

NEW LAUNCHES AND GAMIFICATION EXPERIENCE AT IT&CMA AND CTW ASIA-PACIFIC 2020

22 - 24 September 2020
Bangkok Convention Centre At CentralWorld, Thailand

NEW LAUNCHES IN 2020

Event organisers have added 5 new initiatives to this year's programme, aimed at attracting buyers and exhibitors to the show, spotlighting the event's top buyer profiles and procurement potential, enhancing knowledge objectives and boosting the event's overall experience.

1 Dress Down For Inspiration

A thematic knowledge festival with parallel concurrent tracks on meaningful themes helmed by trendsetters in the industry. Taking place on 22 September and open to all delegates.

2 Global CVB Leaders Dialogue

Fosters C-level conversations amongst destination leaders to facilitate peer knowledge exchange, information sharing and collaboration. Scheduled on 22 September for invited delegates only.

3 Buyer Procurement Showcase

A platform for MICE, Association and Corporate buyers to share their procurement requirements with relevant and interested destination and supplier leads. Held over the 2 exhibition days.

4 Allied Preferred-Buyers Partners (APBP) Programme

Exhibitors and partners are welcomed to invite their preferred buyers to enjoy full hosting benefits* on us, and receive attractive perks in return. **T&Cs Apply*

5 Early Bird Buyer Scheme

All buyers who confirm their participation by end April get to enjoy 20% off registration fees and stand a chance to be featured in our publicity features to enhance their presence during the show.



Strong Ratings On New Event Highlights



These new initiatives will join those debuted in 2019 that yielded strong ratings of over 80% delegate satisfaction. These include **Brand Showcase Presentations, Exhibition Walkabout, Meet-The-Corporates, Corporate Exchange Exclusively Thailand and Say Hi To Everyone**. A full list of **2020 programme highlights** is appended on the next page, along with the show's **2019 delegate ratings**.

GAMIFYING YOUR EVENT EXPERIENCE

Global team-building specialist **Asia Ability**, partner of the Catalyst Global teambuilding network, have also come onboard as IT&CMA and CTW Asia-Pacific's 2020 Experience Partner to transform the way delegates engage at the show.

1 Real-Life Exhibition Game Board

Powered by Catalyst Global's Go Engage App, booths are transformed into virtual checkpoints, enticing **Buyers, Media and Trade Visitors to earn points** by accomplishing tasks at each stop. Qualifying scores and top scorers earn players prizes. This is a **benefit for all exhibitors to participate at no cost** and drive traffic to their booth. Prize sponsors welcomed.

2 "Say Hi To Everyone" Takeover

Asia Ability is taking over our popular **interactive ice-breaker on 22 September**. Get to know who's who before exhibition days begin and be on the look-out for delegate profiles you want to meet over the proprietary game of **"Knowing Me Knowing You"**. Open to all event delegates.



We're excited to design and deliver innovative game-play to transform delegates' engagement and experience at IT&CMA and CTW Asia-Pacific.

David Fotheringham
Director & Consultant
Asia Ability

IT&CM Asia
Incentive Travel & Conventions, Meetings

CTW
Asia-Pacific
Corporate Travel World

2020 Highlights

NEW



DRESS DOWN FOR INSPIRATION

Experience a thematic knowledge festival with parallel concurrent tracks on meaningful themes helmed by trendsetters in the industry.

NEW



GLOBAL CVB LEADERS DIALOGUE

Fostering C-level conversations amongst destination leaders to facilitate peer knowledge exchange, information sharing and collaboration.

NEW



BUYER PROCUREMENT SHOWCASE

MICE, Association and Corporate buyers share their procurement requirements with relevant and interested destination and supplier leads.

NEW



ALLIED PREFERRED-BUYER PARTNERS (APBP)

Exhibitors and partners are welcomed to invite their preferred buyers to enjoy full hosting benefits* on us! APBPs are rewarded with attractive perks.

*Terms and conditions apply

NEW



20% OFF REGISTRATION FEES


EARLY BIRD BUYERS SCHEME

Applicable to all buyers who confirm participation by end April. Also stand a chance to be featured in our publicity features to enhance your presence during the show.



DOUBLE-BILL MICE AND CORPORATE TRAVEL EXHIBITION SHOWCASE

The only international event 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

Better planned business conversations with up to 100% appointments scheduled before the event.



BRAND SHOWCASE PRESENTATIONS

Destination and corporate brands share their latest highlights and developments first-hand with MICE and association buyers, and media.



EXHIBITION WALKABOUT

Association buyers and media visit destination and brand pavilions during an hour-long guided walkabout. Perfect for quick introductions and meet-and-greets.



MEET-THE-CORPORATES

IT&CM exhibitors meet CTW's corporate buyers in this efficient platform conducted in a speed-dating format with opportunities for introductions and exchanges.



