

# THE LEADING INTERNATIONAL MICE EVENT CENTERED IN ASIA-PACIFIC

24 to 26 September 2019

Bangkok, Thailand | [www.itcma.com](http://www.itcma.com)

**IT&CM Asia**  
Incentive Travel & Conventions, Meetings





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# OUR 2018 HIGHLIGHT VIDEO



# IT&CMA 2019

INCENTIVE TRAVEL & CONVENTIONS,  
MEETINGS ASIA

CO-LOCATED WITH **CORPORATE TRAVEL  
WORLD (CTW) ASIA-PACIFIC**

**Asia-Pacific's Only Doublebill Event in  
MICE and Corporate Travel**

**27<sup>th</sup> Edition** of The Leading International MICE  
Event Centered in Asia-pacific

**Largest Collection of Asia-Pacific** MICE Destinations,  
Product & Service Suppliers and Buyers

Expect **Over 400** International & Local Buyers in  
2019

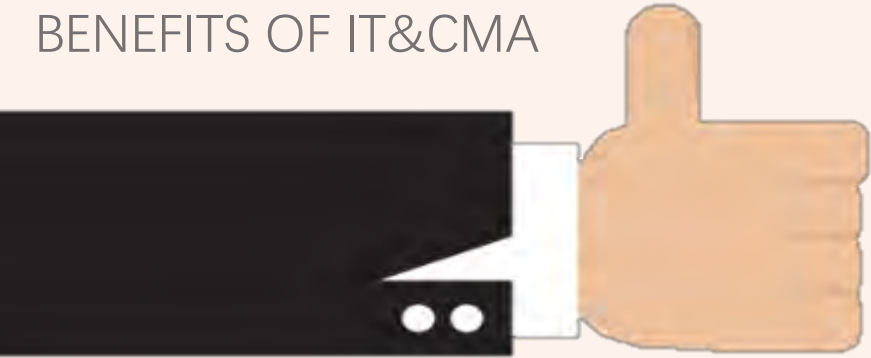
**Not 1 But 3 Valuable Buyer Segments**

MICE | Association | Corporate

Validated **Bona Fide And Quality** Buyers

# WHY IT&CMA 2019

BENEFITS OF IT&CMA



The ***LARGEST***  
Asia-Pacific MICE  
Showcase

Up to ***100%***  
Pre-scheduled  
appointments

***Comprehensive  
Opportunities***  
Business, Knowledge  
And Networking

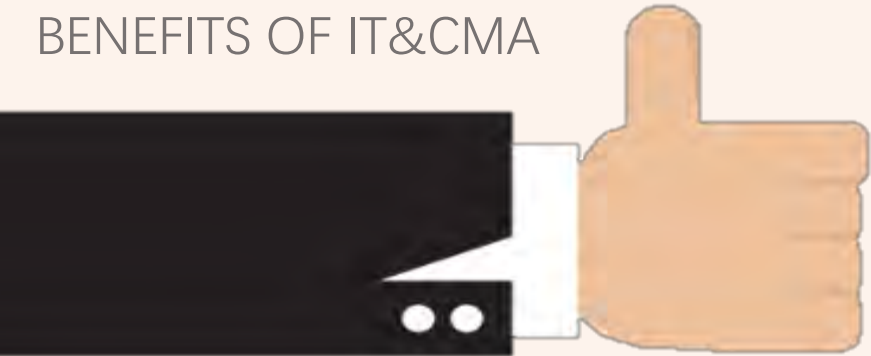
***New Innovative***  
Buyer Engagement  
Platforms

***Customised***  
Integrated Marketing  
Solutions

***Global*** Media  
Exposure

# WHY IT&CMA 2019

BENEFITS OF IT&CMA



The ***LARGEST***  
Asia-Pacific MICE  
Showcase

***Full-Fledged***  
Hosting  
Programme

***Comprehensive  
Opportunities***  
Sourcing, Knowledge  
And Networking

***Exclusive Buyer Invites***  
To Functions  
(e.g. Luncheons, FAM  
Trips...)

***Dedicated  
Programme Tracks***  
That Suit Your  
Profile

# 2018 STATISTICS



## 916 EXHIBITORS

**From 316 Exhibiting Companies and Organisations**  
including destinations and leading MICE and Corporate brands

## 462 BUYERS

**MICE, Association & Corporate Travel Profiles from 42 Countries/Territories**

- 33% Int'l: **77% APAC**
- **41% new** IT&CMA buyers
- **48% new** CTW APAC Procurement Executives

