



Redefining **M.I.C.E** in Asia

A whole new experience for
distinctions and innovations

**18th IT&CMA &
13th CTW Asia-Pacific**

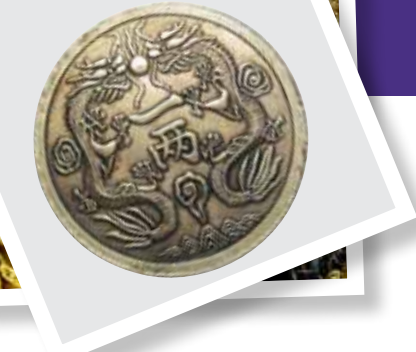
5-7 October 2010

Bangkok Convention Centre
at CentralWorld, Thailand



IT & CMA
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS ASIA

Corporate Travel World
CTW
Asia-Pacific



Enter the Asian Dragons

A new order has emerged in the Asian MICE industry. Buyers have become more discerning, hunting for the best bargains to maximise smaller budgets; and sellers are developing creative and innovative propositions to meet these budgets.

Surging ahead in its recovery from a worldwide recession, Asia has once again proven itself as a force to be reckoned with. Turning negatives into positives, the Asian MICE industry is experiencing one of the greatest transformations ever. 'Creativity' and 'flexibility' are keywords for negotiations; these becoming as important as 'subvention' and 'ROI'. MICE in Asia has been redefined.

Housing three of the world's top ten meeting cities, one of which holds a rank in the world's top three meeting countries, Asia is sustaining its foothold in a highly competitive industry. A plethora of new developments awaits the discerning; including Singapore's spanking integrated resorts, East Malaysia's first convention centre in Kuching and Thailand's new convention centre in Chiang Mai. Future grand infrastructural projects such as improved access between Hong Kong and Macau can only spell successful partnerships as hubs merge for greater efficacies.

The evolution of Asia never ends. New ideas, new developments, new interests: it can only get better.

IT&CMA- Presenting Asia to the World

For the past 17 years, IT&CMA has been the premier platform for the meeting of MICE experts from Asia and rest of the world. Allowing exhibitors to proudly showcase their latest and greatest, IT&CMA has also attracted MICE visitors searching for Asia's innovative brilliance and the prospect of being inspired.

Since 2004, IT&CMA has been staged concurrently with CTW (Corporate Travel World) Asia-Pacific, an event designed for corporations who recognise the importance of proficient corporate travel management. CTW Asia-Pacific is supported by the National Business Travel Association (NBTA) and will present a wealth of information on the latest developments in the travel industry and networking opportunities for newbies, and help sharpen the expertise of business travel professionals.

Education features strongly at Corporate Travel World, as knowledge and skills are key to the success of many professional pursuits. *The Fundamentals of Business Travel Management* course is a joint initiative of TTG Asia Media and NBTA since 2008, offering a dynamic one-day workshop on how to maximise cost containment, improve efficiency and create a managed travel culture in a company. Participants who successfully complete the course and pass the Corporate Travel ExpertSM (CTE) exam will be eligible to earn the CTE designation.

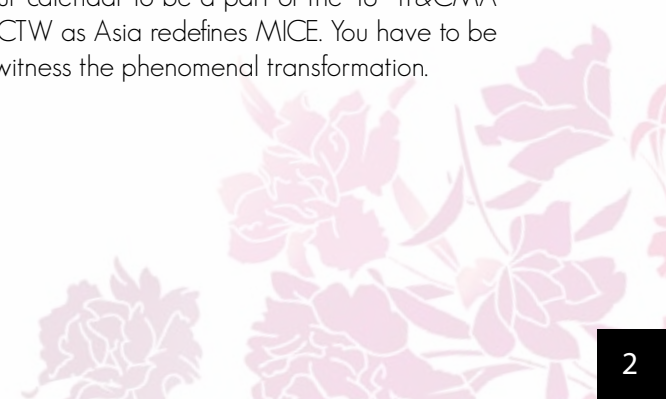
Association staff and leaders can also attend a high-level 'Association Professional Competencies' course, aimed at equipping them with competencies

in Leadership, Structure & Environment and Products & Services. Launched at IT&CMA 2009, the programme content is based on the internationally acclaimed Certified Association Executive (CAE[®]) designation offered by CSAE (Canadian Society of Association Executives) in conjunction with AuSAE (Australian Society of Association Executives). Delegates will be awarded a Professional Association Executive (PAEIOI - Part 1) certificate of participation upon successful completion of the intensive one-day course.

