



Sponsorship Catalogue 2017

Center for Trade Expositions and Missions
Department of Trade and Industry
Manila, Philippines





Contents

3	About CITEM	22	2. On-Site Opportunities
4	Manila FAME	23	2.1. Branded Pens
5	IFEX Philippines	24	2.2. Exhibition Badge
6	Create Philippines	25	2.3. Exhibition Bag
7	International Shows	26	2.4. Registration / Event Shirt
8	Packages	27	2.5. Show Guide
9	1. Pre-Show Opportunitites	28	2.6. Visitor Bag Inserts
10	1.1. Website	31	3. Area Branding and Signage
11	1.1.1. Homepage Banner	32	3.1. Aisle Post
12	1.1.2. Large Rectangle	33	3.2. Column Cladding
13	1.1.3. Leaderboard	34	3.3. Driveway Column
14	1.1.4. Medium Rectangle	35	3.4. Entrance Board (Logo Placement)
15	1.1.5. Small Rectangle	36	3.5. Fence Post Banner
16	1.1.6. Vertical Rectangle	37	3.6. Floor Sticker
17	1.2. Social Media Feature	38	3.7. Glass Sticker
19	1.3. Electronic Billboard	39	3.8. Hanging Banner (PTTC)
20	1.4. Communication and Production	40	3.9. Hanging Banner (WTC)
20	1.4.1. Blog - No Other Than PH	41	3.10. Panel Board
20	1.4.2. Own Brand Press Conference	42	Bespoke Opportunities
20	1.4.3. Video Blog on CITEM Channel		
21	1.5. Blasting		
21	1.5.1. E-mail Shots		
21	1.5.2. eNewsletter		
21	1.5.3. SMS Shots		



CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

The Center for International Trade Expositions and Missions (CITEM) is the export promotion arm of the Philippine Department of Trade and Industry. CITEM is committed to developing, nurturing, and promoting globally competitive small and medium enterprises, exporters, designers, and manufacturers by implementing an integrated approach to export marketing in partnership with other government and private entities.

MANILA
FAME

IFEX
PHILIPPINES

CREATE
Philippines

CITEM



MANILA FAME

Manila FAME is a bi-annual showcase of craftsmanship, design innovation, and artisanship in Philippine products. It features finely selected furniture and home furnishings, holiday gifts and décor, and fashion accessories designed and crafted in the Philippines for the global market.

MANILA FAME IN NUMBERS

65th Edition: April 21-23, 2017

287 Exhibitors

3,700 Visitors





IFEX PHILIPPINES

IFEX Philippines is the country's biggest international trade exhibition on the Philippines' and Asia's ethnic and specialty food, tropical fruits, vegetables, seafood, beverages, bakery and confectionery products, meat and poultry, Halal-certified products, as well as natural, organic, and healthy food products.

IFEX IN NUMBERS

11th Edition: May 19-21, 2017

674 Exhibitors

8,000 Visitors

CREATE Philippines

Leveraging on the Filipinos' impeccable we are not limited to illustration and inherent ability to create high-value content, the Creative Marketplace commits itself to the country's content sector offering opportunities for idea sharing, networking, and collaboration while nurturing a culture of innovation.

Maiden Edition: October 2017

Soft Launch: October 2016

3 days

700 Visitors

CITEM participates in these international shows:

China



Tokyo



Taipei



Milan



Paris



Dubai



Cologne, Germany



San Francisco



Japan



Types of Packages



Pre-Show Opportunities

Launch your brand before the event. Announce your participation and reach your potential clients with information about your products and services.



On-site Opportunities

It's all about brand presence. Stand out from the crowd. Let them bring home your brand.



Area Branding and Signage

Welcome everyone with your brand on their first step to the show.



Bespoke Opportunities

You can have tailor-made packages that suits your needs and budget.



