

# *Inside the Fast Track*

**IT&CMA and CTW Asia-Pacific 2005  
Conference**

**11 – 13 October 2005**

**Pattaya Exhibition & Convention Hall  
Thailand**

**IT&CMA**  
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA

Corporate Travel World  
**CTW**  
Asia-Pacific

**I**N 2003, air traffic in the Asia-Pacific region made up US\$28 billion, or about 19 per cent of the global air traffic. By 2007, corporate travel in Asia-Pacific is expected to surge to about one-third of a global market worth US\$870 billion, the boom being fuelled by rapid economic growth and a growing trend towards consolidation and outsourcing.

Faced with this imminent growth explosion, how can corporate travel industry players best prepare themselves to tackle the challenges ahead?

The IT&CMA/CTW 2005 Conference will be the perfect opportunity to put yourself in high gear. Themed ***Inside the Fast Track***, the jam-packed programme aims to supply you with the latest industry updates, new knowledge, skills certification and networking opportunities, all at warp speed.

Equipping you with all the answers in the shortest time, this high-yielding two-day conference is your ticket to thriving in the travel world of tomorrow.

### Programme Features:

- IT&CMA/CTW Keynote Session
- Certification Workshops & Experiential Training
- CTW Table-Top Exhibition – Day 1 (CTW Exhibitors)
- CTW Business Appointments – Days 2 & 3 (IT&CMA Exhibitors)
- IT&CMA Breakfast Seminars
- CTW Peer-to-Peer Roundtable Sessions

# The Doublebill Event

**NOW** in its 13th year, IT&CMA is the region's premier meetings and incentive travel show and is attended by some 1,500 delegates from more than 39 countries. IT&CMA is a platform for promoting the Asia-Pacific region as a MICE (Meetings, Incentive Travel, Conventions & Exhibitions) destination as well as a source for MICE visitors.

Now in its 8th year, CTW is a two-day conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. It is a platform for hundreds of corporate travel managers, travel agencies and suppliers to meet and discuss the impact of global and regional issues on the development of business travel into and out of the region.

The organiser TTTG Asia Media will be co-locating the two shows in Pattaya, Thailand from 11-13 October 2005. Suppliers, buyers and travel managers in the MICE and Corporate Travel

industries can expect to maximise their time and resources at the Doublebill event (two shows in one location).

### Who Should Attend:

The IT&CMA/CTW Conference has been designed for both buyers and sellers in the MICE and corporate travel industries:

- Adventure & Incentive Travel Suppliers
- Airlines and Airline Alliances
- Airports
- Audio Visual and Technical Companies
- Coach, Car and Railway Operators
- Companies with Incentive Programmes
- Convention & Exhibition Venues
- Convention & Meeting Bureaus
- Corporate Travel Managers
- Credit/Charge Card Companies
- Cruise Lines
- Destination Management Companies
- Event Management Companies & Entertainment Suppliers
- Event Planners
- Global Distribution Systems
- Golf Courses
- Hotel Reservation Systems
- Hotels & Resorts
- HR/Administration Managers
- Incentive/Motivation Houses
- International Associations
- Meeting Planners
- National/State Tourism Organisations
- Procurement Managers
- Professional Conference Organisers
- Service Apartments
- Spas
- Speaker Bureaus
- Suppliers of Gifts and Premiums
- Theme Parks
- Trade Associations
- Trade Publications/Media
- Training Managers
- Travel Agents Handling Incentives
- Travel Management Companies
- Travel/Meetings Technology & Multimedia Companies
- Travel-related Suppliers



# Tentative Conference Programme

## As of 1st Feb 2005



### 10 October, Monday

- 0900 4th NBTA Global Travel Management Exchange Forum (GTMEF) / Certification Workshop Session 1
- 1230 Lunch for GTMEF Delegates

### 11 October, Tuesday

- 0900 4th GTMEF / Certification Workshop Session 2  
Experiential Training
- 1230 Hosted Luncheon for Buyers, Corporate Travel Managers & Speakers
- 1410 Welcome Speech & Opening Address
- 1430 IT&CMA and CTW Keynote Session
- 1530 IT&CMA and CTW Briefing for Buyers, Exhibitors & Corporate Travel Managers
- 1600 IT&CMA and CTW Networking Coffee Break
- 1630 IT&CMA Sellers-Meet-Buyers Appointment Scheduling Session
- 1630 CTW Table-Top Exhibition (CTW Delegates Only)

