

## Our trade show services – Your key to success

1. Online exhibitor directory: All ITB Asia exhibitors will be listed on the ITB Asia Virtual Market Place which includes detailed information on exhibitors, trade visitors and products along with a professional appointment-planning system:

[www.virtualmarket.itb-asia.com](http://www.virtualmarket.itb-asia.com)

2. The online ITB Asia newsletter is published regularly; it features special offers from ITB Asia exhibitors along with the latest industry trends and in-depth ITB Asia news. Subscribe now:

[www.newsletter.itb-asia.com](http://www.newsletter.itb-asia.com)

3. The latest information for exhibitors and trade visitors is published on the ITB Asia website at [www.itb-asia.com](http://www.itb-asia.com):

- Exhibitor Services
- Convention program details
- Travel and visitor information

## Singapore, a perfect place to do business

ITB Asia takes place in Singapore, one of the world's most dynamic countries and a key business center, easily accessible from all over Asia. The trade show venue is the Suntec Singapore International Convention and Exhibition Center. Suntec Singapore is just 20 minutes from Changi International Airport.

The choice of Singapore as host of ITB Asia reflects Singapore's strategic location in the Asia-Pacific region and underscores Asia's role as the new engine of the global travel industry.

Held In:

UNIQUELY  
Singapore

Supported By:



# Opening New Doors, Discovering New Opportunities



# ITB

# Asia

## The Trade Show for the Asian Travel Market

21–23 October 2009  
Suntec Singapore

[www.itb-asia.com](http://www.itb-asia.com)

## About ITB Asia – The Trade Show for the Asian Travel Market

In 2008, the inaugural ITB Asia B2B travel trade show exceeded all expectations: More than **6,000 delegates** joined the three-day event. **651 exhibiting companies** from **58 countries** represented all sectors of the travel value chain. In total, there were representatives from **90 countries** at ITB Asia.

ITB Asia is the Asian edition of ITB Berlin, the World's Leading Travel Trade Show, and it focuses on the Leisure, Corporate and MICE markets of the travel industry. ITB Asia features exhibition pavilions and tabletop presences for small and medium-sized enterprises (SMEs) which provide travel services, convention, workshops and networking.

### Facts at a glance

#### Dates and Venue:

- 21–23 October 2009
- Venue: Suntec Singapore

#### Target groups:

- Top buyers from Asia and other key source markets
- Sellers from all over the world and across the travel value chain

#### Exhibition segments:

- Leisure travel
- Corporate travel
- MICE

#### Scope:

- Exhibition - Platform for global travel industry exhibitors
- Conference Web in Travel: Asia's leading travel distribution, marketing and technology conference
- Education: Practice-related workshops

## Six reasons why you should put ITB Asia in your calendar today:

1. Unparalleled, affordable platform for generating new business
2. Excellent opportunities to meet decision-makers with purchasing power face-to-face
3. Extremely low cost per contact
4. High return on investment compared to other sales and marketing platforms
5. Comprehensive information on the latest travel industry developments
6. Over 40 years of experience with ITB Berlin – The World's Leading Travel Trade Show

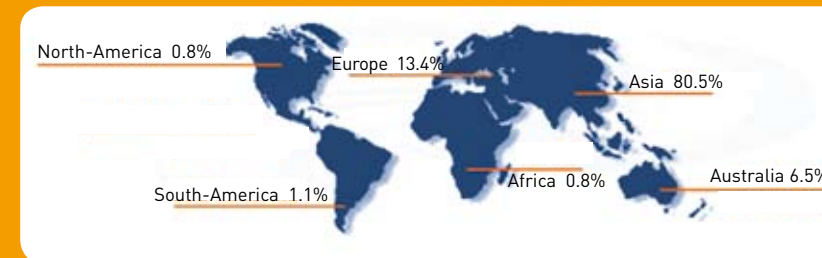
## Book today!

A stand application form is available online at:  
[www.itb-asia.com/exhibitorcentre](http://www.itb-asia.com/exhibitorcentre)



## Statistical Results of Show Survey 2008

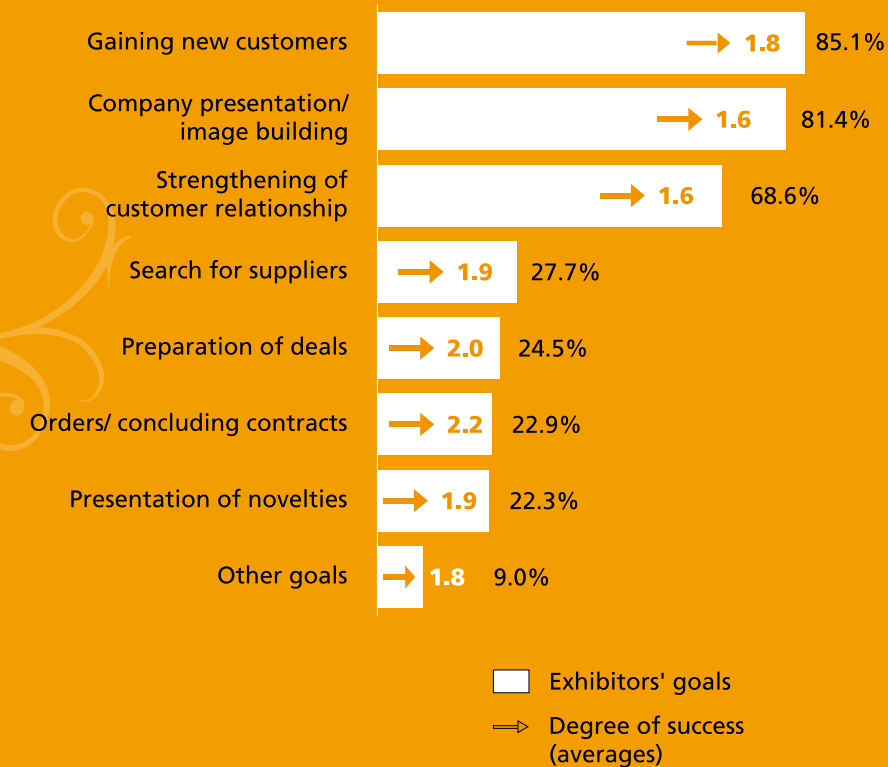
### The Perfect Marketplace for Asian and Global Travel Players



Origin of Trade Visitors

### Ideal Platform to Increase Customer Contacts

The most important objective for the participation at ITB Asia was „Gaining new customers“ (85.1%). When asked, the exhibitors claimed to have achieved this objective with an average of 1.8 (scale from „Very Good“ to „Unsatisfactory“).



### Exhibitors Highly Recommend Participation

90.4% of the currently exhibiting companies plan on return participation to ITB Asia 2009 and 90.1% will recommend participation to others.

#### Would recommend



#### Intention to participate again



Gathered and analyzed by Gelszus Messe-Marktforschung, Dortmund

## Exhibiting Industries:

- Accommodations
- Air Travel
- Airports
- Consultancy Services
- Corporate Credit Card Services
- Destination Management
- Global Distribution Services
- Hotel Booking Agencies
- Media
- National Tourist Organizations
- Passenger Transport
- Professional Conference Organizers
- Rental Companies
- Tourist Attractions
- Trade Associations
- Travel Analysis and Booking Tools
- Travel Agencies
- Travel Management Companies
- Travel Technology