

MEDIA RELEASE

IT&CMA and CTW 2010 / 01



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IT&CMA and CTW 2010 Backed By MICE and Corporate Travel Industry Demand

Undeterred By Bangkok Blues

BANGKOK, 24 May 2010 -- IT&CMA 2010 sees returning exhibitors pledging substantial increase in their participation. National Convention and Exhibition Bureaus such as Thailand, Brunei, Indonesia, Seoul and Korea have committed to larger floor spaces of 20% to 50%.

“The increased participation affirms Asia-Pacific’s desire to further expand the MICE industry in Asia. Choosing IT&CMA is testimony of their confidence that the event can deliver superior business prospects.” acknowledges Mr Darren Ng, Managing Director of TTG Asia Media, organizer of IT&CMA and CTW 2010. With some 5 months to the event in October 5 to 7, IT&CMA 2010 has sold more than 90% of its’ exhibition space.

Confidence in the show remains buoyant despite the recent challenges in Bangkok. “The safety and welfare of our delegates are our utmost priority. As normalcy returns to Thailand we are confident that the event will be staged with minimal disruption.” assures Mr. Darren Ng. Long-standing partner Thailand Convention and Exhibitions Bureau (TCEB) have also re-affirmed their support and commitment to making IT&CMA and CTW 2010 a success.

The team remains positive that industry demand will spur IT&CMA and CTW 2010 to outperform last year’s sales and delegate numbers. In addition to exhibitor bookings, the organizers have received more than 500 applications from interested buyers, corporate travel managers and media to date. These numbers are set to increase as marketing efforts heighten in the run-up to the event. Registrations for IT&CMA and CTW 2010 can be made at www.itcma.com or www.corporatetravelworld.com respectively.

About IT&CMA and CTW 2010

Asia’s only doublebill event in MICE and Corporate Travel will be held from 5 to 7 October 2010 at Bangkok Convention Center, CentralWorld, Bangkok. Incentive Travel & Conventions, Meetings Asia (IT&CMA) will bring together MICE suppliers and buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include products, services and solutions relating to meetings, incentives, conventions and events. The Corporate Travel World (CTW) Asia Pacific is a conference driven by Corporate Travel & Entertainment (T&E) content. Influencers, planners and decision-makers of Corporate Travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that can enable them to get the most out of their (T&E) decisions. Sessions are led by prolific industry veterans. This 2010 will see the 18th and 13th instalment of IT&CMA and CTW respectively.

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