## 81 MEDIA

**From 22 Countries/Territories**  
(Including Thailand)



# EXHIBITOR PROFILE

- Retail
- Education
- Theme Parks
- Event Venues
- **Visitor Bureaus**
- Media Agencies
- Trade Publications
- Trade Associations
- Car Rental Companies
- **Airlines & Cruise Liners**
- Entertainment Suppliers
- **Convention & Exhibition**
- Travel Related Suppliers
- Car and Railway Operators
- Global Distribution Systems
- MICE Technology Companies
- **Travel Management Companies**
- Events Management Companies
- Professional Conference Organisers
- Adventure/Incentive Travel Suppliers
- **Destination Management Companies**
- **Hotel, Resorts and Service Apartments**
- **National or State Tourism Organisations**

and more...



# OUR EXHIBITORS



and more...

# BUYER PROFILE

## Meetings

Meeting Planners  
Corporate Meetings Buyers

## Incentives

Travel Agents Handling Incentives  
Travel Agents Handling Luxury Travel  
Incentive/Motivation Houses  
Corporate Companies With Incentive Programmes

## Conferences

Professional Conference Organisers  
International Association Buyers

## Events

Event Planners / PEOs  
Corporate Marketers & Planners

and more...

65%  
MICE

15%  
Associations

20%  
Corporates

# OUR BUYERS

75% APAC | 19% EUROPE | 6% OTHERS

## MICE



## ASSOCIATIONS



## CORPORATES



and more...



# MEDIA PROFILE

59% APAC | 32% EUROPE | 9% OTHERS

## Official Media

- TTGmice
- TTGassociations
- TTG-BT MICE China
- TTG Asia
- TTG China
- TTG India
- TTG Asia Luxury
- TTG Show Daily

## Media Affiliates

- BBT Online
- Big Orange Media
- Biz Events Asia
- CEI
- Elite Travel Connection
- Emotions
- Event Point
- FIJET
- Global Travel Media
- Hospitality News Philippines
- Kobieta w Swiecie
- Korea Tourism News
- Mash Media Group Ltd (Conference & Meetings World)
- MICE & TOURISM Around The World
- MICE in Asia
- MICE Middle East
- MICE Poland
- MICE-Contact
- News4Travel
- SAFARI PLUS
- The Event
- Travel and MICE World
- Travel Magazine
- Travel Talk Asia
- Travel Update Philippines
- Travel World China
- Travel Index
- TTG Poland
- TTOScandinavia
- The MICE Plus
- Travel Compass
- UNRAVEL TV
- Venue Magz

and more...

# 2019 SHOW HIGHLIGHTS



## SAY HI TO EVERYONE <sup>NEW</sup>

A first reveal of attendees during this interactive ice-breaker. Get to know who's who before exhibition days begin and be on the look-out for delegate profiles you want to meet.



## BRAND SHOWCASE <sup>NEW</sup> PRESENTATIONS

Share your brand's latest highlights and developments with MICE and Association Buyers, and Media.



## EXHIBITION WALKABOUT <sup>NEW</sup>

Say yes to having Association buyers visit your booth as part of an hour-long guided walkabout. Perfect for quick introductions and "meet-and-greet" with your team and co-exhibitors.

# 2019 SHOW HIGHLIGHTS



## ASSOCIATION DAY FORUM

Helmed by Association professionals for Association professionals this ever-popular forum curates the current talking points in Association management with interactive discussions.



## MEET THE CORPORATES <sup>NEW</sup>

Most efficient platform to meet CTW's corporate travel/procurement professionals, conducted in a speed-dating format with opportunities for introductions and exchanges.



## ASEAN MICE FORUM <sup>REINTRODUCED</sup>

Advancing ASEAN's latest MICE development and insights on an international scale through conversation between the region's key partners and the global community.

