light Boxes (Code: L2-P1 to L2-P2) ■ Backlit Billboard (Code: B1) ■ Vertical Banner (Code: L2-B1 to L2-B4) ■ Horizontal Banner (Code: L2-H1 to L2-H8)

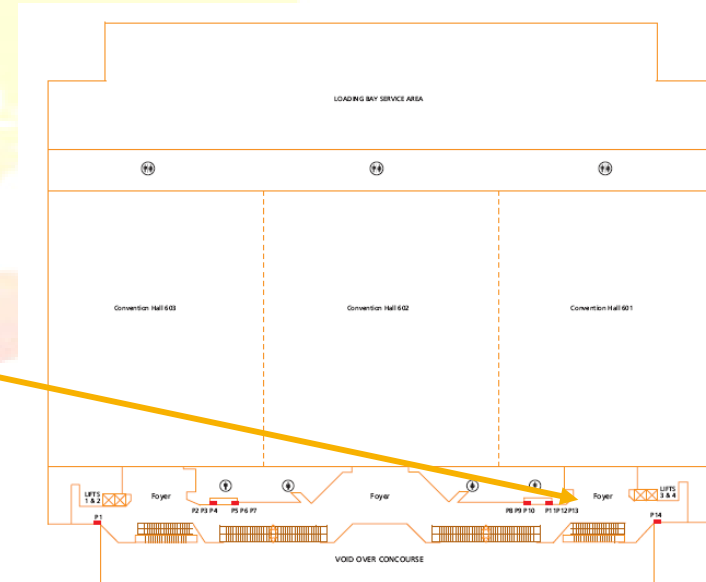
How outside the exhibition hall?



The Trade Show for the Asian Travel Market

- Facade Banners at different Halls
- **Location:** directly at the facades of the halls (level 6)
- **Measurements (w x h):** approx. 3.70 m x 3.70 m per banner
- **Quantity:** 8 banners in total

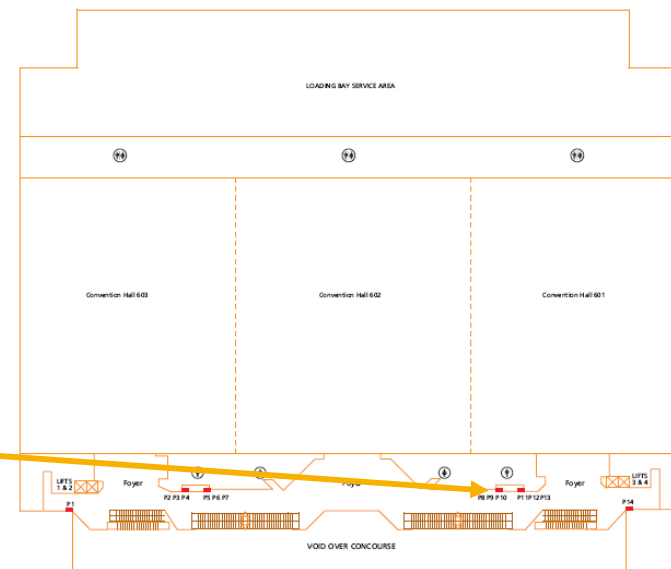
Production and Installation: on demand



How outside the exhibition hall?

- **Light Boxes in Common Areas**
- **Location:** various locations indoors, e.g. in the passageways
- **Measurements (w x h):** approx. 0.685 m x 0.925 m per poster
- **Quantity:** 20 posters in total

Production and Installation: on demand



How outside the exhibition hall?

