



ITB
Asia

Asia's Leading Travel Trade Show

ITB Asia 2018 Booth Proposal



INTRODUCTION TO ITB ASIA 2018

Messe Berlin Singapore (MBS) is the organiser of ITB Asia, Asia's Leading Travel Trade Show, which is held annually in Singapore, and set to take place 17 – 19 October 2018. The show consists of a three-day B2B trade show with conferences.

ITB ASIA 2017 SHOW STATISTICS



940
Exhibitors



6,140
Minutes of conference

951 Quality
Buyers

More than attendees

11,000

22,000

Business
Appointments

BOOTH OPTIONS

Kindly note that booths in ITB Asia are sold in multiple of 9sqm. Please find the various booth options in the following slides:

- **Complete Stand Package** (For 9sqm, it is mandatory to choose a completed stand package)
- **Raw Spaces** (only be available when renting 18sqm and above.)

COMPLETE STAND PACKAGES

Description	Entitlements	Basic Shell Scheme Per 9sqm	Premium Shell Scheme Per 9sqm
Appointment Set (s) with Listing	01	<u>USD 5,549.00</u>	<u>USD 6,863.00</u>
Exhibitor Badge	02		

* Each Exhibitor Badge can only be allocated to One (01) delegate.

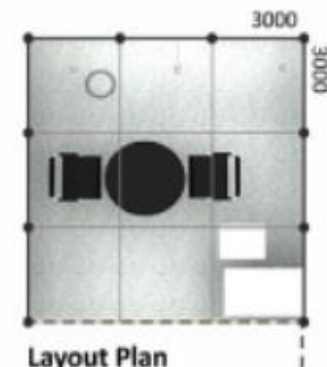
** The appointment set entitles exhibitors to participate in our business matching process which would be explained more as follows.

*** Co-exhibitor listing allows listing of co-exhibitors on all ITB Asia Marketing Collaterals (Printed, Digital, and Mobile Application) but does not entails to any business matching opportunities.

9SQM BASIC SHELL SCHEME



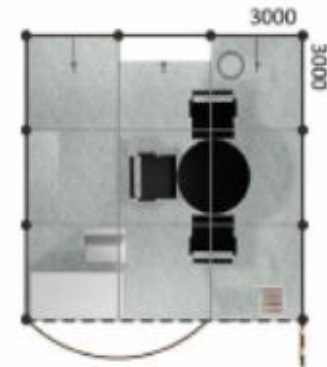
BASIC SHELL SCHEME PACKAGE			
	9 SQM	18 SQM	27 SQM
Furniture			
Lockable Information Counter (1mH)	1	2	3
Waste Paper Basket	1	2	3
Black Leather Arm Chair (CC05)	2	4	6
Round Discussion Table (MT07A)	1	2	3
Bar stool (FES1301)	1	2	3
Electrical			
100W Spotlight	3	6	9
13AMP/220V Power Point	1	2	3
Universal Adapter**	1	2	3



9SQM PREMIUM SHELL SCHEME



PREMIUM SHELL SCHEME PACKAGE			
	9 SQM	18 SQM	27 SQM
Furniture			
Lockable Information Counter (1mH)	1	2	3
Waste Paper Basket	1	2	3
Black Leather Arm Chair (CC05)	3	6	9
Round Discussion Table (MT07A)	1	2	3
Barstool (FE5030C)	1	2	3
Brochure Rack (AS03)	1	2	3
System Shelf (P008)	1	2	3
Grey Needle Punch Carpet, V0916 Grijsclair	9	18	27
Digital Print on Front Counter (exhibitor's logo or graphics)	1	2	3
Electrical			
100W Spotlight	3	6	9
13AMP/220V Power Point	1	2	3
Universal Adaptor™	1	2	3



