

# EXHIBITOR CHECKLIST

## ACTIONS REQUIRED BEFORE EVENT



ITB  
ASIA

mice  
SHOW ASIA



### HOTEL BOOKING FOR YOUR STAY IN SINGAPORE

- Discounted rates are available with our 'Official Hotel' and 'Preferred Hotel' partners. [Book Now](#)
- Shuttle buses are available to bring you to the venue, Sands Expo and Convention Centre.



### OFFICIAL AIRLINE ALLIANCE AND TRAVEL PARTNERS

- Access discounted flight tickets for your travel to ITB Asia with our Official Airline Alliance - oneworld. [Book Now](#)
- We are working with local travel partners to extend attractions, retail, and dining offers for your visit in Singapore. More information will be shared with you soon.

## EXHIBITOR TO-DO CHECKLIST

DATE	DEADLINES	✓
BY <b>MAY 30</b>	<b>INPUT INFORMATION FOR ONLINE EXHIBITOR LISTING</b> <ul style="list-style-type: none"> <li>• Update your logo, company profile and products using your login details.</li> </ul>	
BY <b>JULY 31</b>	<b>REGISTER &amp; APPOINTMENT ALLOTMENT FOR CO-EXHIBITOR</b> <ul style="list-style-type: none"> <li>• If you have partners you wish to register as your Co-Exhibitors, please inform us as soon as possible.</li> <li>• For those who have received the 'Co-Exhibitor' email, please start registering your Co-Exhibitors.</li> </ul>	
BY <b>SEPT 01</b>	<b>REGISTER BADGE DETAILS</b> <ul style="list-style-type: none"> <li>• Kindly allocate and input badge details for your Co-Exhibitors.</li> </ul>	
BY <b>SEPT 23</b>	<b>ACTIVATE YOUR MOBILE APP ACCOUNT</b> <ul style="list-style-type: none"> <li>• Instructions to activate your mobile app account will be sent to your registered email. All exhibitors will gain access to this account.</li> <li>• Exhibitors with appointment sets can access their matched appointment (PSA) schedule and arrange more appointments via the mobile app.</li> </ul> <b>EXHIBITOR SERVICE FORMS</b> <ul style="list-style-type: none"> <li>• Fill up the order forms for your preparation for the show.</li> <li>• If you require booth enhancements, additional furniture, wifi services, catering etc. Please refer to the Exhibitor Manual and Checklist as a guide.</li> </ul>	
BY <b>OCT 16</b>	<b>REDEEM YOUR COMPLIMENTARY 1-DAY TRADE VISITOR TICKETS</b> <ul style="list-style-type: none"> <li>• Redemption code will be shared with you by August. If you did not receive any promo code, please contact the Exhibitor Team.</li> </ul>	

\*Dates serve as a tentative guideline and may be subjected to changes

# IMPORTANT DEADLINES



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## IMPORTANT DATES FOR PURCHASES, FORMS, BADGES\*

**AUG  
30**

### DEADLINE FOR ADDITIONAL PURCHASE OF APPOINTMENT SETS

**BY SEPT  
23**

### ADVANCED RATE DEADLINE FOR EXHIBITOR FORMS

- Fill up the order forms for your preparation for the show.
- If you require booth enhancements, additional furniture, wifi service, catering etc. Please refer to the Exhibitor Manual and Checklist as a guide.

**BY SEPT  
30**

### DEADLINE FOR ADDITIONAL PURCHASE OF LISTINGS AND BADGES

**BY OCT  
16**

### DEADLINE TO REDEEM COMPLIMENTARY 1-DAY TRADE VISITOR PASSES

- Invite your clients to ITB Asia, MICE Show Asia & Travel Tech Asia by sharing the promo code for complimentary tickets!

**OCT  
19**

### PRINTING OF EXHIBITOR BADGE AND APPOINTMENT SCHEDULE

**OCT  
20**

### COLLECTION OF EXHIBITOR KIT

- Kindly collect your Exhibitor Kit at the delegates bag collection counter at Level 1, Sands Expo and Convention Centre.

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## IMPORTANT DATES FOR BUSINESS MATCHING\*

**AUG  
11**

### LAUNCH OF PRE-SCHEDULED APPOINTMENTS (PSA)

- Browse through our list of buyers and select the preferred buyers whom you would like to meet.

**AUG  
31**

### END OF PRE-SCHEDULED APPOINTMENTS (PSA)

- Kindly submit your selection of appointments before the deadline and we will do the matching on your behalf.