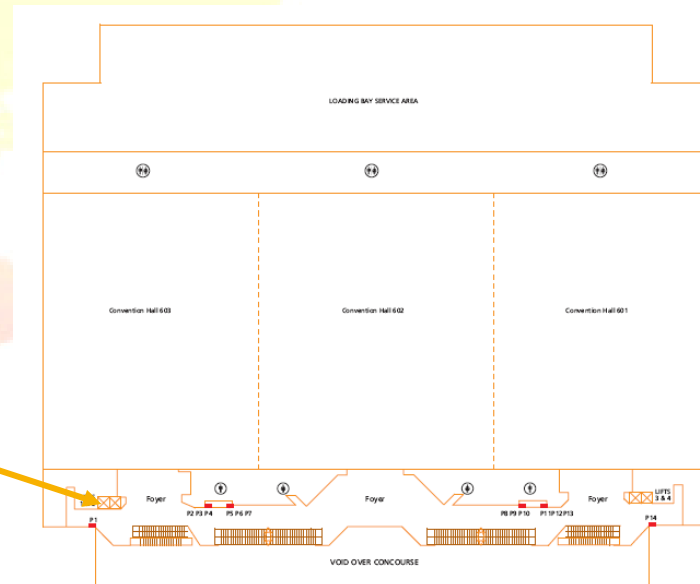
- **Lift Poster Frames**

- **Location:** in 4 lifts

Measurements (w x h): approx. 0.490 m x 0.735 m per poster

Quantity: 1 poster out of 4 per lift, i.e. 4 posters in total

Production and Installation: on demand



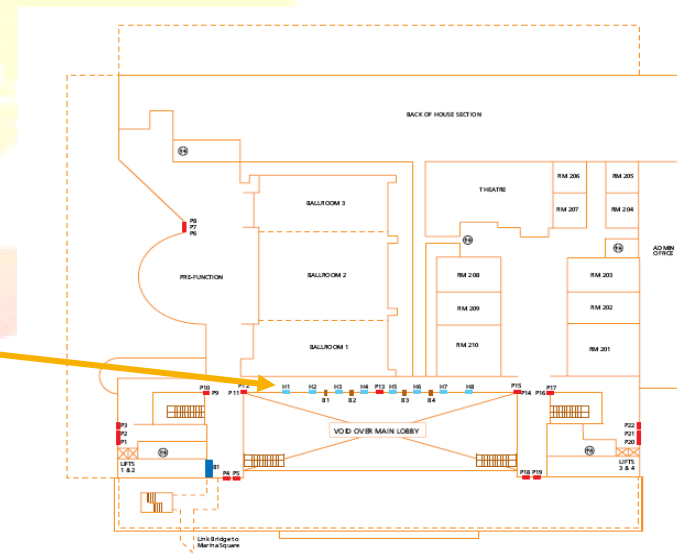
How outside the exhibition hall?



The Trade Show for the Asian Travel Market

- **Vertical Banners in Main Lobby** [NEW!]
- **Location:** main lobby
- **Measurements (w x h):** approx. 0.93 m x 6.00 m per banner
- **Quantity:** 4 banners in total

Production and Installation: on demand

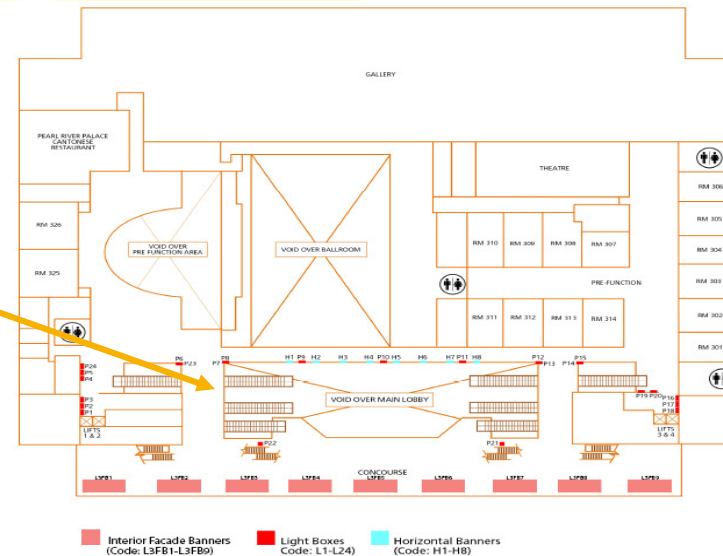


■ Light Boxes (Code: L2-P1 to L2-P2) ■ Backlit Billboard (Code: B1) ■ Vertical Banner (Code: L2-B1 to L2-B4) ■ Horizontal Banner (Code: L2-H1 to L2-H8)

How outside the exhibition hall?

- **Glass Panel Banners [NEW!]**
- **Location:** Level 3 facing main lobby
- **Measurements (w x h):** approx. 8.64 m x 1.92 m per banner
- **Quantity:** 2 banners in total

Production and Installation: on demand



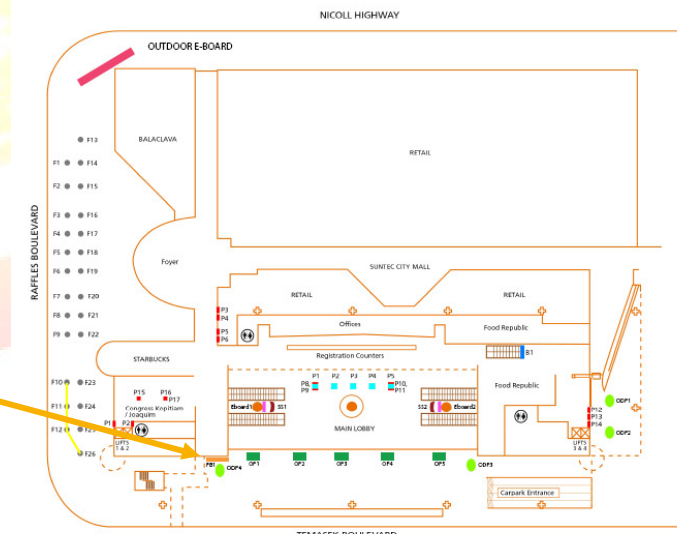
How outside the exhibition hall?



