

TRULY SUCCESSFUL

itb-asia.com



ITB

Asia

The Trade Show for the Asian Travel Market



BECOME THE OFFICIAL PARTNER COUNTRY OF ITB ASIA

Supported By:



Held in:



Conference Partner:



Partner Hotel:





SHOWCASE YOUR COUNTRY TO THE ASIAN TRAVEL MARKET.

Do you want to attract attention from high potential buyers from Asian outgoing travel markets as well as international journalists and exhibitors? Would you like to showcase the uniqueness of your country's attractions along with its cultural and culinary diversity? Do you want the Asian travel industry to focus on your nation?

If this is the case, then become the Official Partner Country of ITB Asia!

The trade show for the Asian travel market is not only a prime platform for presenting your country in this part of the world. It is also a main meeting place for top decision makers, industry experts and representatives from the leisure, MICE and corporate travel markets across the travel industry value chain.

6,600 trade delegates, more than 700 international exhibitors, 700 top hosted buyers and 250 media representatives are waiting for you at ITB Asia.

MAKE USE OF THIS DISTINCTIVE POTENTIAL

Present your country at this exciting spotlight of the travel industry, 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 country, you reap the benefits by attracting even more attention from the media as well as from an afire and 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.“

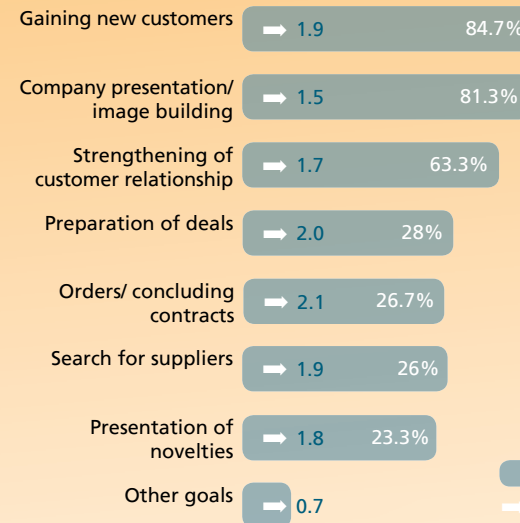
Kimmo Korkeilao
Marketing Officer
– Singapore, Qatar Airways

A MAXIMUM OF PUBLICITY AWAITS YOU

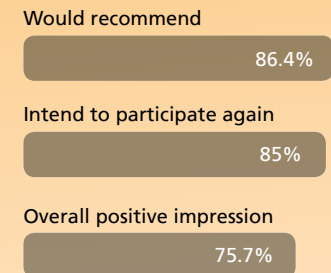
Having these impressive testimonials in mind: Can you imagine any other opportunity in the travel industry to connect your brand with an innovative and successful partner to strengthen your country as an appealing travel destination?

Being the partner country of ITB Asia is an effective and target-oriented way to be come into the limelight.

Exhibitor survey 2010



Exhibitors' goals
Degree of success (averages)



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

Where 50,000 equals 4.8. As the official ITB Asia partner country, you can multiply your investment by a factor of 96.

In exchange for your USD 50,000 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 country. It includes branding on all ITB Asia advertising media, press releases, international advertising campaigns, a year-round presence on the www.itb-asia.com start screen and numerous marketing activities sponsored by the trade show organizers.



USD 50,000
Fee for Partner Country License*

ROI $\hat{=}$ 96



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

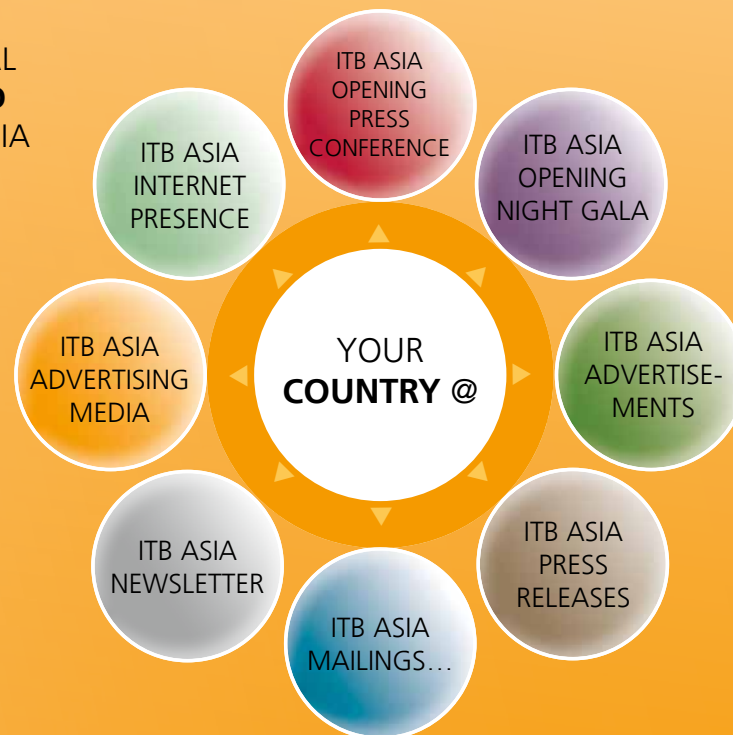
* License Fee of USD 50,000 does not include expenses for Opening Night Gala (including catering for all delegates), which has to be sponsored by the Partner Country

REACH OUT TO THOUSANDS OF CONTACTS.

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

From the ITB Asia opening night gala – hosted by your country – to PR and a wide-ranging trade show presence with extraordinary advertising panels across the show floor: Showcase your country in grand style at THE trade show for the Asian travel industry.

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



Our eye-catching and exclusive promotional partner country package will guarantee you high impact. Grab the attention of the travel industry and create media relevance for your country. You will reach an audience of top buyers and journalists from around the world. Your country is present in all media including advertisements, newsletters, flyers and brochures. You 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 country has to offer to more than 6,500 delegates.

QUESTIONS?

WE'RE ALWAYS **PLEASED** TO **ANSWER** THEM!

Contact: **Why Why Ng** · why.ng@itb-asia.com

HOW YOU WILL BENEFIT AS THE SOLE PARTNER COUNTRY



Have an image of your landmark here!

Have your logo here!

What you give:

- License Fee of USD 50,000 plus hosting a social function

What you get:

- Hand-pick the best buyers out of over 700 international hosted buyers to have appointments at your stand
- Suggest 15 top-qualified Asian buyers to be part of the official Hosted Buyers Programme, ITB Asia will cover all flight expenses.
- Your logo will be shown in all relevant show information such as collaterals, website, press release, etc.
- Showcase your country's landmark and logo within the strong, international visible ITB Asia campaign throughout the entire year.
- Present your hotel on the show floor of ITB Asia and make use of 36sqm complimentary raw space.
- Your stand will be part of the Opening VIP tour with high-level politicians and decision makers.

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

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