Attended by some 2000 delegates from more than 60 countries yearly, IT&CMA and CTW succeed in actively engaging its exhibitors and visitors with:

- A dynamic appointment matching system
- Enriching pre-show city tours and post-show incentive trips
- Educational and informative conferences, seminars and workshops in partnership with CTW Asia-Pacific
- Sporting and social events for effective networking
- Marketing and branding opportunities to elevate presence and image

Mark your calendar to be a part of the 18th IT&CMA and 13th CTW as Asia redefines MICE. You have to be there to witness the phenomenal transformation.





Setting the Stage in Bangkok

Once again, IT&CMA and CTW Asia-Pacific will be hosted in Bangkok. Voted as one of the top 10 cities in the world by a leading travel magazine, Bangkok has earned itself the fitting title as the "Land of a Thousand Smiles".

Captivating with its luxurious modernity yet enchanting with age-old traditions, Bangkok is a perennial favourite with MICE travellers. In a bid to attract more MICE events, creative initiatives have been introduced by the Thailand Convention and Exhibition Bureau (TCEB), with campaigns such as 'Bring more, Enjoy More', 'Beyond Exhibition' and 'Triple E'.

Your first-rate Bangkok experience begins at Suvarnabumi International Airport, where gold-standard services and technologies allow for effortless processing from immigration through to baggage collection.

Bangkok Convention Centre (BCC) at CentralWorld, the official venue of IT&CMA and CTW 2010, will impress with its state-of-the-art convention facilities. Located in the city just 25km away from Suvarnabumi International Airport, BCC is part of a fully-integrated complex featuring a 505-room hotel, shopping centre and entertainment wing.



The Buyer and Travel Manager Hosting Programmes - Your privileges

- Complimentary return economy-class air ticket to/from Host Destination (valid for fully-hosted buyers and corporate travel managers/planners only)
- Complimentary 4-5 nights' hotel accommodation during event
- Entry to exhibition, pre-scheduled and on-site appointments with exhibitors
- Entry to conference, seminars and workshops, official events and functions
- Complimentary airport transfers and local coach transfers from official hotels to exhibition venue and official events/ functions
- Complimentary pre-show city tours
- Chance to participate in post-show tours at special rate

To find out how to qualify as a hosted buyer or travel manager/planner, log on to register for validation online at www.itcma.com.sg.

REGISTRATION FEE:

- Fully hosted buyer - US\$300 (US\$150 will be refunded subject to buyer fulfilling 75% of ALL appointments)
- Semi-hosted buyer - US\$250 (non-refundable)
- Fully-hosted Corporate Travel Manager/Planner - US\$100 (non-refundable)

Trade Buyer Package

- Special hotel room rates at official/supporting hotels
- Entry to exhibition, pre-scheduled and on-site appointments with exhibitors
- Entry to IT&CMA seminars and workshops, and all official functions and events
- Complimentary airport transfers and local coach transfers from official hotels to exhibition venue and official events/ functions
- Complimentary pre-show tours

REGISTRATION FEE:

- US\$200 per person (non-refundable)

Buyers' World

IT&CMA organisers always guarantee and attract a high participation of quality buyers. Each year, the organisers and hosts also work closely with partners, trade associations, the media and exhibitors to identify and select quality, bona fide international buyers for the Buyer Hosting Programme.

In addition to pre-scheduled and on-site appointments, IT&CMA buyers and Travel Managers will also enjoy the privilege to attend selected events under the auspice of the various bodies.

IT&CMA and CTW 2010 is organised by TTG Asia Media, in co-operation with a host committee comprising Thailand Convention & Exhibition Bureau (TCEB), Tourism Authority of Thailand (TAT), Thailand Incentive & Convention Association (TICA), Thailand Tourism Council (TCT), Bangkok Metropolitan Administration (BMA) and the Airports of Thailand (AOT).



Breakdown of Buyers & Corporate Travel Managers/Planners by Region

Asia-Pacific	70%
Europe	22%
North America	6%
Middle East	1%
Others	1%

Breakdown of Buyers by Industry Sector / Nature of Business

Travel Agents Handling Incentives	39%
Meeting Planners	23%
Incentive Houses	23%
Professional Conference/Exhibition Organisers	23%
Destination Management Companies	17%
Travel Management Companies	15%
Corporate Companies with Incentive Programmes	12%
International Associations	10%
Others	12%

Breakdown of Corporate Travel Managers/Planners by Industry Sector / Nature of Business

Manufacturing, Energy, Construction, Transportation, Logistics, Distribution	22%
Information Technology	24%
Telecommunications, Education, Advertising & Media	14%
Banking, Finance, Insurance, Professional & Consulting Services	13%
Medical, Pharmaceutical, Biotechnology	6%
Others	21%



Exhibit to the World

IT&CMA and CTW are the best trade exhibitions to connect with quality international MICE buyers and travel managers/planners. With an annual target to attract 600 international buyers and travel managers/planners from the trade, association and corporate sectors, IT&CMA and CTW provide one of the widest reach for exhibitors to introduce their products and services.

