



IT&CM China 2012

17 - 19 April 2012

**Shanghai World Expo Exhibition
& Convention Center**

AN IT&CM China 2012 EXHIBITION SPACE PROPOSAL FOR
Penang Global Tourism

Prepared on 25th November 2011

CONTACT

Mr. Mark Wee

Business Manager

+ 65 6395 7568

mark.wee@ttgasia.com



Advancing
MICE and Business Minds

www.itcmchina.com



1. About IT&CM China 2012	2
2. Who Attends IT&CM China	2
3. Why You Should Exhibit At IT&CM China 2012	3
4. Our IT&CM China 2011 Success Story	5
5. Proposed Investment	6

IT&CM China 2012 Is



Local Host

Organised by



Supported by



ABOUT IT&CM CHINA

The 6th Incentive Travel & Conventions, Meetings (IT&CM China)

When | 17 to 19 April 2012

Where | Shanghai World Expo Exhibition & Convention Center

2012 THEME

Advancing MICE and Business Minds

Bringing together Chinese and International MICE Exhibitors in one dynamic Marketplace.

Promoting China To The World and The World To China

Since 2007, IT&CM China has established itself as China's leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business and networking event dedicated to "Promoting China to the World and the World to China".

The quantum growth of the show over the last five years is testimony to China's appeal as the World's next MICE powerhouse – potentially realising the possibility that the future of the MICE industry might eventually result in two distinct markets: China and the rest of the World.



Who Attends IT&CM China



344 Buyers

50% International | 50% Chinese

Looking for International and China MICE destination, products, services and solution ideas



More Than 250 Exhibiting Companies

From China-based and non-China based (overseas) Global Operations

Buyers

- Association Management Companies
- Companies with Incentive Programmes
- Destination Management Companies (Outbound)
- Event Planners
- Incentive / Motivation Houses
- International Associations
- Meeting Planners
- Professional Conference Organisers
- Travel Agents Handling Incentives
- Trade Publications / Media

WE INVEST IN DELIVERING BONA FIDE, QUALITY BUYERS

Candidates who meet our validation standards are hosted at the event as part of our **hosting programme**. Entitlements include complimentary flight and accommodation.

Exhibitors

- Adventure & Incentive Travel
- Airlines and Airline Alliances
- Airports
- Coach, Car and Railway Operators
- Convention & Exhibition Venues
- Convention & Meeting Bureaus
- Cruise Lines
- Destination Management Companies (Inbound)
- Gifts and Premiums Providers
- Green Product and Service Providers
- Hotels & Resorts
- Luxury Trains
- NTOs
- Professional Conference Organisers
- Service Apartments
- Spas
- Team Building Companies
- Theme Parks
- Theming & Decorative Specialists
- Trade Associations
- Travel Management Companies



Why You Should Exhibit At IT&CM China 2012

IT&CM China Delivers The Best Return On Investment In Business, Learning and Play

BUSINESS

1



32 Quality Appointments* With Qualified Buyers

This translates to at least 32 sales leads and opportunities.

Choose from more than 300 qualified buyers from across China and the World.

Our Buyers Have Indicated Strong Interest To Buy From YOU#!

REGION

South East Asia : 43%

(e.g Singapore, Malaysia, Thailand)

INDUSTRY

National Tourism Organisation/Convention: 34%
Hotels and Resorts : 50%

* per 9sam (Corporate) or 6sam (INTO/CVB) space booked

A **Dedicated Buyer Team** (from both TTG Asia Media and CITS International) continuously sources and stringently selects bona fide, quality buyers to ensure that the buyers whom you meet at IT&CM China:

- Are **relevant and credible representatives to procure** M.I.C.E products and services
- Include **new buyers** to the event
- Have a **good track record** from having done business at previous IT&CM events.

Candidates who meet our validation standards are hosted at the event as part of our **hosting programme**. Entitlements include complimentary flight and accommodation.

2



Our Proven Matchmaking Formula

We help you set appointments that have a higher chance of closing deals. How? We make perfect matches happen.

