

Sponsoring & Advertising Opportunities



ITB

Asia

The Trade Show for the Asian Travel Market

www.itb-asia.com

Your needs



You want to stick out of the mass

You want to do more than just exhibit

You want to expose your company at ITB Asia

You want to draw the show's attention to your brand

You don't want to be one out of 700 exhibitors

You want to advertise!

Your benefits



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The Trade Show for the Asian Travel Market

Opportunities **inside** the exhibition hall

Your opportunities



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!



Your opportunities



The Trade Show for the Asian Travel Market

Sponsoring of the ITB Asia Tickets

Corporate Branding on the ITB Asia Tickets

- ❖ Branding on the back 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.



Your opportunities



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!



Your opportunities



The Trade Show for the Asian Travel Market

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



Promotion Opportunity

Your opportunities



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.



Your opportunities



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Sponsoring of the ITB Asia Appointment Sheets

Corporate Branding on the ITB Asia Appointment Sheets

- ❖ Branding on the back 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.

 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	Buyer 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	Gothers 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	Mulbacher 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	Re2source 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.

Your opportunities

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



Your opportunities

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





The Trade Show for the Asian Travel Market

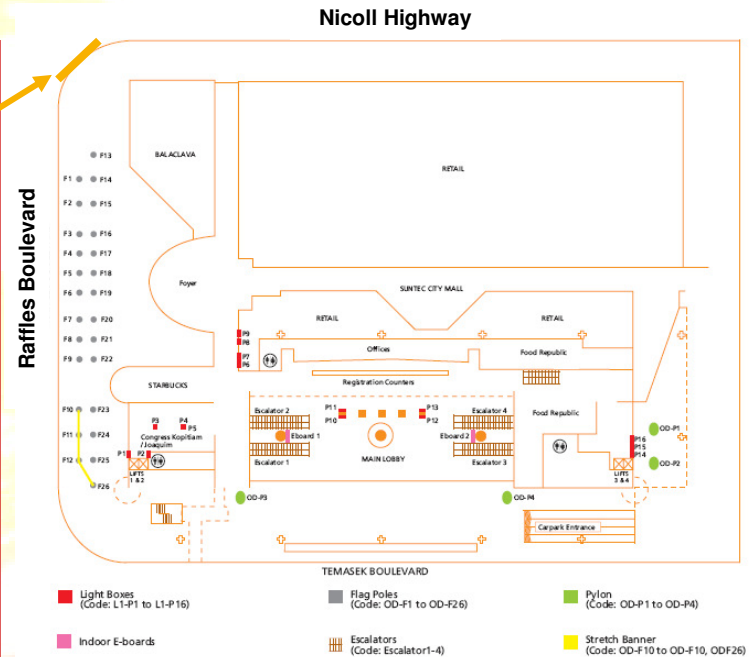
Opportunities **outside** the exhibition hall

Your opportunities



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

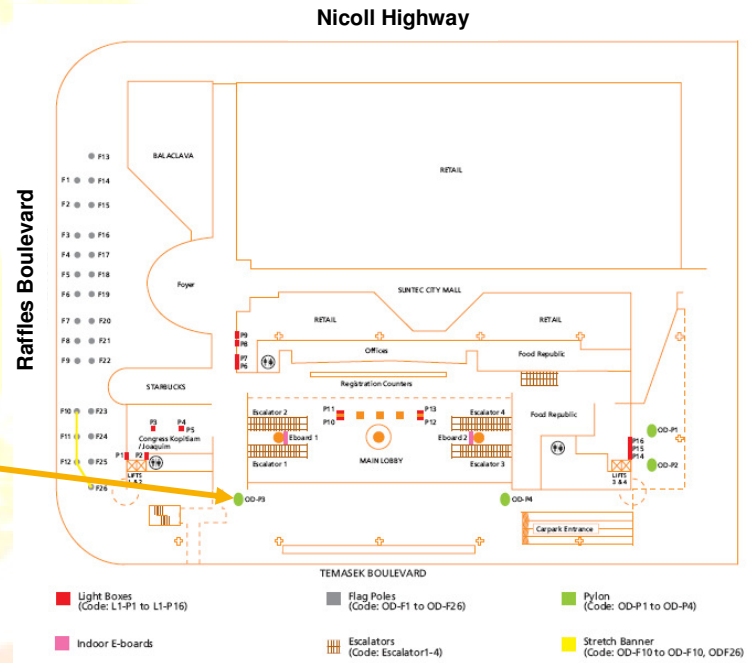
The video content will be delivered by the client.