### 12 October, Wednesday

- 0800 IT&CMA Breakfast Seminar
- 0900 IT&CMA Buyers-Meet-Sellers Appointment Scheduling Session

- 0900 CTW Breakout Sessions 1A/1B/1C
- 0930 Exhibition & IT&CMA Appointment Sessions
- 1000 CTW Networking Coffee Break
- 1030 CTW Panel Discussion
- 1130 CTW Industry Presentation
- 1230 Hosted Luncheon for Buyers, Corporate Travel Managers, Media & Speakers
- 1400 CTW Breakout Sessions 2A/2B/2C
- 1500 CTW Breakout Sessions 3A/3B/3C
- 1600 CTW Networking Coffee Break
- 1630 CTW Business Appointments

### 13 October, Thursday

- 0800 IT&CMA Breakfast Seminar
- 0900 Exhibition & IT&CMA Appointment Sessions
- 0930 CTW Peer-to-Peer Roundtable Session 1A/1B/1C
- 1030 CTW Networking Coffee Break
- 1100 CTW Peer-to-Peer Roundtable Session 2A/2B/2C
- 1230 Hosted Luncheon for Buyers, Corporate Travel Managers, Media & Speakers
- 1400 CTW Closing Session
- 1500 CTW Business Appointments

## CTW Highlights

#### **CTW Table-Top Exhibition (Day 1)**

The specially scheduled CTW Table-Top Exhibition is a dedicated session for Corporate Travel Managers and corporate travel suppliers to meet and exchange business cards right on Day 1. This gives Corporate Travel Managers time to attend the conference as well as visit the IT&CMA/CTW exhibition over the next two days. Every appointment fulfilled during the CTW Table-Top Exhibition will earn Corporate Travel Managers a stamp in the CTW Passport.

#### **CTW Business Appointments (Days 2 & 3)**

For the first time, pre-scheduled appointments will be made available to Corporate Travel Managers through an online diary system. This system allows a one-way request from Corporate Travel Managers to pre-schedule up to 10 "CTW Business Appointments" with IT&CMA exhibitors they wish to meet. Corporate Travel Managers will fulfil these appointments during the time allotted to visit the exhibition. Every appointment fulfilled will earn Corporate Travel Managers a stamp in the CTW Passport.

#### **CTW Passport to 2006**

To qualify for the Hosting Programme in 2006, Corporate Travel Managers are required to earn a total of 20 stamps in the CTW Passport. 10 of these stamps are required to be fulfilled during the CTW Table-Top Exhibition with CTW exhibitors, while the other 10 during CTW Business Appointments with IT&CMA exhibitors.

#### **Certification Workshops & Experiential Training**

For the first time, IT&CMA and CTW delegates will have a chance to attend workshops or experiential training activities leading to certification. There will be different courses to suit the needs of MICE buyers and sellers, as well as Corporate Travel Managers. These fast-track certification courses will be conducted by well-qualified and experienced instructors and industry leaders.

# Marketing Oppor

**APART** from taking up a booth at IT&CMA/CTW 2005, exhibitors can get more from their participation through advertising, promotions and sponsorship. The show organisers offer a variety of marketing opportunities for savvy exhibitors to project their corporate image, to increase their presence at the show and to win more business, even after the show is over!

Marketing Opportunities at IT&CMA/CTW 2005 are excellent ways to put your brand upfront and to stand out from the rest of the other exhibitors at the show.

## **NEW** Industry Training

In line with the "Inside the Fast Track" conference theme, opportunities are available for sponsors who are looking for the unique educational branding edge. Sponsors will be entitled to feature their company logos and names on course materials.

### • Keynote Speaker

The Keynote Speaker will be a distinguished luminary and an insightful authority speaking on an over-the-horizon topic pertinent to the industry. The sponsor for this unique opportunity will be accorded extensive acknowledgement and publicity before, as well as during, the event. The sponsor's privileges will include 20 complimentary invitations to the keynote presentation cum opening ceremony and 10 Full Delegate Conference passes.

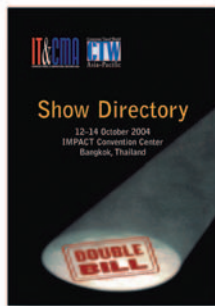
### • Certification Workshops/ Experiential Training

Through conducting these sessions, training leaders enjoy the benefit of positioning themselves as well-qualified and experienced industry professionals. With excellent exposure and publicity provided before and during the show, training leaders receive recognition and mileage well worth their investment. Sponsors will receive acknowledgement in the official programme in the Show Directory, Show Diary and the conference brochure.