# 2019 SHOW HIGHLIGHTS



**EXPANDED**

## ASIAN MICE CRUISE CONFERENCE

Produced by TTGmice's award-winning editorial team, this is the only conference of its kind dedicated to ASIAN MICE Cruise.



## STICKY AWARDS LUNCHEON

Be in the running as one of the show's most memorable participants at this prize presentation lunch.



## HOSTED LUNCHEONS & DINNERS

A rewarding platform to network and engage your target buyers in a captive session that is exclusively yours.

# 2019 SHOW HIGHLIGHTS



## DOUBLE-BILL MICE AND CORPORATE TRAVEL EXHIBITION SHOWCASE

The only international events in the world with 2 distinct shows dedicated to delivering the best procurement potential for MICE and Corporate Travel suppliers.



## STRUCTURED ON-SITE APPOINTMENT SESSIONS

Up to 100% pre-scheduled appointments with buyer profiles of your choice: MICE, Association, Corporates.



## PRE & POST SHOW TOURS

Perfect for NTOs, CVBs and DMCs to showcase the capability of the destination and its MICE services.



# BUSINESS APPOINTMENT FORMULA

OUR PROVEN PRE-EVENT BUSINESS MATCHING SYSTEM

PHASE

1.

MID-AUGUST

## PSA (Pre-Scheduled Appointment) System

Up to **60%** of your allotted appointments will be made via this online matching system. Exhibitors and buyers will submit their preferences before the stipulated deadline and the system will do a series of **matches based on mutual, buyer and seller preferences**. Appointments and time slots will be allocated.

PHASE

2.

SEPTEMBER

## Online Diary Module

The **remaining 40%** of appointments will be fixed in the Online Diary portal where exhibitors are able to **select their potential meets** through the extensive list of buyers provided on a first-come-first-serve basis. Additions/rejections of appointments can be done here.

# EXHIBITOR ENTITLEMENTS



## Exhibitor Badges

Allow entry to exhibition and official event functions (except for functions hosted solely for buyers and media)

Additional badges may be purchased at USD 80 each



## Company Profile Listing in the Show Directory

The listing will be made available to all delegates including media and hosted buyers. Take advantage of this to introduce your destination/product.



## Sets of 32 appointments

Additional set of appointments will be available with an additional PSA account, purchasable at USD 2,880



## Set of Log-in credentials for Pre-Scheduled Appointments (PSA) & Online Diary

Login access into the appointment scheduling system

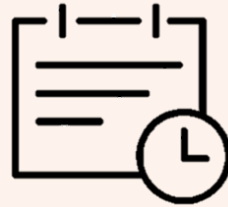


## Entry to IT&CM Asia seminars (By Exhibitor Badge)

# BUYER ENTITLEMENTS



**Entry to exclusive buyer only events**  
and all IT&CMA and CTW Asia-Pacific  
official events and functions



**Pre-scheduled sessions**  
with exhibitors



**Round trip on economy class**  
in and out of Bangkok



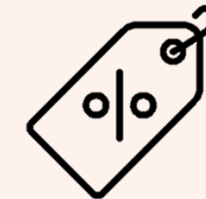
Complimentary  
**hotel accommodation**



Complimentary  
**airport transfers and local coach  
transfers**  
from official hotels to exhibition venue  
and official events / functions



**Complimentary city tours**  
(for international buyers only)



Participation in  
**post-show tours at special rates**  
(for international buyers only)

# BUYERS' OBLIGATIONS

APPOINTMENTS SHOWCASE WALKABOUT

## MICE

FULLY-HOSTED	24	2	NA
SEMI-HOSTED	24	2	NA
TRADE	12	1	NA

## ASSOCIATION

FULLY-HOSTED	12	1	1
SEMI-HOSTED	12	1	1
TRADE	2	3	1

IT&CM APPOINTMENTS CTW APPOINTMENTS MEET THE CORPORATES

## CORPORATES

FULLY-HOSTED	5	4	1
SEMI-HOSTED	5	4	1
TRADE	5	4	1



# HOSTED MEDIA ENTITLEMENTS



**Entry to media invites only events**  
and all IT&CMA and CTW Asia-Pacific  
official events and functions



Entry to  
**official press conferences**



**Round trip on economy class**  
in and out of Bangkok



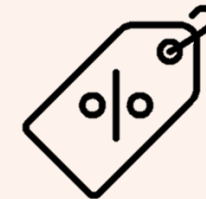
Complimentary  
**hotel accommodation**



Complimentary  
**airport transfers and local coach transfers**  
from official hotels to exhibition venue and  
official events / functions