Layout Plan
scale 1:50

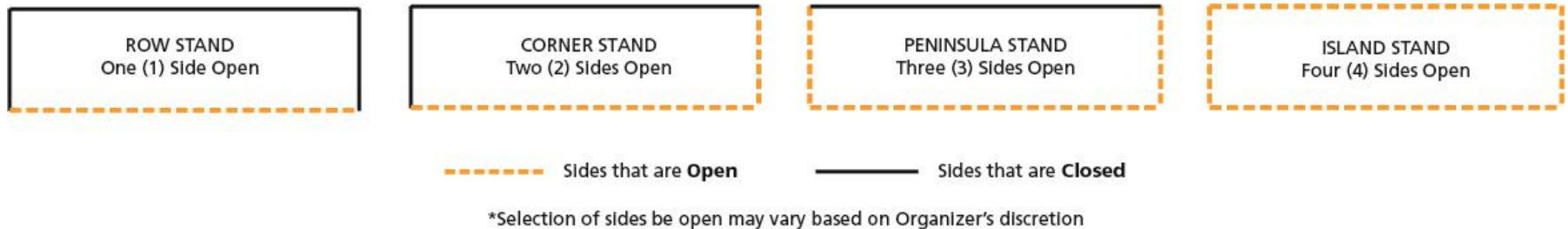


V0916 Grijsclair

RAW SPACES

For Raw Spaces, it would only be available when renting **18sqm** and above.

There are four options for raw spaces: (i) *Row*, (ii) *Corner*, (iii) *Peninsula*, and (iv) *Island*.



Row Stand per 9sqm	Corner Stand per 9sqm	Peninsula Stand per 9sqm	Island Stand per 9sqm
<u>USD 5,282.00</u>	<u>USD 5,837.00</u>	<u>USD 6,746.00</u>	<u>USD 7,847.00</u>
Entitlements	<ul style="list-style-type: none">• One (01) Appointment Set inclusive of entity listing• Two (02) Exhibitor Badge		

ADDITIONAL PURCHASES

For every 9sqm purchased, exhibitors would be able to exercise the option to purchase a maximum additional purchase of the following:

- One (01) Appointment Set inclusive of entity listing @ USD 1,250 each
- Two (02) Co-exhibitor Listing Only @ USD 100 each
- Four (04) Exhibitor Badge @ USD 90 each

BUSINESS MATCHING PROCESS

Business Matching Process

ITB Asia Business Matching Process occurs in two phases as follows:

Pre-scheduled Appointments (PSA)

The first phase of our business matching platform last approximately three (03) weeks and would occur approximately 2 – 2.5 months prior to the show. During this phase, exhibitors would be able to choose up to 65 desired buyers from the list of buyers within the platform.

Concurrently, buyers would be also making their selections of exhibitors during this phase. Furthermore, exhibitors would be able to modify the desired buyers' selections till the closure of the PSA.

Upon the closure of the PSA phase, there will be a matching period for exhibitors and buyers for approximately three (03) weeks where the system would match buyers and exhibitors using a pre-determined logarithm

BUSINESS MATCHING PROCESS

Online Diary Appointments (ODA)

The ODA would occur after the matching period whereby the confirmed appointments from the 1st phase of business matching process would surface within the appointment set of exhibitor.

These confirmed appointments are matched accordingly to the follow criteria:

Round 1: Perfect Matches (Exhibitors chose the buyers, and vice versa)

Round 2: Buyer's Choice (Buyers that choose exhibitor, but exhibitor did not choose buyers – This shows that buyers have interest in the exhibitor)

Round 3: Exhibitor's Choice (Exhibitor choose buyers, but buyers may not have chosen the exhibitor – This shows the exhibitor's interest in the buyer)

The ODA phase allows exhibitors to further request for more meetings with ITB Asia delegates within the available appointment slots. This process would occur throughout till the last day of ITB Asia 2018.

BUYERS' PROFILE

ITB Asia 2017 received 951 quality buyers from MICE, Corporate and Leisure segments where 90% of the buyers are C-levels and/or decision makers in travel procurement or contracting

BUYERS GEOGRAPHIC BREAKDOWN



Asia Pacific	79.5 %
Europe	10.5 %
Middle East	2.7 %
Africa	1.0 %
North & South America	6.3 %

BUYER PURCHASING POWER (USD)



PROFILE OF BUYERS

MICE	35%
Leisure	40%
Corporate	25%

