

LET'S GO  
**VACS YANGON**  
 Vacation, Adventuring, Camping, Staycation  
**TRAVEL FAIR 2023**

**22 - 24 September 2023**  
 Yangon Convention Centre  
 Yangon , Myanmar

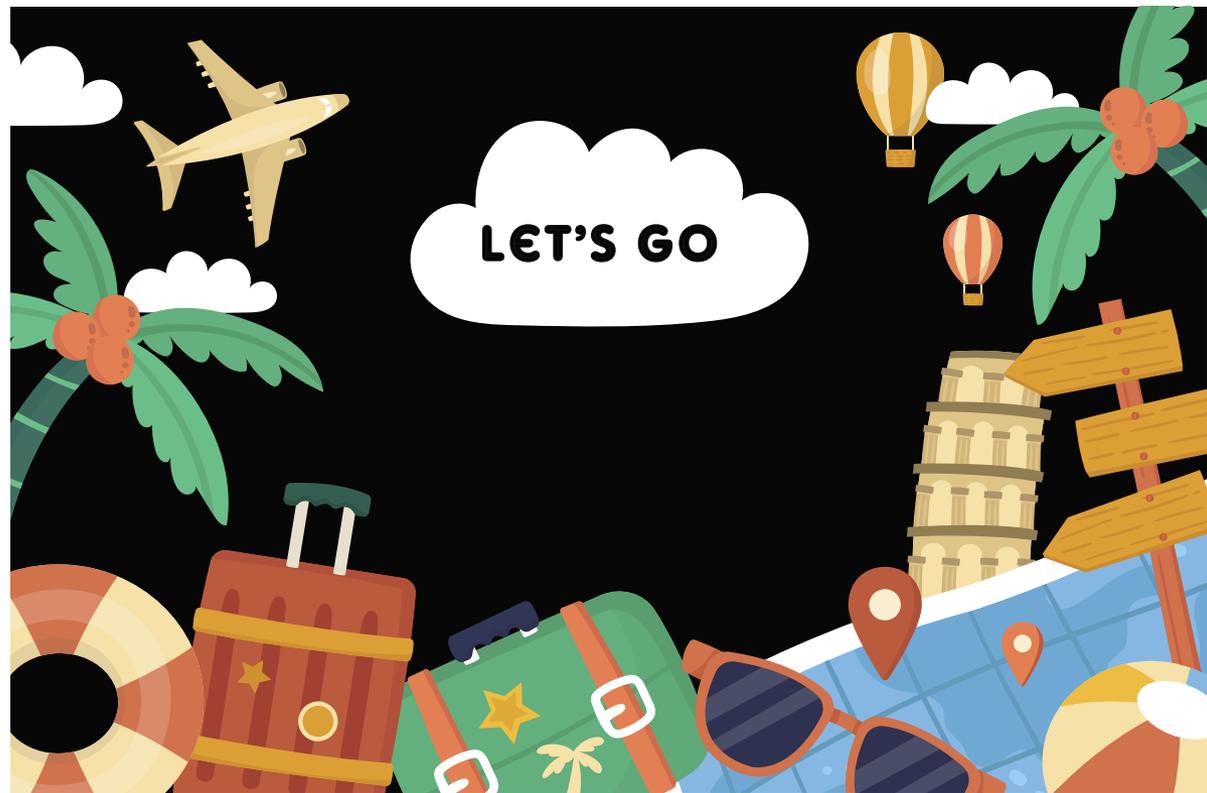
Organised by:



Supported by:



Industry Partners:



Supporting Organisations:



(Subject to confirmation)

**VACS YANGON TRAVEL FAIR 2023**  
 Vacation , Adventuring , Camping , Staycation



*" Journey Beyond Ordinary-  
Discover the Latest Travel Trends"*

**EXHIBITION STATISTICS & INFORMATION**



<b>Proposed Show Title</b>	: <b>Let's Go – VACS Yangon Travel Fair 2023</b>
<b>Proposed Date &amp; Time</b>	: 22 – 24 September 2023
<b>Proposed Venue</b>	: Yangon Convention Centre, YCC
<b>Size</b>	: 3,000 sqm
<b>Attendees</b>	: Approximately 3,000 (Open to Public)
<b>Exhibiting Brands</b>	: Around 100
<b>Show Highlights</b>	: Leisure Activities Product Demonstration Seminars
<b>Proposed Supporting Organizations</b> <b>(Subject to confirmation)</b>	: Myanmar Tourism Federation MSME Committee , UMFCCI Union Myanmar Travel Association (UMTA) Myanmar Hotelier Association (MHA) Myanmar Arts & Crafts Association (MACA) Myanmar Exhibitions, Events & Convention Association (MEECA) Thailand Incentive and Convention Association (TICA)

**About VACs Yangon 2023:**

**VACs Yangon 2023** aims to reactivate the tourism industry after the COVID-19 pandemic in our country. We understand that this pandemic has affected everyone's lives, especially the travel industry which is one of the hardest-hit sectors. To help

boost the travel industry, we organize this travel fair to give an opportunity for travel companies, tour operators, and travel enthusiasts alike to come together and share the latest trends in travel.