CORPORATE EXCHANGE, EXCLUSIVELY THAILAND

Conducted in a similar format as Meet-The-Corporates, a dedicated session exclusively for Thailand exhibitors to meet CTW's corporate buyers.



ASIAN MICE CRUISE CONFERENCE

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



ASEAN MICE FORUM

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



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.



SAY HI TO EVERYONE

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.



STICKY AWARDS LUNCHEON

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



HOSTED LUNCHEONS & DINNERS

Network beyond the exhibition floor. These curated events provide valuable opportunities for captive engagement among invited delegates.



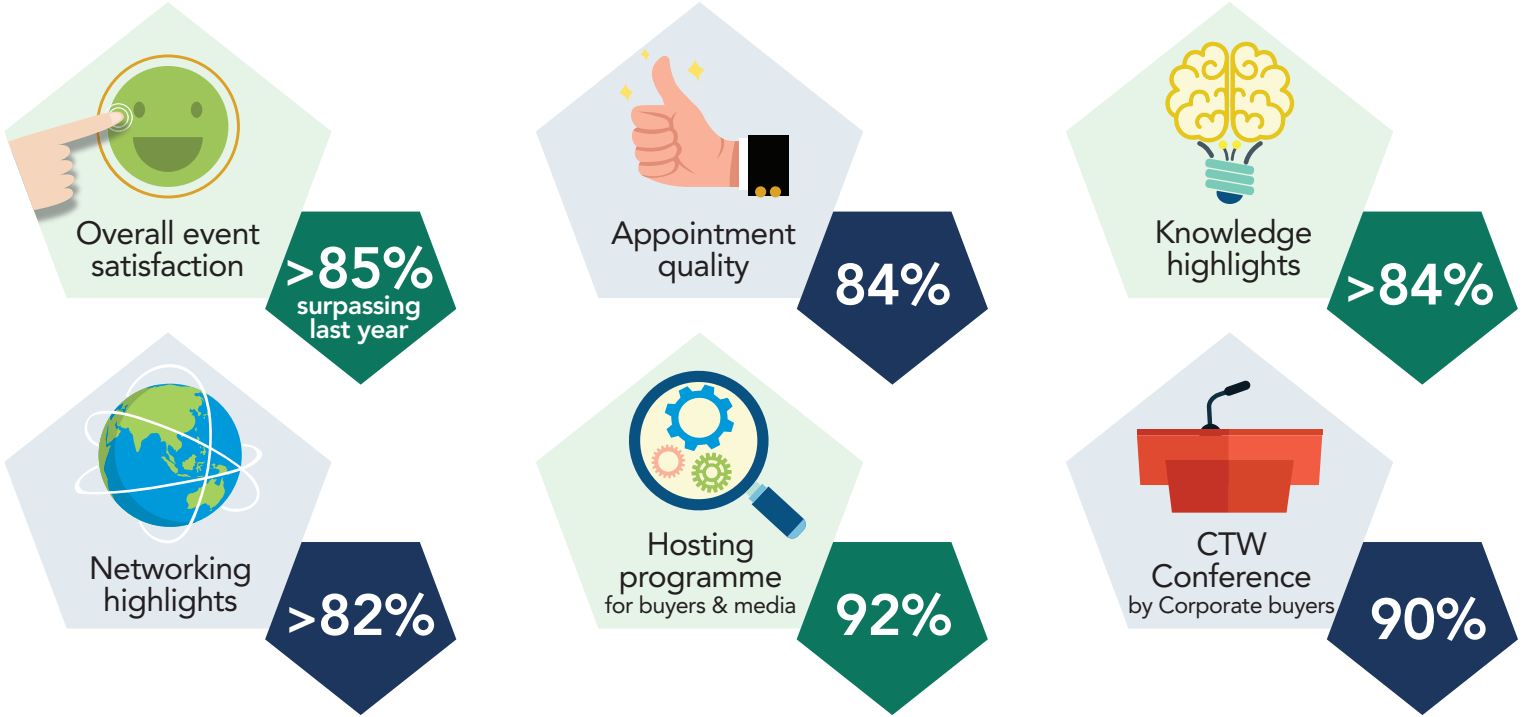
PRE & POST SHOW TOURS

Perfect for delegates to discover and experience the destination and its MICE capabilities.



Register Now
22-24 September 2020

Exceptional Event Experience Ratings By 2019 Delegates



Strong Ratings On New Event Highlights



USD 170 Million
Expected business generated on the show floor

Over 80% ratings on these benchmarks in comparison to similar events

- Event Quality and Experience
- Business Generation Platforms
- Programme Appeal, Relevance and Benefits
- Return On Time and Investment
- Uniqueness and Differentiation