1. Pre-Show Opportunities

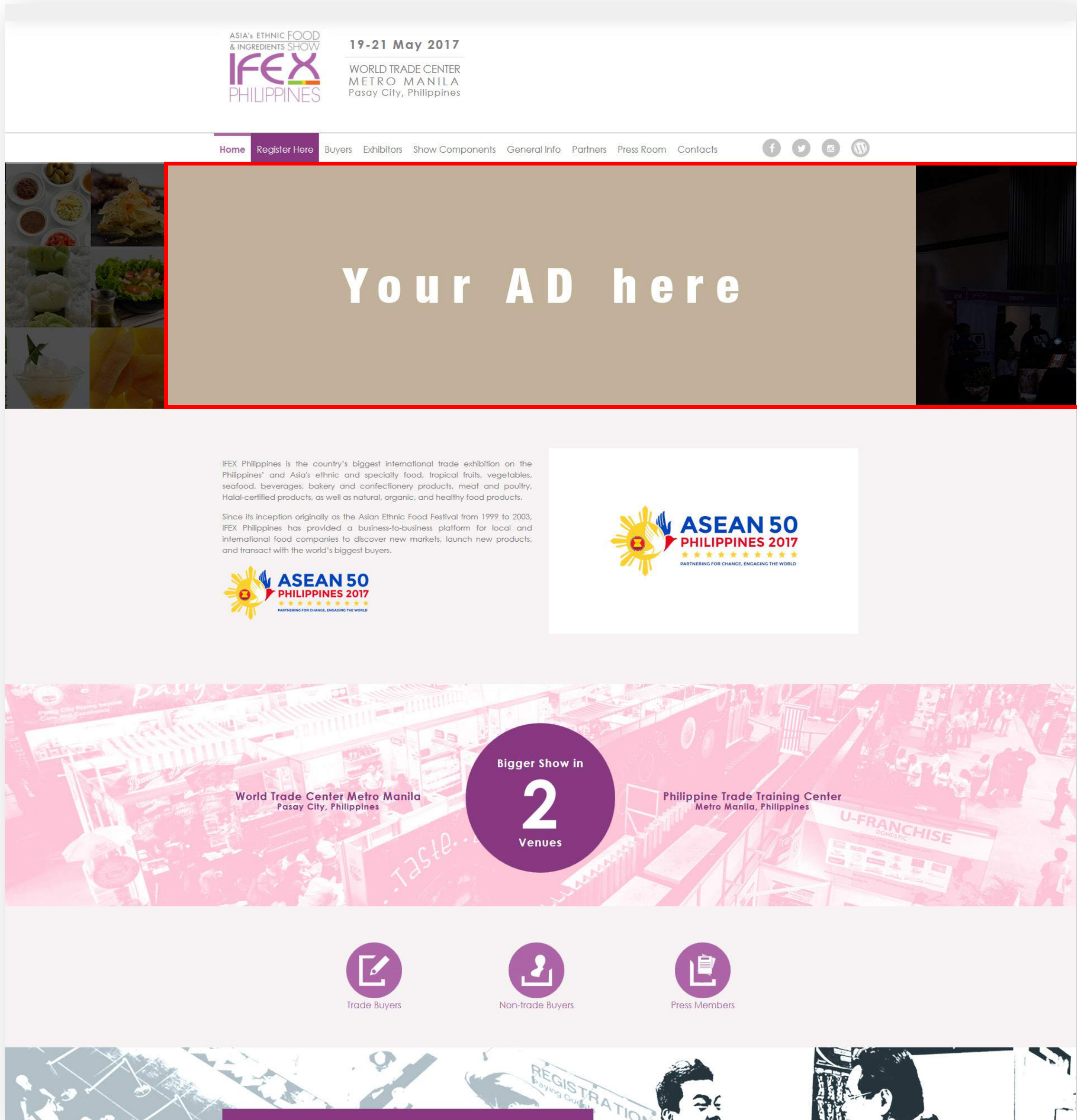
Launch your brand before the event. Announce your participation and reach your potential clients with information about your products and services.