## **NEW** Welcome Packs

Upon their arrival in Bangkok, all delegates will receive a Welcome Pack filled with handy items including snacks, beverages, games and other goodies. These practical items will provide delegates gratification and entertainment enroute to Pattaya, and even throughout the show. In addition to having its company logo featured on the Welcome Pack, the sponsor will have the privilege of inserting promotional literature and other additional premiums.

## Show Directory



The Show Directory is the key guide distributed to more than 2,500 IT&CMA/CTW 2005 delegates and trade visitors. It contains comprehensive information on the two shows and updated information on the conference as well as exhibition. A sponsorship opportunity available only to exhibitors and sponsors, the Show Directory offers the highest profile medium for image building or advertising the latest products and services. Among other privileges, the exclusive Sponsor for the Show Directory will receive corporate visibility on the front cover of the Show Guide and will enjoy the privilege of a full page full colour advertisement on the inside front cover (premium space) of the guide.

## Delegate Bag Inserts

(A4 size, not more than 20 gsm) Available only to exhibitors and sponsors, inserts offer an opportunity to distribute brochures or invitations to over 1,600 buyers, travel managers, media and exhibitors attending IT&CMA/CTW 2005. Maximum 2 inserts allowed.

## EXCLUS

## Delegate Bags



More than 1,600 buyers, corporate travel managers, exhibitors and press delegates will receive a smart and novel Delegate Bag upon registration. The sponsor's logo will be prominently

featured on the Delegate Bag together with the show logos. The utilitarian value of the Delegate Bag ensures that the sponsor's visibility stays long after the event is over. The sponsor will have the privilege of inserting its corporate literature and premiums in the bag.

## Delegate Bag Luggage Tags

A simple yet so invaluable way to help delegates identify their delegate bag or travel luggage, the Luggage Tags allow personalisation of each tag for easy identification. The sponsor will have its company logo and name featured on one side of the tags.

## Delegate Badges / Lanyards

With all registered delegates wearing their badges during the entire event, sponsorship of this highly visible item has its clear advantages. The sponsor will enjoy the privilege of having its logo included on the badge and logo colours matched with the lanyards.

## Show Diary

The Show Diary is a very useful, easy-to-carry-around booklet distributed to all IT&CMA/CTW 2005 delegates. Containing essential information like the floor plan, programme, transportation schedule, appointment schedule and exhibitor listing, the diary is the one of the most visible media for sponsors to consider.

## Media Centre

The Media Centre is a working area facility made available to members of the international and local press attending

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## USIVE

IT&CMA/CTW 2005. The sponsor will have opportunities of corporate branding and display of literature in the facility area, as well as networking among the influential media.

### CTW Passports

The CTW Passport is an investment which will bring guaranteed mileage and exposure to the sponsor's brand. All corporate travel managers, procurement officers, HR/Admin personnel will be given a CTW passport which they will use to help them qualify for the Hosted Corporate Travel Managers Programme. The sponsor will be acknowledged on the inside pages of the passport and on the back cover. The sponsor has the option to distribute giveaways at the booth through a tear-out coupon bound into the CTW Passport.



### Conference Folders

Conference handouts and materials will be distributed to all CTW 2005 delegates in the conference folder. Sponsorship of this item provides an effective avenue to reach out to hosted corporate travel managers and other conference delegates. The back cover advertisement accorded to the sponsor will provide great visibility and branding both during and after the show. The sponsor can also insert promotional materials into the folder.

### Conference Notebooks

Every CTW 2005 conference delegate will receive a conference notebook, which will be inserted into the delegate bags. The sponsor's logo, together with the CTW and NBTA logos, will be featured on the front cover of the notebook. The sponsor has the privilege of placing an advertisement on the back cover of the notebook.

### **NEW** IT&CMA Breakfast Seminars

The Breakfast Seminars offer a great start to each day, bringing together all MICE buyers and sellers for networking sessions with renowned practitioners and professionals expounding on pertinent industry topics. The Breakfast Seminars will be promoted by the show organisers to all delegates through marketing and e-marketing. Sponsors are entitled to onsite branding, product displays and demonstrations at the seminars, and will also receive acknowledgement in the official programme in the Show Directory, Show Diary and the conference brochure.