Appointment Matching

Tap onto our database of participants/buyers for IT&CMA and CTW from the Asia-Pacific, USA, Europe and the rest of the world, and schedule appointments before the event.

PRE-SCHEDULED APPOINTMENTS

Registered IT&CMA delegates will receive their respective list of exhibitors and buyers before the event. An online system allows delegates to select the companies/persons with whom they would like to meet. The selection will then be processed and a computerized match will be made in the following order:

1. Perfect Match - Both seller and buyer requested to meet each other
2. Buyer's Preference - Buyer selected to meet seller
3. Seller's Preference - Seller selected to meet buyer

Delegates can expect up to 60% of meetings to be pre-scheduled.

ON-SITE APPOINTMENTS

The 40% of meetings can be filled during on-site Sellers-Meet-Buyers (SMB) Appointments session.

ON-LINE DIARY

Opened to registered IT&CMA and CTW exhibitors and Corporate Travel Managers/Planners only, the diary allows both parties to make appointments to meet during the event.

Chance to meet two sets of buyers in one sitting

With CTW co-located with IT&CMA, sellers will have the privilege to meet MICE planners from the industry as well as Corporate Travel Managers/Planners.

Take a Pre or Post-show Tour

Complimentary pre-show city tours are available to all delegates while post-show incentive tours to other parts of Thailand and Asian destinations can be enjoyed at a nominal fee.

Green and Technology Pavilions

MEETINGS & EVENTS TECHNOLOGY SHOWCASE

At the forefront of all global developments, technology leads the way. The Technology Pavilion paves the way for suppliers to boast their latest and fastest, or steer buyers away from conventions to introduce inventions.

At IT&CMA and CTW, everyone's looking for that special 'dazzle' factor, and this is the right time and place for technology suppliers to shine.

GREEN SHOWCASE

As eco-awareness becomes increasingly heightened, more and more MICE organisers have been taking environmental considerations into account when planning a meeting or incentive programme. This has fuelled the need for more green suppliers, and specialised programmes that respect the environment.

The Green showcase at IT&CMA and CTW offers green suppliers an opportunity to showcase their specialised services with a difference and promote the green philosophy.

Networking Opportunities for All

Take part in the many social and sporting events organised for delegates throughout the show.

Support the STICKY AWARDS, a ceremony that recognises the exhibitors, buyers and the media for being the most professional, innovative, or for just making that impression. Put in your nominations for the different categories and just enjoy a fun-filled event!





IT&CMA 2010 Exhibitor Packages

Raw Space Only US\$510 per sqm (minimum 18sqm)
 Shell Scheme US\$570 per sqm
 Above rates are NOT inclusive of US\$800 Registration Fee.

Shell Scheme Package

- System wall partitions (3 x 3 sqm)
- Carpet
- Fascia board with company name
- 1 x information counter
- 2 x folding chairs
- Fluorescent lighting
- Wastepaper bin
- 1 x 5-amp power point



Corporate Booth Size: minimum 9 sqm

Entitlements:

- 3 Exhibitor badges (1 Exhibitor badge per 3 sqm). Additional badges may be purchased at US\$80 each, up to a max of 10 badges in total, per 9 sqm.
- 1 company profile listing in Show Directory or up to a total of 3 companies for a corporate chain
- 1 set of pre-scheduled appointments with buyers (per 9 sqm)
- 1 set of Sellers-Meet-Buyers (SMB) session ticket for on-site appointments scheduling with buyers (per 9 sqm)
- 1 set of Buyer Profiles (per 9 sqm)
- Entry to IT&CMA Seminars & Workshops
- Entry to Opening Ceremony & Welcome Reception (accessible by Exhibitor badge)
- Invitations to all Official Events & Functions (accessible by Exhibitor badge except for functions hosted solely for Buyers)

Country/State Pavilion

The respective national/state office or convention bureau may determine the space rental rate. However, each exhibiting company under the Country/State Pavilion must take up a minimum 6 sqm of exhibiting space.