Your opportunities



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: 2 pylons in total

Production and Installation: on demand

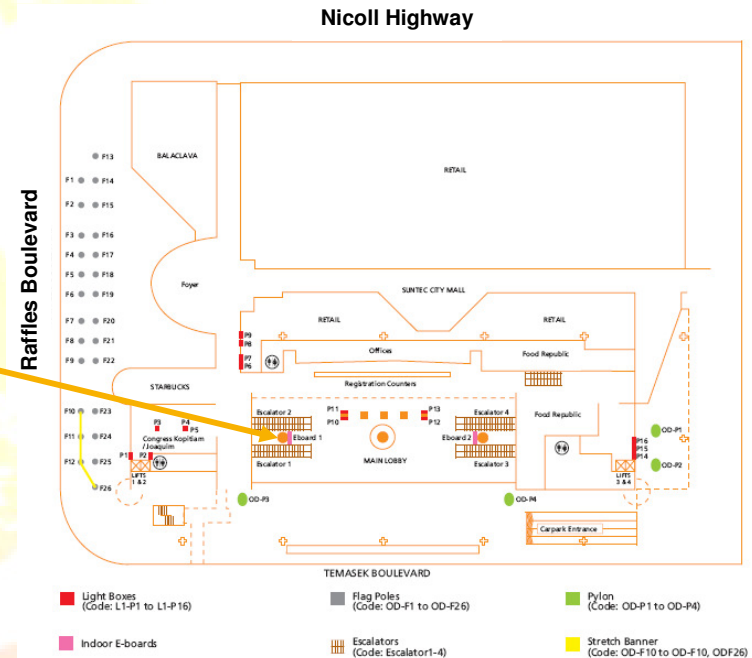
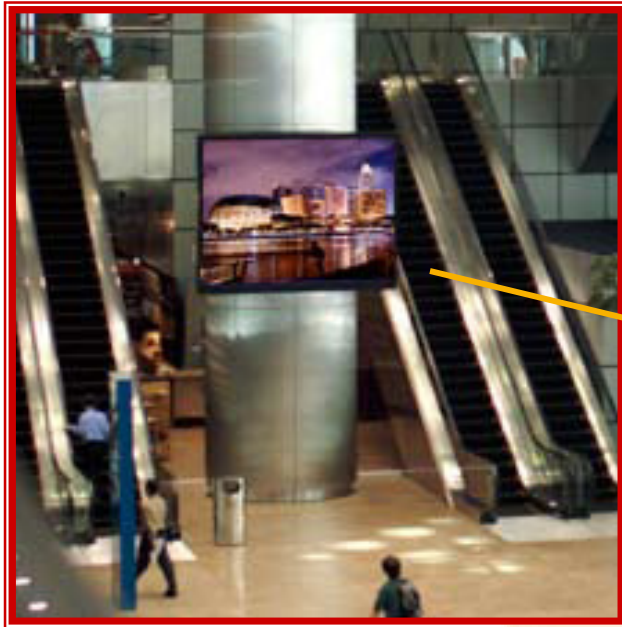
Outdoor Advertising Spaces

Your opportunities



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.

