2nd ASIAN MICE CRUISE CONFERENCE 2019 SPONSORSHIP KIT
THE NEXT BIG THING IN CRUISE MICE

• The only conference of its kind dedicated to Asian MICE Cruise
• Organised in conjunction with IT&CMA Asia-Pacific’s leading MICE Event
• Produced by TTGmice’s award winning editors
• Captive, validated audience including MICE and Corporate buyers attending IT&CMA

DAY 0 | 24 SEPTEMBER 2019
0830 to 1510hrs
Bangkok Convention Centre At CentralWorld
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>0800 - 1755</td>
<td>Registration</td>
</tr>
<tr>
<td>0830 - 0855</td>
<td>Breakfast Reception</td>
</tr>
<tr>
<td>0900 - 0915</td>
<td>Keynote 1</td>
</tr>
<tr>
<td>0915 - 0930</td>
<td>Keynote 2</td>
</tr>
<tr>
<td>0930 - 1030</td>
<td>MICE Onboard 1: Fun and Frivulous</td>
</tr>
<tr>
<td>1030 - 1100</td>
<td>Networking Coffee Break</td>
</tr>
<tr>
<td>1100 - 1145</td>
<td>MICE Onboard 2: Crazy Rich Cruisers</td>
</tr>
<tr>
<td>1145 - 1230</td>
<td>MICE Onboard 3: Land Ahoy!</td>
</tr>
<tr>
<td>1230 - 1345</td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>1400 - 1445</td>
<td>MICE Onboard 4: Rolling on the River</td>
</tr>
<tr>
<td>1445 - 1510</td>
<td>MICE Onboard 5: Leaving Minimal Trail Behind</td>
</tr>
</tbody>
</table>
SPEAKERS

Felix Chan
Vice President of Sales, Asia
Norwegian Cruise Line Holdings

Angie Stephen
Managing Director, Asia Pacific
Royal Caribbean Cruises

Freddy Muller
Vice President, Corporate & Incentive Sales
Silversea Cruises

Henry Yu
Director, Asia
Uniworld Boutique River Cruise Collection & U River Cruises

Jiali Wong
Regional Manager – Asia
Cruise Lines International Association

Karen Yue
Group Editor
TTG Travel Trade Publishing
SPONSOR

WHY THIS IS WORTH YOUR INVESTMENT

1. 400 Valuable MICE Stakeholders Relevant To Cruise Sector
   - 50% Buyers
     - Corporate Incentive Buyers
     - Meeting and Events Buyers
     - Incentive Trip Organisers
     - Meetings/Events Organisers
     - Luxury Travel Buyers
     - Association and Academic Buyers
   - 30% Suppliers
     - Hotels / Resorts
     - Airlines
   - 15% Government
     - NTOs, CVBs, Ports
   - 10% Destination Management Companies
   - 5% Media

2. Solid Programme Content Helmed by Major Cruise Stakeholders & Players

3. Attendee Assurance: Incentive for Buyers to Attend

4. Attractive Sponsorship Packages
AVENUES ENGAGE . BE SEEN . BE REMEMBERED

Official Cruise Supplement
Distributed Onsite + TTGmice Oct 2019 issue
From USD 7,400

Hosted Breakfast Coffee Break Luncheon
For 400 Delegates
From USD 9,200

Booth Space With Biz Appts
From USD 8,720

Conference Track Sponsor
Speaking Opportunity & Acknowledgement
USD 10,000

Conference Publicity
Flash Drives . Folders . Video Ad Airtime
From USD 5,000
## Packages & Rates

<table>
<thead>
<tr>
<th>Package</th>
<th>Price (USD)</th>
<th>Value (USD)</th>
<th>Save (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>80,000</td>
<td>140,840</td>
<td>43%</td>
</tr>
<tr>
<td>Platinum+</td>
<td>55,000</td>
<td>73,520</td>
<td>25%</td>
</tr>
<tr>
<td>Platinum</td>
<td>52,000</td>
<td>67,720</td>
<td>23%</td>
</tr>
<tr>
<td>Gold</td>
<td>20,000</td>
<td>25,360</td>
<td>21%</td>
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</tbody>
</table>

