



**ITB**  
ASIA

Asia's Leading  
Travel Trade  
Show

# ITB Asia 2019 Booth Proposal



# BOOTH OPTIONS

Kindly note that booths in ITB Asia are sold in multiples 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

## Enhanced Completed Stand Package

- For 27sqm and above

## Raw Spaces

- only be available when renting 18sqm and above

# COMPLETE STAND PACKAGES

Booth Type	Super Early Bird (USD)	Early Bird (USD)	Listed Rate (USD)
	Deadline: 31 October 2018	Deadline: 31 March 2019	
Basic Shell Scheme Per 9sqm	4,994.10	5,271.55	5,549.00
Premium Shell Scheme Per 9sqm	6,176.70	6,519.85	6,863.00

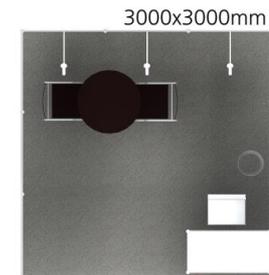
## Entitlements per 9sqm:

- **One (01)** Appointment Set inclusive of entity listing
- **Two (02)** Exhibitor Badge

# 9SQM BASIC SHELL SCHEME

SHELL SCHEME DESIGNS

## 9 Sqm Basic Shell Scheme



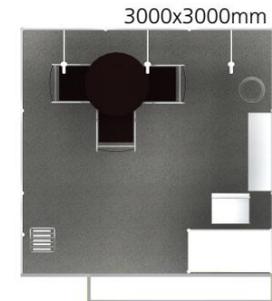
### Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Black Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9Sqm Grey Needlepunch Carpet

# 9SQM PREMIUM SHELL SCHEME

SHELL SCHEME DESIGNS

## 9 Sqm Premium Shell Scheme



### Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Black Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 1 x Self-standing Brochure Rack
- 1 x System Wall Shelving
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9Sqm Grey Needlepunch Carpet

# ENHANCED COMPLETED STAND PACKAGES

Booth Type	Super Early Bird (USD)	Early Bird (USD)	Listed Rate (USD)
	Deadline: 31 October 2018	Deadline: 31 March 2019	
<b>27 sqm Peninsula Basic Package Scheme</b>	19,359.90	20,435.45	21,511.00
<b>27 sqm Peninsula Premium Package Scheme</b>	21,345.30	22,351.15	23,717.00
<b>36 sqm Island Basic Package Scheme</b>	28,791.90	30,391.45	31,991.00
<b>36 sqm Island Premium Package Scheme</b>	29,784.60	31,439.30	33,094.00

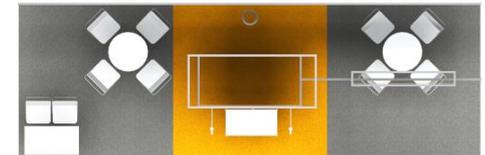
# 27 SQM PENINSULA BASIC PACKAGE SCHEME

ENHANCED SHELL SCHEME DESIGNS

## 27 Sqm Peninsula Basic Package



3000x9000mm



### Entitlement

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27 Sqm Needlepunch Carpet



V0916 Grijsclair  
V4970 Orange

# 27 SQM PENINSULA PREMIUM PACKAGE SCHEME

ENHANCED SHELL SCHEME DESIGNS

## 27 Sqm Peninsula Premium Package



3000x9000mm



### Entitlement

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27 Sqm Needlepunch Carpet

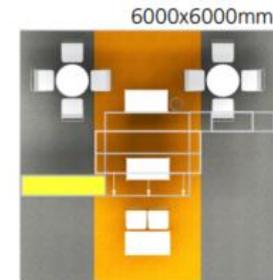


V0916 Grijsclair  
V4970 Orange



# 36 SQM ISLAND BASIC PACKAGE SCHEME

## ENHANCED SHELL SCHEME DESIGNS 36 Sqm Island Basic Package



### Entitlement

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 4 x 13amp /220V Power Socket
- 36 Sqm Needlepoint Carpet