**Complimentary pre-show  
city tours**  
(for international media only)



Participation in  
**post-show tours at special rates**  
(for international media only)

# MEDIA AFFILIATES PROGRAMME

Open to **MICE, Corporate Travel and Luxury Travel publications** from around the world

## REQUIREMENT

**Promote IT&CMA and CTW Asia-Pacific to your readers and industry network**

## BENEFITS

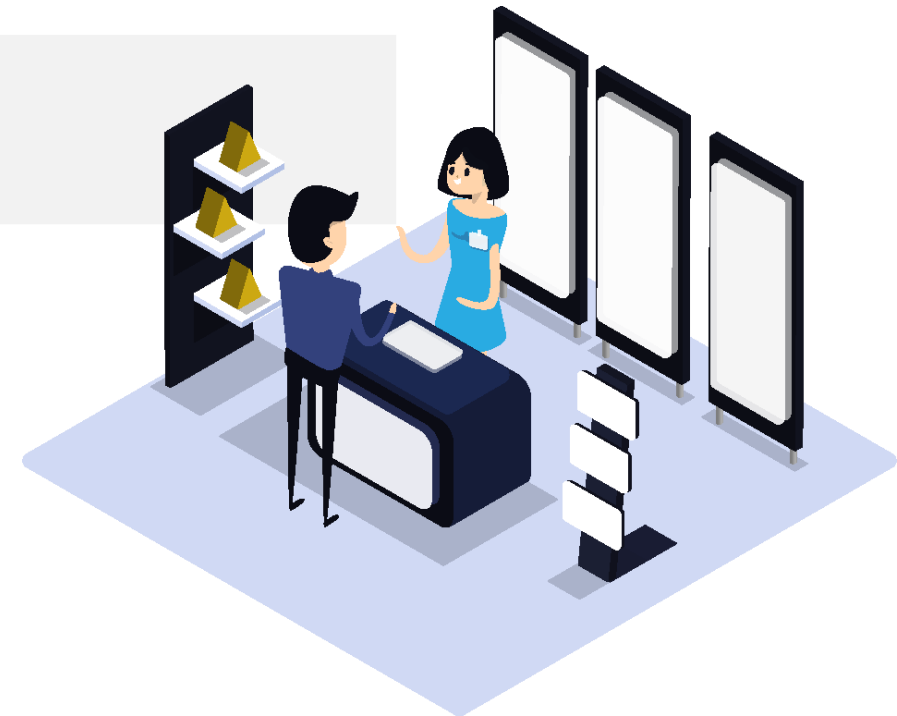
Enjoy a variety of **pre-event and on-site publicity and acknowledgement**  
and **one hosting place for an editorial representative**

\* Acceptance into IT&CMA and CTW Asia-Pacific media affiliate programme is subject to validation, terms and conditions