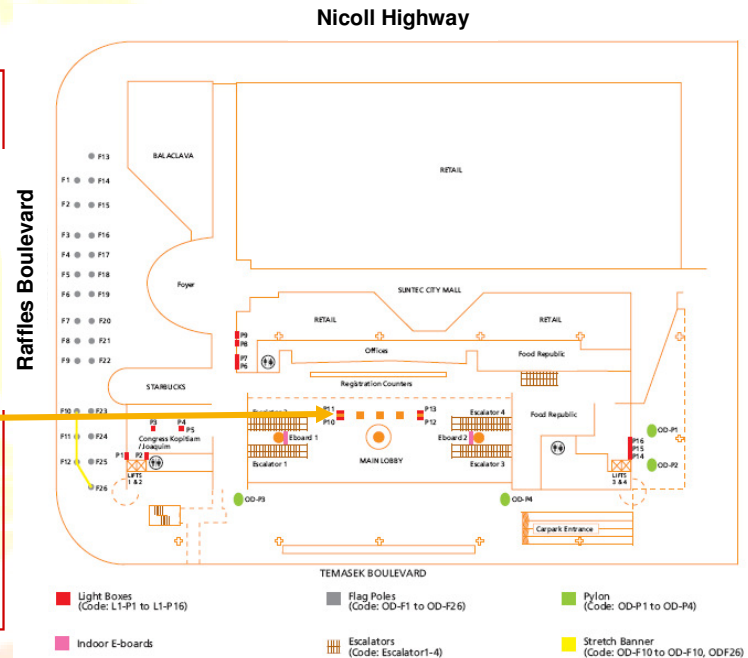
Indoor Advertising Spaces

Your opportunities



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

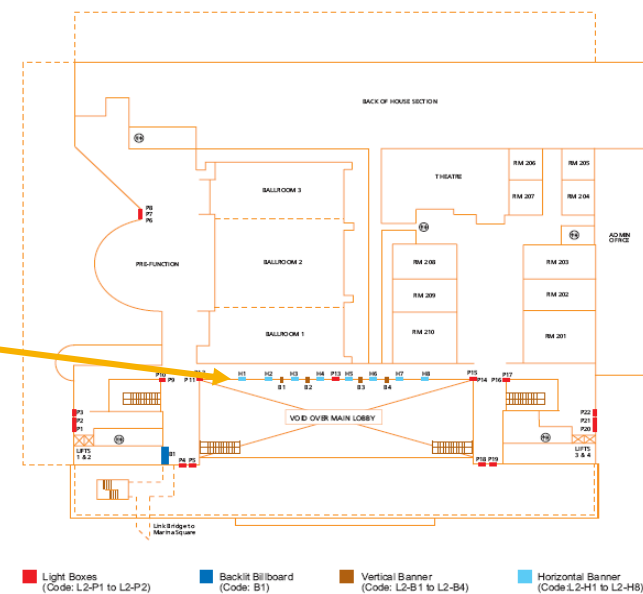
Indoor Advertising Spaces

Your opportunities



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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

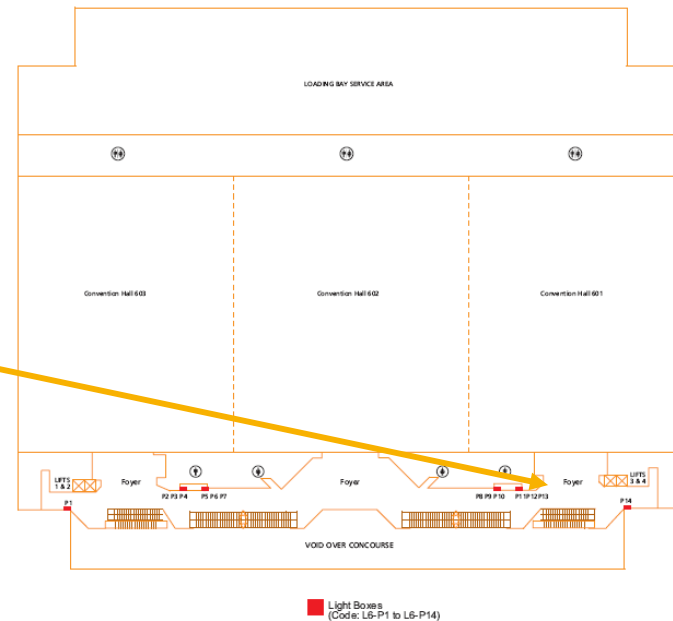
Production and Installation: on demand

Your opportunities



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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