### Hosted Luncheons

For all three days of IT&CMA/CTW 2005, daily slots for lunch are available for official hosting. This social and networking platform allows sponsors to play host to all the buyers, travel managers and the press, and to present their company and products to a captive audience during the luncheon. Sponsors will receive acknowledgement in the official programme in the Show Directory, Show Diary and the conference brochure.

### Networking Coffee Breaks

• 3 days • 2 days • 1 day

Excellent for networking and talking shop, sponsors will have product visibility and the privilege to conduct demonstrations and activities in the coffee break areas. Sponsors' representatives may welcome and network with delegates and guests, as well as distribute promotional literature and giveaways. Sponsors will receive acknowledgement in the official programme in the Show Directory, Show Diary and the conference brochure.



### **NEW** Banners & Directional Signages/"You Are Here" Boards

Corporate branding is possible on a variety of country/booth banners and directional signages around the exhibition centre. Rates are available upon request and dependent on the size, quantity and location of banners and signages.

### Email/E-Newsletter Broadcasts

(200 words, logo and URL link)  
Available only to exhibitors and sponsors, IT&CMA/CTW 2005 emails and e-newsletters offer an opportunity to broadcast your message to thousands of decision makers all over the world - 20,000 names from the IT&CMA/CTW 2005 database.

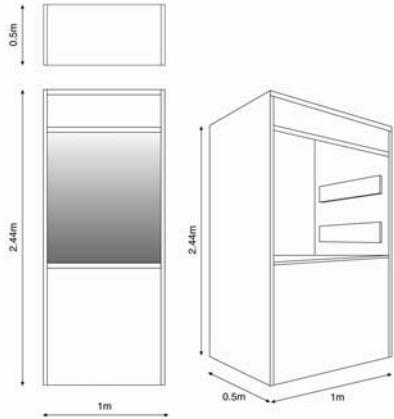
### TTGmice-IT&CMA 2005 Official Show Daily

Advertising Rates from US\$5,400 (for 3 issues)  
Issue Dates: 12, 13 & 14 October 2005  
The TTGmice-IT&CMA 2005 Official Show Dailies provide daily updates on the latest news, developments and activities at IT&CMA/CTW 2005. Published over three days, the dailies will be distributed at strategic locations to reach all attendees at the hotels, registration counters, and conference and exhibition areas. The TTGmice-IT&CMA 2005 Official Show Dailies are the perfect medium for you to get your products and services noticed by international MICE buyers and other important decision makers in the industry. Make your bookings now!  
Contact: irene.chua@ttgasia.com or manna.ma@ttgasia.com

**For more information  
on the above  
sponsorship packages,  
please contact  
ctw@ttgasia.com or  
itcma@ttgasia.com**

# Exhibitor Booking Form

## CTW 2005 Exhibitor Package & Fees:



- Day 1 (11 October): One CTW Table-Top Exhibition (one table and two chairs)
- Days 2 and 3 (12-13 October): One CTW Display Booth at foyer of Pattaya Exhibition & Convention Hall (see diagram)
- Two registrations to conference and workshops
- One listing in Show Directory
- Appointments during CTW Table-Top Exhibition
- Access to official networking and social functions (except those specified for buyers, travel managers and media only)

## Who Should Exhibit:

- Airlines & Airline Alliances
- Credit/Charge Card Companies
- Cruise Lines
- Global Distribution Systems
- Hotel Reservation Systems
- Hotels & Resorts
- Service Apartments
- Travel Management Companies
- Travel/Meetings Technology & Companies
- Travel-related Suppliers

**Exhibitor Early Bird Rate: US\$2,700 (for bookings received by 31 May 2005)**

**Exhibitor Standard Rate: US\$3,000 (for bookings received after 31 May 2005)**

Please complete and return this form to:

**TTG Asia Media Pte Ltd** 9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910

Tel: (65) 6395 7555 Fax: (65) 6536 0896 Email: [ctw@ttgasia.com](mailto:ctw@ttgasia.com)

**Exhibitor Booking Deadline: 15 August 2005**

## Exhibitor Particulars

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment

Booking will be confirmed only upon receipt of payment.