1.1 Website

- Banner
- Leader Board
- Rectangle Ads
 - Small Rectangle Horizontal Banner
 - Medium Rectangle Horizontal Banner
 - Rectangle Horizontal Banner
 - Vertical Rectangle Banner





1.1.1 Homepage Banner Ads

Dimensions: 1920px x 441px

Price: Php30,000/month

Available Slot/s: 3

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.

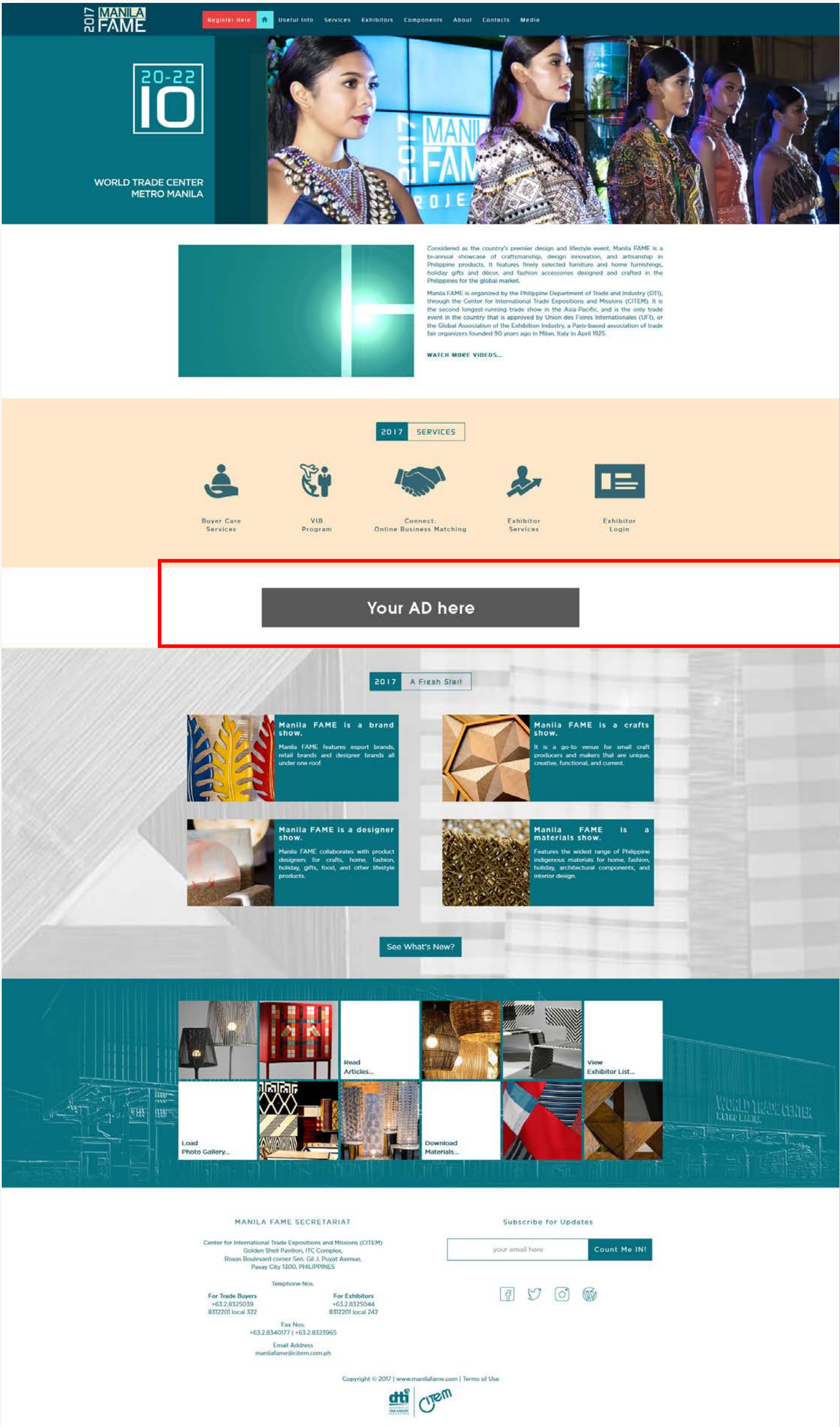


1.1.2 Large Rectangle Ads

Dimensions: 336px x 280px

Price: Php4,500/month
Available Slot/s: 18

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.