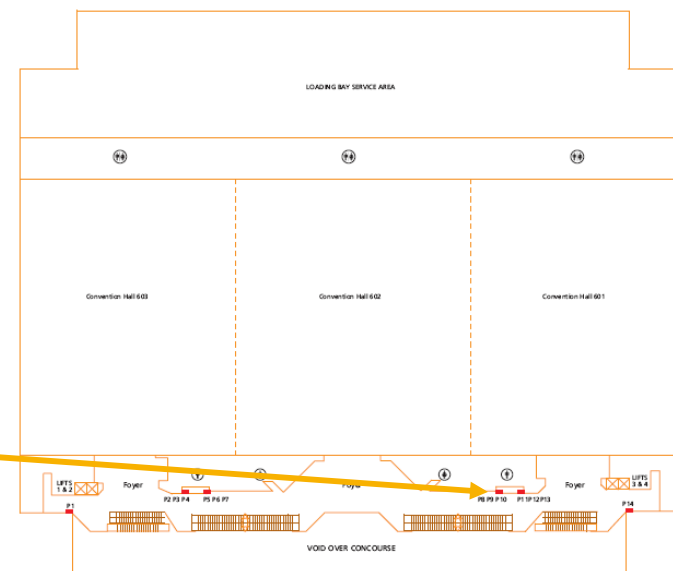
Production and Installation: on demand

Your opportunities



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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

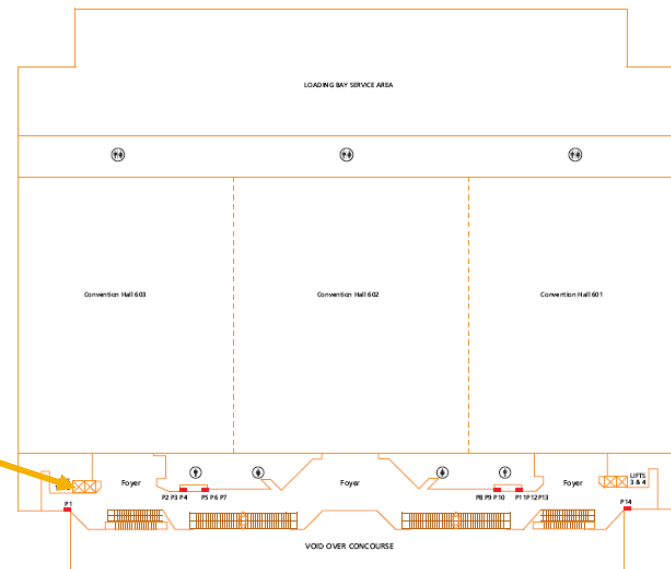
Quantity: 20 posters in total

Production and Installation: on demand

Indoor Advertising Spaces

Your opportunities

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



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Opportunities for **ITB Asia 2011**

ITB Asia 2011



This is an **exclusive preview** for ITB Asia's marketing campaign for 2011.

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

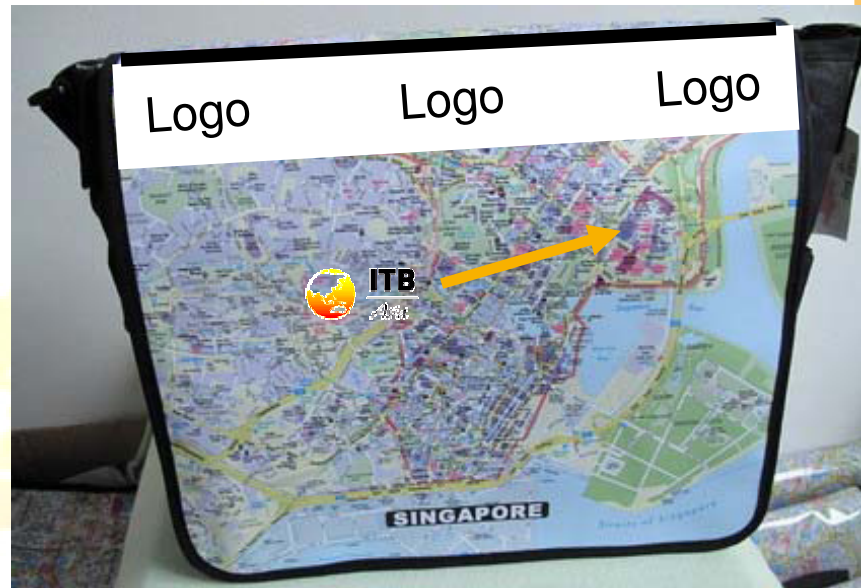


ITB Asia 2011

Hosted Buyer Bags

Expose your brand to all 700 international hosted delegate buyers 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!





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Important Notes:

All indicated prices plus 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. We gladly submit a separate offer to you.

Sponsoring and Advertising Opportunities

Your Contact to ITB Asia



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The Trade Show for the Asian Travel Market

**We are looking forward to welcoming you at ITB Asia 2010
from 20 to 22 October!**

See you there.

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