**Exhibitor Early Bird Rate: US\$2,700 (for bookings received by 31 May 2005)**

**Exhibitor Standard Rate: US\$3,000 (for bookings received after 31 May 2005)**

Payment via:

i) CREDIT CARD

VISA     MasterCard     American Express

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

*NOTE: Payment made via VISA, MasterCard and AMEX will be charged in Singapore Dollars using an exchange rate of 1.7 for conversion.*

ii) CHEQUE/DRAFT

Cheque/Draft No \_\_\_\_\_

Bank \_\_\_\_\_

*NOTE: Cheques must be in US Dollars or equivalent, drawn on a Singapore bank and made payable to "TTG Asia Media Pte Ltd". Please indicate your name and initial "CTW 2005" on the back of your cheque. Your booking will be confirmed only upon receipt of payment. Mail your cheque to: TTG Asia Media Pte Ltd, 9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910. Attn: Project Manager, CTW 2005.*

## Cancellation Policy

Cancellations must be notified in writing. A 10% cancellation charge will be levied on cancellations made after the booking is finalised. No refund will be given for cancellations made after 30 June 2005. The organiser reserves the right to make changes to the show information.

# Conference Registration Form

## CTW 2005 Conference Package & Fees:

- \* Half-day certification workshops / experiential training
- \* Two-day CTW Conference
- \* Access to official networking and social functions (except those specified for buyers, travel managers and media only)

**Conference Early Bird Rate: US\$250 (for bookings received by 31 May 2005)**

**Conference Standard Rate: US\$280 (for bookings received after 31 May 2005)**

Please complete and return this form to:

**TTG Asia Media Pte Ltd** 9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910

Tel: (65) 6395 7555 Fax: (65) 6536 0896 Email: [ctw@ttgasia.com](mailto:ctw@ttgasia.com)

## Delegate Particulars

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Payment

Registration will be confirmed only upon receipt of payment.

**Conference Early Bird Rate: US\$250 (for bookings received by 31 May 2005)**

**Conference Standard Rate: US\$280 (for bookings received after 31 May 2005)**

Payment via:

i) CREDIT CARD

VISA  MasterCard  American Express

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

*NOTE: Payment made via VISA, MasterCard and AMEX will be charged in Singapore Dollars using an exchange rate of 1.7 for conversion.*

ii) CHEQUE/DRAFT

Cheque/Draft No \_\_\_\_\_ Bank \_\_\_\_\_

*NOTE: Cheques must be in US Dollars or equivalent, drawn on a Singapore bank and made payable to "TTG Asia Media Pte Ltd". Please indicate your name and initial "CTW 2005" on the back of your cheque. Your registration will be confirmed only upon receipt of payment. Mail your cheque to: TTG Asia Media Pte Ltd, 9 Battery Road, #17-02/12 Straits Trading Building, Singapore 049910. Attn: Project Manager, CTW 2005.*

## Cancellation Policy

Cancellations must be notified in writing. Cancellations made before 31 August 2005 will be subject to 50% cancellation charge of the registration fees paid. No refund will be given after 31 August 2005. The organiser reserves the right to make changes to the show information.

# Partnership with NBTA



Connecting the Business Travel World

**ONCE** again, CTW Asia-Pacific 2005 is partnering with the National Business Travel Association (NBTA) to collaborate on conference topics and speakers. In addition, NBTA will organise the 4th Global Travel Management Exchange Forum (GTMEF) at the CTW Asia-Pacific conference. The GTMEF is an invaluable opportunity for US travel managers and their global counterparts to come together and discuss the most critical industry issues.

## National Business Travel Association (NBTA) and The Paragon Partnership

Established in 1968 and headquartered in Virginia, USA, the NBTA represents over 2,400 corporate travel managers and travel service providers, who collectively manage and direct more than US\$170 billion of expenditures within the business travel industry. NBTA is the collective and authoritative voice of business travel management. It provides a forum for the constructive exchange of information and ideas among members, and is dedicated

to enhancing educational advancement and image of the profession and all its members. Visit NBTA at [www.nbta.org](http://www.nbta.org).

NBTA is also a member of the Paragon Partnership, a global alliance of business travel associations including the industry groups of Australasia, Brazil, Canada, Europe, Finland, Germany, UK and USA. Together, the Paragon Partners represent more than 4,350 business travel buyers and suppliers, who manage and direct more than US\$190 billion of expenditures. Find out more at [www.paragon-partnership.org](http://www.paragon-partnership.org).

Organised by



Supported by



Official Airline



Official Venue



Official Publications



Endorsing Associations



Supporting Associations



Supporting Publications

Convention International • events Magazine • events Russia • Incentiveworld.com • Korea Tourism News  
MICE International • mice.net Magazine • The Quorum • Trav Talk • Travel Magazine • TTG Poland