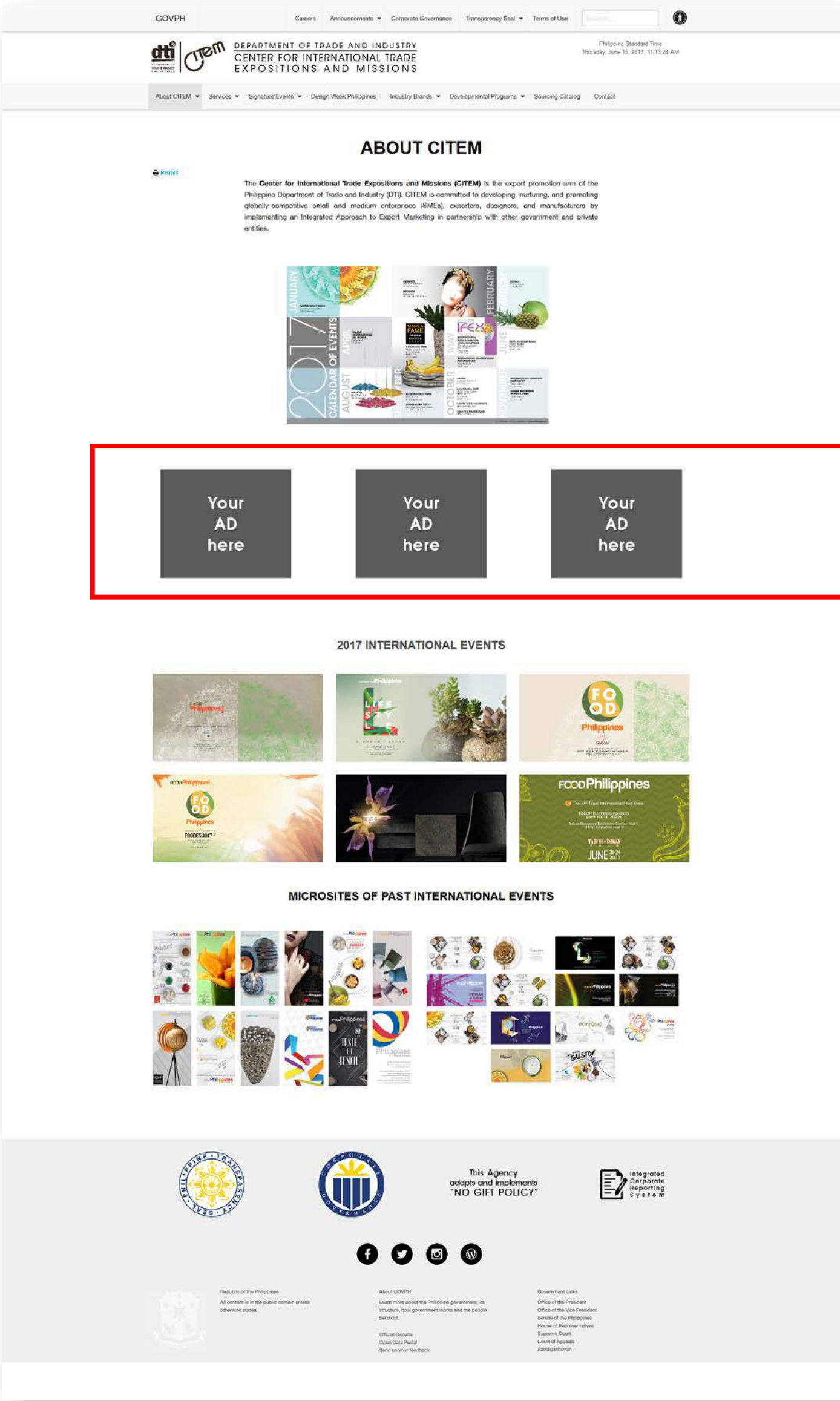


1.1.3 Leaderboard Ads

Dimensions: 728px x 90px

Price: Php7,500/month
Available Slot/s: 3

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.



