

MEDIA RELEASE

IT&CMA and CTW 2013/ 07

Big-Name Corporate Travel Brands On Board As CTW Asia-Pacific 2013 Sponsors

Singapore, 16 August 2013 – Some of the foremost brands in Corporate Travel will be part of this year's CTW Asia-Pacific line-up of sponsors. The sponsorship investment by Abacus International, Travelport and Frasers Hospitality affirms the show's efficacy in delivering quality Corporate Travel professionals.

As the leading conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region, CTW Asia-Pacific attracts a niche audience of corporate professionals who plan, execute, influence and make decisions on their companies' Travel and Expenditure matters. These delegates to this established 16-year old event are thus highly valued by industry suppliers, including this year's sponsors.

What puts CTW Asia-Pacific ahead in its league is its commitment to quality participation. It is the only such event in the region with the largest hosting programme, where 150 hand-picked Corporate Travel Managers from diverse industries across Asia-Pacific are invited to attend each year.

Ooi Peng Ee, General Manager of TTG Events, a business group of TTG Asia Media highlighted the benefits of being a CTW Asia-Pacific sponsor. "Our sponsorship packages go beyond a single facet of engagement to include value-added benefits and privileges that will certainly stretch any CTW Asia-Pacific sponsor's investment dollar. Our sponsorship packages help sponsors to engage our CTW Asia-Pacific delegates, and enable them to be better acquainted with the sponsors' brand, product and services."

It is such powerful propositions like this that has reeled in the interest of industry suppliers. As the exclusive sponsor of one of the event's tea-break on 2 October, Joanne Ang, Group Director – Sales and Marketing of Frasers Hospitality shared why CTW Asia-Pacific is a great platform to showcase the Frasers Hospitality brand. "The opportunity to expose our brand to Corporate Travel professionals is one reason why we are thrilled to be a sponsor here. Sponsoring the tea break allows us to reinforce our brand to those who know us, and for those who are not so familiar with our brand, the tea break give us an opportunity to bring the brand alive."

Dirk Mertens, Corporate Account Director of Travelport, who is sponsoring another tea-break on 2 October also underlines the gains of a CTW Asia-Pacific sponsor. "As a supplier who is serious about reaching Corporate Travel Managers in the Asia-Pacific, it is beneficial to work with an industry event like CTW Asia-Pacific that has specifically tailored its education programme for the region's community. This makes the discussion of learning industry trends and understanding what is key for buyers in this region much more relevant and valuable. The direct engagement with buyers enables us to validate propositions and make sure we are delivering the solutions our customers need."

Echoing similar sentiments is Rebecca Daniels, Director – Global Accounts of Abacus International. "This event gives us the added opportunity to showcase our latest corporate productivity solutions to a relevant audience comprising of quality corporate travel decision makers. Through this opportunity, we aim to keep them informed of new tools that will help them improve their business operations and enhance the

customer experience.” Abacus International is the sponsor of both the break-out track session on Travel Industry Update and Outlook, as well as the tea-break on 3 October.

For the last 10 years, CTW Asia-Pacific has been co-locating with MICE event IT&CMA. Both events are scheduled to take place from 1 to 3 October 2013 at the Bangkok Convention Centre, CentralWorld. All interested companies can contact us at ctw@ttgasia.com for more details for customised sponsorship packages.

For more information, log on to www.corporatetravelworld.com | www.itcma.com

About IT&CMA and CTW Asia-Pacific 2013

1 to 3 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network. Since 2012, the event has incorporated Luxury Travel in its ambit. 2013 will see the 21st and 16th instalment of IT&CMA and CTW Asia-Pacific respectively. Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include destinations, products, services and solutions relating to meetings, incentives, conventions and events. Launched in 1998, **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. Influencers, planners and decision-makers of Corporate Travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions. IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

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