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V4970 Orange

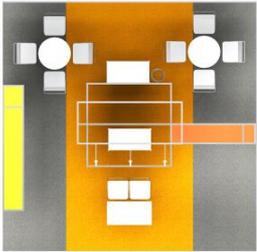
# 36 SQM ISLAND PREMIUM PACKAGE SCHEME

ENHANCED SHELL SCHEME DESIGNS

## 36 Sqm Island Premium Package



6000x6000mm



### Entitlement

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 4 x 13amp /220V Power Socket
- 36 Sqm Needlepunch Carpet



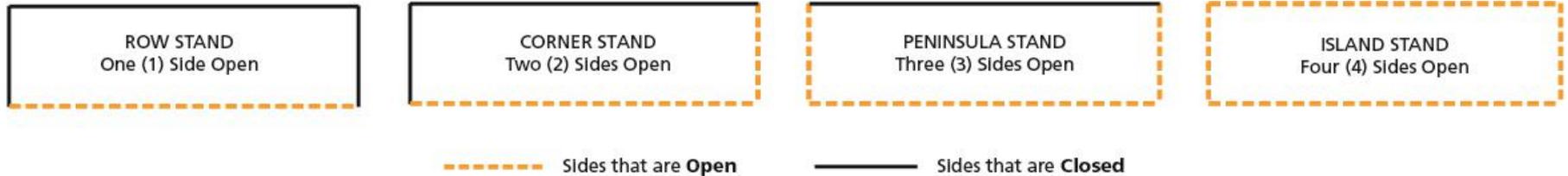
V0916 Grijsclair  
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# RAW SPACES

Raw Space is only available with renting of **18sqm** and above.

There are four options for raw spaces:

(i) *Row*, (ii) *Corner*, (iii) *Peninsula*, and (iv) *Island*



\*Selection of sides to be open may vary based on Organizer's discretion

# ENHANCED COMPLETED STAND PACKAGES

Booth Type	Super Early Bird (USD)	Early Bird (USD)	Listed Rate (USD)
	Deadline: 31 October 2018	Deadline: 31 March 2019	
Row Stand per 9sqm	4,753.80	5,017.90	5,282.00
Corner Stand per 9sqm	5,253.30	5,545.15	5,837.00
Peninsula Stand per 9sqm	6,071.40	6,408.70	6,746.00
Island Stand per 9sqm	7,062.30	6,746.00	7,847.00

# ENTITLEMENTS & MAXIMUM ADDITIONAL PURCHASES

Description	Entitlements (Per 9sqm)	Maximum Additional Purchases (Per 9sqm)
Appointment Set(s) inclusive of entity listing @ <u>USD 1,250 each</u>	1	1
Co-Exhibitor Listing(s) Only @ <u>USD 100 each</u>	0	2
Exhibitor Badge (s) @ <u>USD 90 each</u>	2	4

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

\*\* The appointment set entitles exhibitors to participate in our business matching process which will be explained later on.

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

# BUSINESS MATCHING PROCESS

## Business Matching Process

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

### **Pre-scheduled Appointments (PSA)**

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

Concurrently, buyers will also be making their selections of exhibitors during this phase. Furthermore, exhibitors can modify their own selection of desired buyers until PSA closes.

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

# BUSINESS MATCHING PROCESS

## Online Diary Appointments (ODA)

The ODA will commence after the system matching. The confirmed appointments from the 1st phase of the business matching process will be reflected on the appointment set of the exhibitor.

These confirmed appointments are matched accordingly to the follow criteria:

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

**Round 2: Buyer's Choice** (Buyers chose exhibitor, but exhibitor did not choose buyers – This shows the buyers' interests in the exhibitor)

**Round 3: Exhibitor's Choice** (Exhibitor chose buyers, but buyers may not have chosen the exhibitor – This shows the exhibitors' interests 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 will be ongoing until the last day of ITB Asia 2019.