The Trade Show for the Asian Travel Market

- **Façade Banner (venue entrance) [NEW!]**
- **Location:** venue front entrance
- **Measurements (w x h):** approx. 4.775 m x 4.775 m per banner
- **Quantity:** 1 banner only

Production and Installation: on demand



- Light Boxes (Code: P1-P17)
- Backlit Billboard (Code: B1)
- Pylon (Code: ODP1 - ODP4)
- Self Standing Poster (Code: SS1, SS2)
- Pillar Wrap Main Lobby (Code: P1-P16)
- Flag Pole (Code: F1-F26)
- Indoor E-board (Code: E-board1, E-board2)
- Stretch Banner (Code: F10, F11, F12, F26)
- Pillar Wrap Main Entrance Outdoor (Code: OP1-OPS)
- External Façade Banner, Front Entrance (Code: FB1)

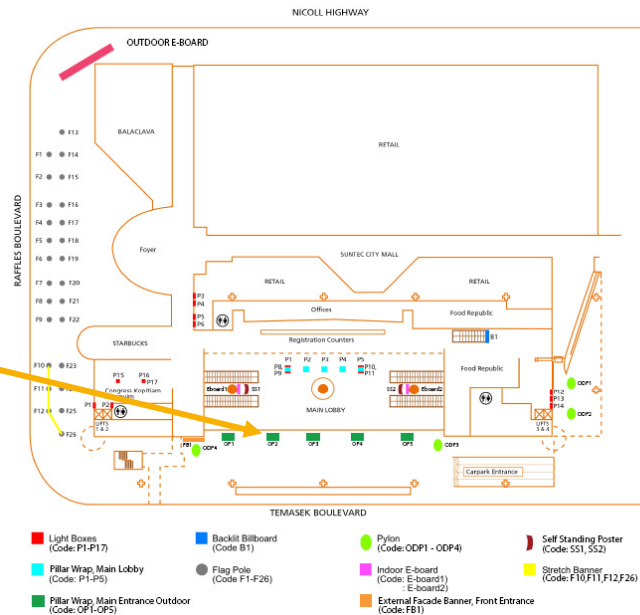
How outside the exhibition hall?



The Trade Show for the Asian Travel Market

- **Outdoor Pillar Wrap [NEW!]**
- **Location:** venue front entrance
- **Measurements (w x h):** approx. 9.5 m x 4.77 m per side, 4 sides per pillar
- **Quantity:** 5 pillars in total

Production and Installation: on demand



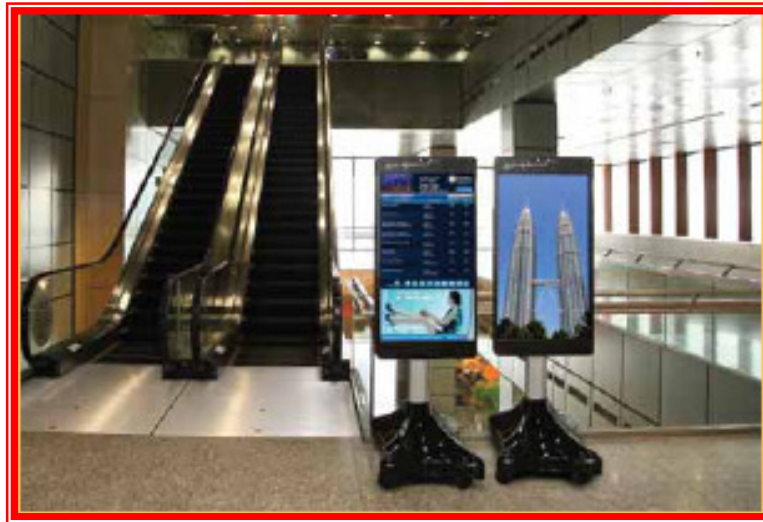
How outside the exhibition hall?



The Trade Show for the Asian Travel Market

- **TouchPoint Screen [NEW!]**
- **Location:** mobile, may be placed several spots within the venue
- **Measurements (w x h):** approx. 1088 x 1920 pixels; Recommended resolution 1080p
- **Quantity:** 5 screens in total (9am to 9pm)
- *Rate is inclusive of 5 pages of content with standard touch screen capability.

Production and Installation: on demand



What is available for 2012?



The Trade Show for the Asian Travel Market

Opportunities for **ITB Asia 2012**

ITB Asia 2011



Have your signature venue, attraction or landmark on our campaign for an entire year and thereby attract more than 25 million viewers!



ITB Asia 2011



The Trade Show for the Asian Travel Market

Be an Exclusive Partner Entity of ITB Asia!

- Partner Country
- Partner Hotel
- Partner Airline



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The Trade Show for the Asian Travel Market

Important Notes:

All indicated prices quoted are before Value Added Tax.

Subject to change. Subject to confirmation.

The indicated prices apply to the period of exhibition and do not include any agency commissions. The prices are currently valid and are subject to change without prior notice.

Prices do not include graphic design/ layout, production and installation of the advertising spaces. Our service providers would gladly submit a separate offer to you.

Your Contact to ITB Asia



The Trade Show for the Asian Travel Market

**We are looking forward to welcoming you at ITB Asia 2011
from 19 to 21 October!**

See you there!

Messe Berlin (Singapore) Pte Ltd
Ms. Ng Whey Whey
General Manager - ITB Asia

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Contact