### Diamond
- Hosted Luncheon
- 4pp Cover Wrap (Cruise Supplement)
- 36sqm Booth With Business Appointments
- Speaking Slot: Panelist MICE Onboard 2
- Video Ad Airtime x 2 Between Conference Sessions
- e-Newsletter Banner (IT&CM Events or TTGmice)

### Platinum+
- Hosted Breakfast
- Double Page Spread (Cruise Supplement)
- 18sqm Booth With Business Appointments
- Speaking Slot: Panelist MICE Onboard 2
- Video Ad Airtime x 1 Between Conference Sessions
- e-Newsletter Banner (IT&CM Events or TTGmice)

### Platinum
- Hosted Coffee Break
- Double Page Spread (Cruise Supplement)
- 18sqm Booth With Business Appointments
- Speaking Slot: Panelist MICE Onboard 2
- Video Ad Airtime x 1 Between Conference Sessions
- e-Newsletter Banner (IT&CM Events or TTGmice)

### Gold
- Full Page (Right Hand Facing) (Cruise Supplement)
- 9qm Booth With Business Appointments
- e-Newsletter Banner (IT&CM Events or TTGmice)
## ALA CARTE OPTIONS & RATES

<table>
<thead>
<tr>
<th>Engagement</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hosted Coffee Break</strong> (400 pax)</td>
<td>9,200</td>
</tr>
<tr>
<td><strong>Hosted Breakfast</strong> (400 pax)</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Hosted Luncheon</strong> (400 pax)</td>
<td>20,000</td>
</tr>
<tr>
<td><strong>Track Sponsor</strong></td>
<td>10,000</td>
</tr>
<tr>
<td><strong>Video Ad Airtime</strong> Between Conference Sessions (1 min)</td>
<td>5,000</td>
</tr>
<tr>
<td><strong>Conference Folder</strong></td>
<td>6,000</td>
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<tr>
<td><strong>Flash Drives</strong></td>
<td>5,000</td>
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<tr>
<td><strong>Web Banner</strong></td>
<td>2,500</td>
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<tr>
<td><strong>Booth Space At IT&amp;CMA</strong></td>
<td>8,720 Onwards</td>
</tr>
</tbody>
</table>

- Hosted Coffee Break: 400 pax, Exclusive Sponsorship
- Hosted Breakfast: 400 pax, Exclusive Sponsorship
- Hosted Luncheon: 400 pax, Exclusive Sponsorship
- Track Sponsor: Panelist Speaking Slot (MICE Onboard 2) + Logo Publicity During Session + Programme Acknowledgement
- Video Ad Airtime: 5 slots, 1 min between sessions
- Conference Folder
- Flash Drives
- Web Banner: Add-On To Sponsorship Only
- Booth Space: USD 840 per sqm, Minimum 9sqm Shell Scheme + USD 800 One-Time Registration Fee
## ALA CARTE OPTIONS & RATES

<table>
<thead>
<tr>
<th>OFFICIAL CRUISE SUPPLEMENT</th>
<th>USD</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>14,500</td>
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<tr>
<td>Full Page (Premium Position)</td>
<td>15,700 – 17,300</td>
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<tr>
<td>Half Page</td>
<td>10,800</td>
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<tr>
<td>Quarter Page</td>
<td>7,400</td>
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<tr>
<td>Double Page Spread</td>
<td>25,100</td>
</tr>
<tr>
<td>4pp Cover Wrap</td>
<td>Exclusive</td>
</tr>
<tr>
<td>Other Creatives, Digital Solutions</td>
<td>Upon Request</td>
</tr>
</tbody>
</table>
CONTACT US FOR A CUSTOM PROPOSAL
sales.itcma@ttgasia.com