**SEPT  
21**

### LAUNCH OF ONLINE DIARY (OD)

- Your matched appointment schedule will be released in the OD via our business matching portal.
- The OD allows you to click on available time slots to request for more appointments with buyers and visitors.

**OCT  
23**

### DEADLINE OF ONLINE DIARY (OD)

- Finalise all appointments within the mobile application. After this date, all appointments are to be arranged onsite.

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# HOW BUSINESS MATCHING WORKS

ITB Asia, MICE Show Asia and Travel Tech Asia provide the platform for our exhibitors and buyers to select and arrange appointments. Each appointment set has 33 appointment slots (11 slots per day). There will be 2 stages of business matching.



## STAGE 1

### PRE-SCHEDULED APPOINTMENTS (PSA)

**BEGIN DATE: 11 AUG 2020 | END DATE: 31 AUG 2020**

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1. We will provide you with your login ID and password to access your business matching account.
2. After logging in, you may view the list of buyers with actual buyer names, company names and their profiles (such as buying capacity, group numbers, frequency).
3. Filtering options are available to narrow your search. You will be able to filter the buyers you wish to select via country, segment of interest etc.
4. To increase the chances of securing appointments, we would recommend you to select a minimum of 45 and a maximum of 65 buyers.
5. Our buyers will also do the same during the PSA Stage - selecting 45 - 65 exhibitors they wish to meet.
6. Kindly submit your list via our system by **31 August 2020 (Monday)**. Thereafter, the system will be closed and ITB Asia will collate all selections and start the matching process.

How this process works:

- 1st round of matching - Perfect Matches  
Buyers and Exhibitors have selected each other
- 2nd round of matching - Buyer's Choice  
Buyers selected exhibitors and want to have a meeting with you (subject to availability of exhibitors' and buyers' remaining available slots)
- 3rd round of matching - Exhibitor's Choice  
Exhibitors selected buyers and want to have a meeting with the buyers (subject to availability of exhibitors' and buyers' remaining available slots)

The matching process will take **3 weeks** and the appointment results from the PSA will be emailed to you before Online Diary commences.

## STAGE 2

### ONLINE DIARY (OD)

**BEGIN DATE: 21 SEPTEMBER 2020**

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1. This stage would be opened after the business matching process is done. You will receive an appointment schedule based on the result of all confirmed meetings from the PSA.
2. We will provide you with the login ID and password to access your business matching account. You may use the same login account to access the OD via desktop or mobile app.
3. You will be able to send meeting requests to buyers based on your available slots and view buyers who are available to meet you in specific time slots.
4. Filtering options are available to narrow your search. You will be able to filter who are the buyers you wish to select via country, segment of interest etc.
5. Each request will expire in 48 hours. If the buyer does not respond within 48 hours, the appointment slot will be automatically rejected and made available once again in your schedule.
6. Other than buyers, you may also send appointment requests to other attendees who will be present at the event (e.g. other exhibitors, trade visitors etc.)
7. Our buyers will also do the same during the OD Stage - sending and responding to appointment request

Kindly note to **finalise all appointments** with your attendees by the following dates:

Buyers: 19 October 2020 (Monday)

Trade Visitors & Exhibitors: 23 October 2020 (Friday)

# BUSINESS MATCHING FLOWCHART

Simplified flowchart for easier reference.  
Detailed information on Page 3.



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## STAGE 1

### PRE-SCHEDULED APPOINTMENTS (PSA)

BEGIN DATE: 11 AUG 2020 | END DATE: 31 AUG 2020

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1

Login ID &  
Password  
provided by  
ITB Asia

2

Login to view  
Buyer List

3

Filter options to  
select by  
country, segment  
etc.

4

Select minimum 45  
and  
maximum 65 buyers

5

Buyers will  
also select  
their set of  
exhibitors  
to meet

6

Submit your list by  
31 Aug 2020  
(Monday)

7

Matching process  
takes 2 weeks

8

Appointment  
results will be  
emailed to you

## STAGE 2

### ONLINE DIARY (OD)

BEGIN DATE: 21 SEPTEMBER 2020

*Dates serve as a tentative guideline and may be subjected to changes.*

1

Online Diary opens  
after PSA is done

2

Appointment  
schedule based  
on confirmed  
PSA meetings

3

Use the same login  
details as  
PSA to login

4

Send meeting  
requests to  
buyers

5

Filter options to select  
by country, segment  
etc

6

May also send  
appointment  
requests to  
other attendees

7

Requests expire  
in 48 hours

8

Finalise all buyer  
appointments by  
19 Oct 2020