One of the major changes we have noticed in the industry is the rise of camping and vacation homes. People are more inclined to choose outdoor accommodation options over hotels and resorts due to their personal safety and social distancing measures. Therefore, we have invited several camping and vacation home providers to showcase their accommodations and give information about their safety and health protocols during the fair.

Another prominent trend we have observed is the demand for adventure tours. People are now seeking more outdoor activities that involve nature and physical challenges, such as trekking, hiking, and cycling. Therefore, we have also invited adventure tour operators to attend **VACs Yangon 2023**, giving visitors the chance to know about the various adventure tours and activities they can participate in.

The purpose of **VACs Yangon 2023** is to encourage and promote the tourism industry while also focusing on the safety and health of travelers. We hope that **VACs Yangon 2023** will provide the public with the information they need to make well-informed decisions about their travel plans post-COVID-19.

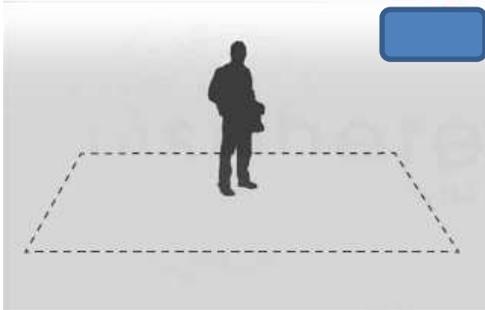
#### **PROPOSED EXHIBIT PROFILE:**

- Airlines | Hotels  
Travel Agents | Tour Operators |  
Camping Sites | Recreation Parks | Hotels | Motels | Resorts  
Banks | Insurance Companies |  
Outdoor Gear Shops | Hospitality Management | Car Rental Companies | Highway Express Lines  
Adventure Activities Service Providers | Souvenirs Shops |  
Hospitality Training Schools |

#### **PROPOSED VISITOR PROFILE:**

- Professionals from Travel & Tourism Industry and public who addict in travelling.

## **PROPOSED EXHIBITION RATES**



**Space only (min. 18 sqm)**

**Local Rate** – USD 40 per sqm

**International Rate** – USD 80 per sqm



**Shell Scheme (min. 9 sqm)**

**Local Rate** – USD 60 per sqm

**International Rate** – USD 100 per sqm

## **CONTACT PERSON**

**Ms.Htar Nu Wai**

+959 7970 11989

[htarnuwai95@gmail.com](mailto:htarnuwai95@gmail.com)

**Ms. Ei Hnin Dar**

+959 9749 22880

[eihnindar@gmail.com](mailto:eihnindar@gmail.com)

**Mr.Ye Htoo Thant**

+959 508 4868

[yehtoothant@gmail.com](mailto:yehtoothant@gmail.com)

## **ABOUT THE ORGANISER**

### **YOUTH CLUSTER**

Founded as an affiliate of Myanmar Exhibitions, Events & Convention Association (MEECA) and its members are Young Professionals from exhibition & event industry with the aim of to promote the association and job creation of the association's members. YOUTH CLUSTER aim to be at the leading role, to organize and create diverse mix of trade and consumer shows around the country. Leveraging on its expertise in event conceptualization, planning and execution, YOUTH CLUSTER delivers memorable and quality events and exhibitions that meet the objectives of its clients and partners.

**22 – 24 September 2023**

Yangon Convention Centre, YCC  
Yangon, Myanmar



*“ Journey Beyond Ordinary –  
Discover the Latest Travel Trends “*

## SPONSORSHIP

### TOP REASONS WHY YOU SHOULD CONSIDER SPONSORSHIP

- ❖ Enhance Company Credibility
- ❖ Highly targeted marketing to targeted audience
- ❖ Generate more leads & be ahead of the competition targeted quality audience.
- ❖ Brand awareness and Recognition.

**Become A Sponsor!**



**22 – 24 September 2023**

Yangon Convention Centre, YCC

Yangon, Myanmar



***“ Journey Beyond Ordinary –  
Discover the Latest Travel Trends “***

Sponsorship levels & entitlements	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	USD 10000	USD 7500	USD 5000	USD 2500
Logo acknowledgement on relevant marketing materials at the point of signed contract.	✓	✓	✓	✓
Logo acknowledgement and business introducing on social media ads	✓	✓	✓	✓
Distribution of sponsor corporate materials at the point of registration	✓	✓	✓	✓
Logo acknowledgement at VACs YGN entry ticket	1x front page	1x front page	1x back page	1x back page
On-site branding activities in the hall	✓	✓	X	X
Logo acknowledgement at On-Site event decoration	✓	✓	✓	✓
VIP badge	10	8	6	3
Video creation after the show	✓	✓	✓	✓
Exhibition booth space (shell scheme/ raw space in sq.m)	36 sqm	36 sqm	18 sqm	18 sqm
Logo acknowledgment on visitor engagement stamp	✓	✓	✓	✓

# Let's Go VACS YANGON Travel Fair 2023

56m

53m