Entitlements per exhibiting company taking 6 sqm:

- 2 Exhibitor badges
- 1 company profile listing in Show Directory
- 1 set of pre-scheduled appointments with buyers (per 6 sqm)
- 1 set of Sellers-Meet-Buyers (SMB) session ticket for on-site appointments scheduling with buyers (per 6 sqm)
- 1 set of Buyer Profiles (per 6 sqm)
- Entry to IT&CMA Seminars & Workshops
- Entry to Opening Ceremony & Welcome Reception (accessible by Exhibitor badge)
- Invitations to all Official Events & Functions (accessible by Exhibitor badge except for functions hosted solely for Buyers)

Meetings & Events Technology Showcase 2010 and Green Showcase 2010 Exhibitor Packages

Standard Rate: US\$2,800

Entitlements:

- 1 CTW 3m x 3m Shell Scheme booth
- 1 CTW Table-Top Networking Session (1 table and 2 chairs)
- A 30-minute timeslot at CTW Technology Lounge with All-Day Complimentary Refreshments
- 2 Exhibitor Badges
- 1 company profile listing in Show Directory
- Access to Online Diary appointments
- Entry to IT&CMA and CTW conferences, seminars and workshops
- Entry to Opening Ceremony & Welcome Reception (accessible by Exhibitor badge)
- Invitations to all Official Events & Functions (accessible by Exhibitor badge except for functions hosted solely for Buyers)

Corporate Travel World Asia-Pacific (CTW)

Organised as a platform between corporate travel managers and suppliers of the corporate travel industry, Corporate Travel World Asia-Pacific (CTW) is a conference and exhibition on Travel and Entertainment (T&E) management. Widely regarded as the first and best ROI (Return on Investment) event on T&E management in the Asia-Pacific region, CTW has established itself as a must-attend event for corporations who value effective corporate travel management.

Through its conferences, delegates learn about the latest in corporate travel management from respected industry experts who share their knowledge and experience. The exhibition provides networking opportunities for both industry suppliers and managers to bring any corporate travel plans or ideas into fruition.

Regardless of organisational size, CTW Asia-Pacific caters to all players in the corporate travel industry.

Corporate Travel World 2010 Exhibition Package

CTW Exhibitor Standard Rate: US\$3,900

Entitlements:

- 1 CTW 3m x 3m Shell Scheme booth
- 1 CTW Table-Top Networking Session (1 table and 2 chairs)
- A 30-minute timeslot at CTW Technology Lounge with All-Day Complimentary Refreshments
- 2 Exhibitor Badges
- 1 company profile listing in Show Directory
- Access to Online Diary appointments
- Entry to IT&CMA and CTW conferences, seminars and workshops
- Entry to Opening Ceremony & Welcome Reception (accessible by Exhibitor badge)
- Invitations to all Official Events & Functions (accessible by Exhibitor badge except for functions hosted solely for Buyers)





Tentative Event Programme

4 October 2010, Monday

- CTESM Workshop - Fundamentals of Business Travel
- PAE101 Workshop - Association Professionals Competencies
- IT&CMA and CTW 2010 Friendly Golf Game
- Pre-Show City Tours

5 October 2010, Tuesday

- 9th NBTA Global Travel Management Exchange Forum
- Corporate Travel Expert (CTESM) Exam
- PAE101 Assessment - Association Professionals Competencies
- 4th Asia for Asia Summit
- ICCA Members & Friends Networking Lunch
- IT&CMA Workshop
- IMEX-MPI-IT&CMA Future Leaders Forum
- Press Conference
- Opening Address & Keynote Session
- Briefing for Buyers, Exhibitors and Corporate Travel Managers
- Sellers-Meet-Buyers Appointment Scheduling Session (IT&CMA delegates only)
- CTW Table-Top Networking Session (CTW delegates only)
- Opening Ceremony, Welcome Cocktail & Dinner



6 October 2010, Wednesday

- IT&CMA Seminars
- Registration for Trade Visitors
- Exhibition and IT&CMA Appointment Sessions
- CTW Conference
- CTW Business Appointments
- IMEX-MPI-IT&CMA Future Leaders Forum
- Lunch (Hosted delegates only)
- Dinner (Hosted delegates only)
- Hosted Late-Night Function (All registered delegates)

7 October 2010, Thursday

- IT&CMA Seminars
- Registration for Trade Visitors
- Exhibition and IT&CMA Appointment Sessions
- CTW Conference
- CTW Business Appointments
- 9th Sticky Awards Lunch
- TTG Travel Awards





Organised by



Supported by



Endorsing & Supporting Associations



Official Media



Official Airline



Official Venue