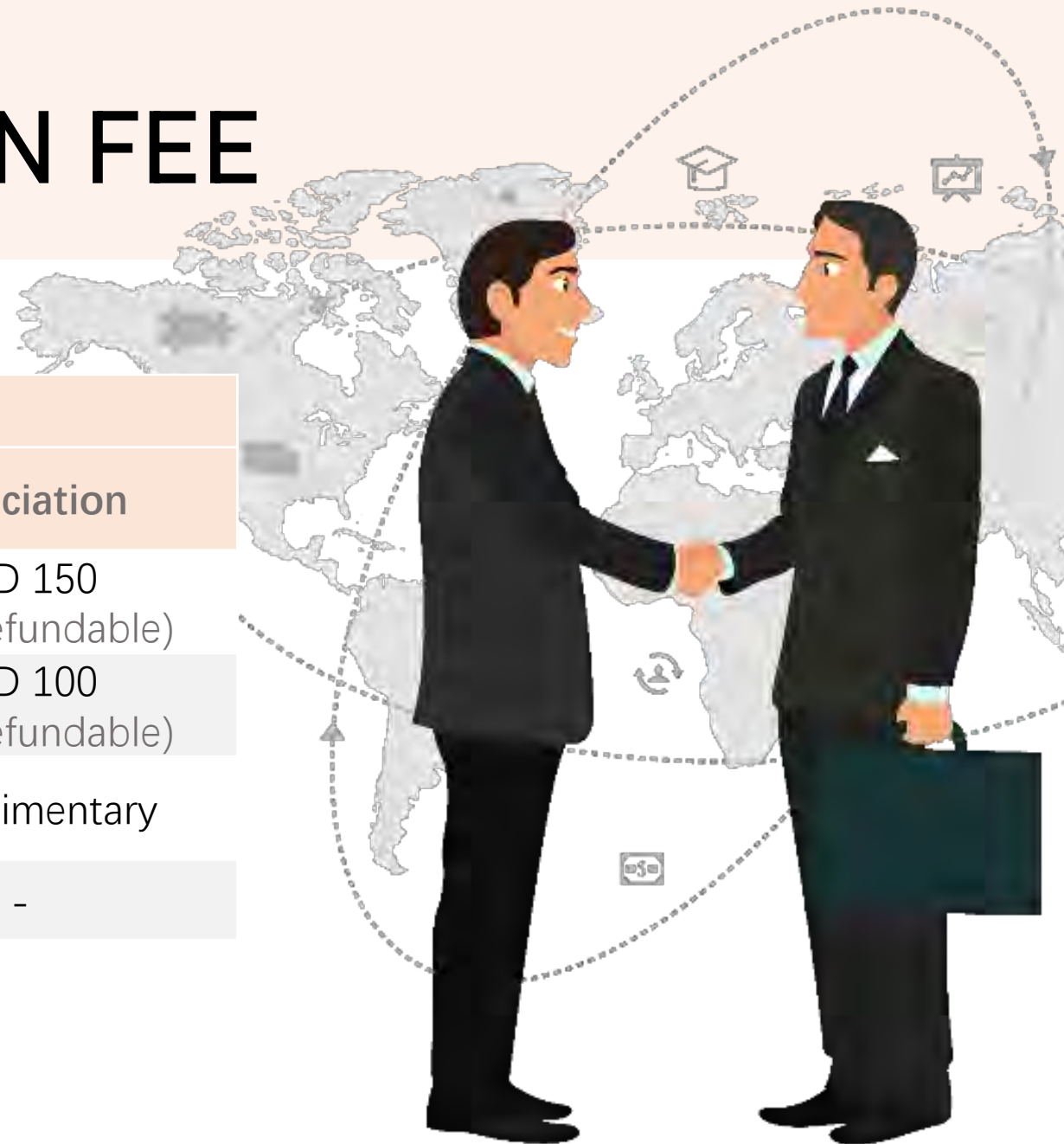
# BOOTH RATES

	<b>Standard Rates</b> (per sqm)	<b>Early Bird Rates</b> (per sqm) Register by 31 Dec 2018
<b>Raw Space</b> Minimum 18sqm	USD 820	USD 760
<b>Enhanced Shell Scheme</b> Minimum 18sqm	USD 840	USD 780
<b>Shell Scheme</b> Minimum 9sqm	USD 800	USD 820



# BUYER REGISTRATION FEE

	Buyer Type	
	MICE / Luxury Travel	Association
<b>Fully-Hosted Buyer</b>	USD 300 (non-refundable)	USD 150 (non-refundable)
<b>Semi-Hosted Buyer</b>	USD 250 (non-refundable)	USD 100 (non-refundable)
<b>Trade Buyer</b>	USD 200 (non-refundable)	Complimentary
<b>Thai Trade Buyer</b>	Complimentary	-





# SPONSORSHIP OPPORTUNITIES

DIFFERENTIATE | ENHANCE | BE VISIBLE

- In-Booth Activities
- Brand Showcase Presentation **NEW**
- Exhibition Walkabout **NEW**
- Meet The Corporates **NEW**
- Asian MICE Cruise Conference
- ASEAN MICE Forum
- Keynote Lecture
- Say Hi To Everyone **NEW**
- Hosted Luncheons/Dinners
- Pre & Post Event Tours
- IT&CM Asia 2019 Show Daily Feature