In February 2012 | You Get To Select 25 Buyers You Like To Meet

Via our dynamic online appointment matching system



60% of appointments are then generated by computer matching in the following order:

- **Perfect Matches:** Both you and the buyer have requested to meet each other
- **Buyer's Preference:** Buyer has requested to meet you
- **Your Preference:** You have requested to meet the Buyer

April 2012 |

Remaining 40% of appointments are filled onsite

Via 2 organised appointment scheduling sessions

- **Seller-Meet-Buyer (SMB)**
- **Buyer-Meet-Seller (BMS)**

BUSINESS

3



Targeted Brand Exposure

To more than 300* qualified International & Chinese MICE Buyers.

In total, your presence will be seen by more than 2,000* MICE professionals from across China and over 40* countries Worldwide.

Take advantage of our **tailored sponsorship opportunities** and get even more marketing mileage from your presence at the event. Speak to us for details.

**based on 2011 statistics*

4



Your Company Listing In Our 2012 Show Directory

The show directory features a comprehensive list of all exhibiting companies at IT&CM China 2012. Distributed to all attending delegates at IT&CM China 2012, the show directory serves as an **accessible keepsake that buyers can conveniently reference for the rest of the year.**

5



Save On Travelling Cost

Meet potentials from around the world without travelling from country to country. In 2011, our exhibitors had the opportunity to meet potential **Chinese and International MICE Buyers from a total of 43 countries.** Realise the cost savings on that!

LEARNING & PLAY

6



Seminar Sessions

We organise a total of **9 seminar sessions** including the opening keynote address. Topics cover a multitude of pertinent and practical MICE and general business topics that you can immediately apply to the work place.

7



Plenty Of Networking Opportunities

IT&CM China is not just about work, work and more work. We take pride in organizing a variety of **official social events** and **on-going seminars** that allow our hard-working delegates to network in casual settings, learn from industry experts, and just let their hair down.

OUR IT&CM CHINA 2011 SUCCESS STORY

Overall the quality of buyer is good.
Positive feedbacks received from the show!
Joanne Siu, Grand Lisboa Hotel, Macau



1
9 out of 10 exhibitors met their objectives at IT&CM China

Constructive new leads and many potential business opportunities

Chong Yong Fee | Singapore Alive Pte Ltd,
SINGAPORE



2
Generation of new Business at IT&CM China 2011
87%



IT&CM China was very rewarding. I was able to meet new sellers to get new leads for incentive travel and meetings and also establish new business contacts and develop better travel programmes for my clients.

James Jeske | Global Event Managers
United States of America

Overall business environment was excellent. I found new suppliers.

Roman Davydov | Advanced Executives B.S.I Ukraine



Stellar Line-Up Of Exhibitors Including...

- Hongkong Tourism Board
- Korea National Tourism Office
- Shanghai Municipal Tourism Administration
- Thailand Convention & Exhibition Bureau

**Refer To The Show Brochure
For More Statistics & Testimonials**

More Than 2,000 Delegates From 43 Countries

REGISTER ONLINE
www.itcmchina.com



Exhibition Rates

- Shell Scheme Minimum 9sqm **US\$ 556** per sqm
- Raw Space Minimum 18sqm **US\$ 522** per sqm

PROPOSED INVESTMENT

Your Cost of Participation

1. Raw Space	Size: 30sqm	US\$	15,660
2. Registration Fee		US\$	500
		US\$	16,160

Benefits of Raw Space Booking

- Raw space booking gives you the flexibility of designing your booth to suit the identity of Penang Global Tourism.
- Companies/Organisation taking on Raw Space Booking also give a stronger presence and branding during the Event.

REGISTER ONLINE
www.itcmchina.com



YOUR EXHIBITING ENTITLEMENTS

- 1. Exhibitor badges: 10**
2 badges per 6sqm space
Additional badges may be purchase at US\$ 80 each.
- 2. Company Profile Listing In The Show Directory: 5**
- 3. Set of 32 Appointments: 5**
1 set of 32 appointments with buyers & corporate travel managers per 6sqm
- 4. Seller-Meet-Buyer (SMB) Ticket For On-Site Appointment Scheduling With Buyers: 5**
1 SMB ticket per 6sqm space.
- 5. Entry Log-In for Appointment Scheduling With Buyers: 5**
1 log-in per 6sqm space.
- 6. Set of Buyer Profiles: 5**
- 7. Entry To IT&CMA seminars (By Exhibitor Badge)**
- 8. Entry To All Official Events & Functions (By Exhibitor Badge)**
(Except for functions hosted solely for Buyers)