For rates, drop us an email at [sales.itcma@ttgasia.com](mailto:sales.itcma@ttgasia.com)

# ADVERTISING & ENGAGEMENT

For rates, drop us an email at [sales.itcma@ttgasia.com](mailto:sales.itcma@ttgasia.com)

## PRE-EVENT

Banner Placement in e-Collateral | eDM Broadcast | Publicity Feature | Web Banners | Show Directory Advertisement

### ONSITE: REGISTRATION AREA

- Panel Wraps
- Logo Branding in Floor Plan
- Escalator Wraps
- Pillar Wraps
- Information Board

### ONSITE: EXHIBITION HALL

- Floor Stickers
- Hanging Banners
- Global Media Zone & Media Centre
- Buyers & Media Lounge
- Branding of Selected Event Spaces
- Water Point

### PREMIUMS & COLLATERALS

- Marketing Collateral Insertion
- Notebooks
- Luggage Tags
- Thumb-drives
- Badges & Lanyards
- Event T-shirts
- Badge Holders
- Delegate Bags
- Video Airtime

### HOSTED FUNCTIONS

- Networking Coffee Breaks
- Event Functions
- Golf Game



### Ability As A Hub To Forge Strong Networks

It was interesting to make new connections through the networking functions, in particular corporates dealing with incentives. Bangkok is an international hub within Southeast Asia, especially for Sapporo, and an important base to forge a strong network within IT&CMA for Sapporo's MICE capabilities

Sapporo Convention Bureau, Japan  
Ayako Kurosawa, Incentive Coordinator



### Ideal Platform To Tap Into MICE

As we are focusing on MICE, IT&CMA is an ideal platform for us to start tapping into the market in anticipation of our resort opening. The show brings in quality buyers with exponential potential for our resort.

Crimson Resort and Spa, Borarcy, The Philippines  
Cecille Kimpo, Director of Sales and Marketing

### Broadened My Perspective On Current Market

The pre-appointment system facilitated the matching, planning and schedule organisation from start to end, connecting sellers to buyers. IT&CMA helped widen my industry contacts and broadened my perspective on the current market requirements.

Rio Hotel Macau, Macao  
Calvin Toh Kai Bin, Deputy General Manager



### One Of The Best For MICE

IT&CMA is one of the best MICE shows in Asia-Pacific. It has helped us achieve our business objectives. We look forward to the rest of the world attending with even more interest in the Asia-Pacific.

Economic Development Bureau, Kaohsiung City  
Government, Taiwan  
Lillian Lee, Project Manager

# EXHIBITOR TESTIMONIALS



### Engagement Done Right

Beneficial knowledge sessions kept us updated on new trends and how we could advance ahead of the competition. As engagement is important to our business in terms of garnering new contacts, the show's social media channels were a great marketing strategy.

World Master International Travel, The Philippines  
Leilani Agana, CEO



### Intimate Environment Facilitated Better Discussions

An excellent intimate event that enabled longer, more in-depth, quality discussions with new and interesting destinations. The Association Day forums addressed some interesting topics and I hope to hear from more CVBs and corporates in the future.

International Society for Professional Innovation Management (ISPIM), United Kingdom  
Iain Bitran, Executive Director



### Strategic Partnerships Developed

We were able to form strategic partnerships and develop good relations with organisations and suppliers through our appointments. Keeping up-to-date on new products and trends within MICE and incentives, not to mention the educational sessions, were very useful.

Thai Siri Tours Co., Ltd Thailand  
Watchara Khwanjai, Head of Inbound Department

# BUYER TESTIMONIALS



### Remarkable Exhibitor Profile

I met several potential partners within Southeast Asia that fulfilled our MICE requirements. The profile of exhibitors was remarkable.

U-Travel Services, Inc., The Philippines  
Renato M. Serrano JR, President & CEO



### Broad Selection of Quality Exhibitors

Networking sessions at IT&CMA allowed us to find out more about potential partners and the offers available. We met a good number of venue operators and national state tourism organisations.

Trusted Events Asia Private Limited, Singapore  
David Lim Boon How, Regional Director of Operations



# CONTACT US

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