1.1.4 Medium Rectangle Ads

Dimensions: 300px x 250px

Price: Php4,000/month

Available Slot/s: 18

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.



1.1.5 Small Rectangle Ads

Dimensions: 300px x 100px

Price: Php3,500/month

Available Slot/s: 18

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.



1.1.6 Vertical Rectangle Ads

Dimensions: 240px x 400px

Price: Php6,000/month

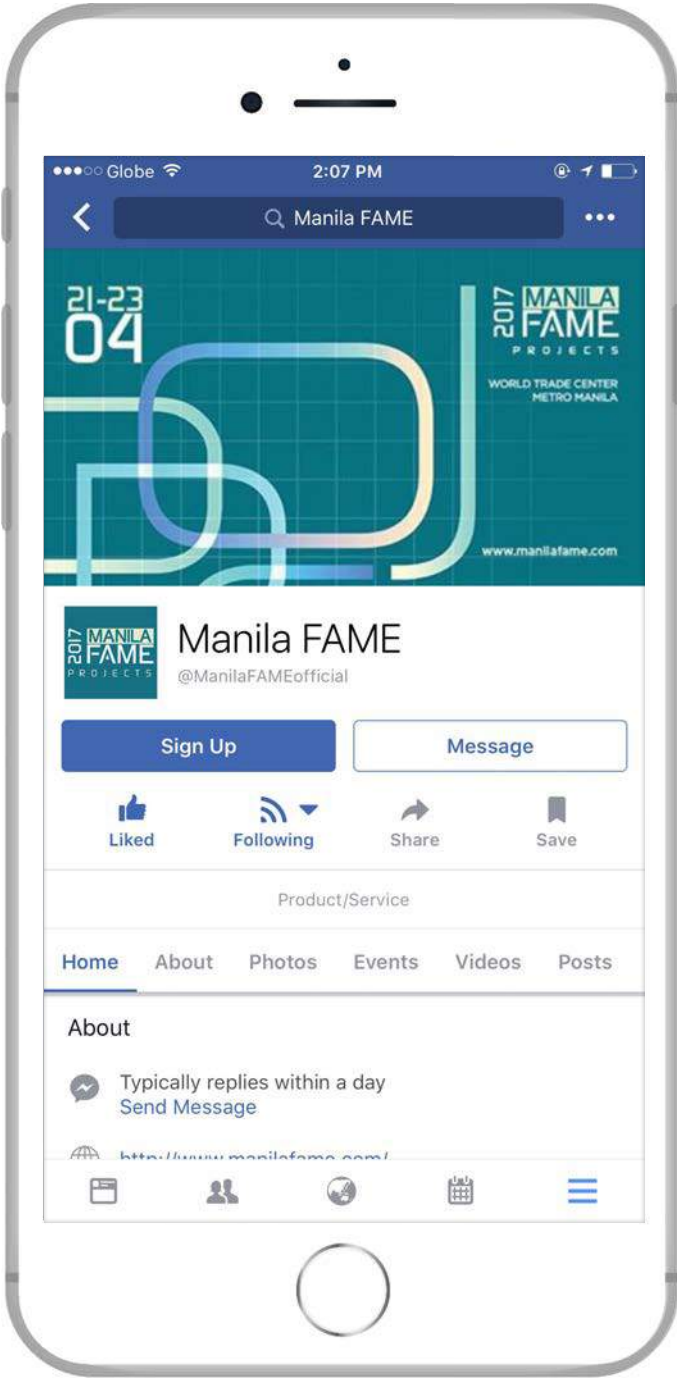
Available Slot/s: 18

- *Rate card is per website.
- *Website analytics available upon request.
- *Discounts available for 3, 6, and 12-month ad placements.

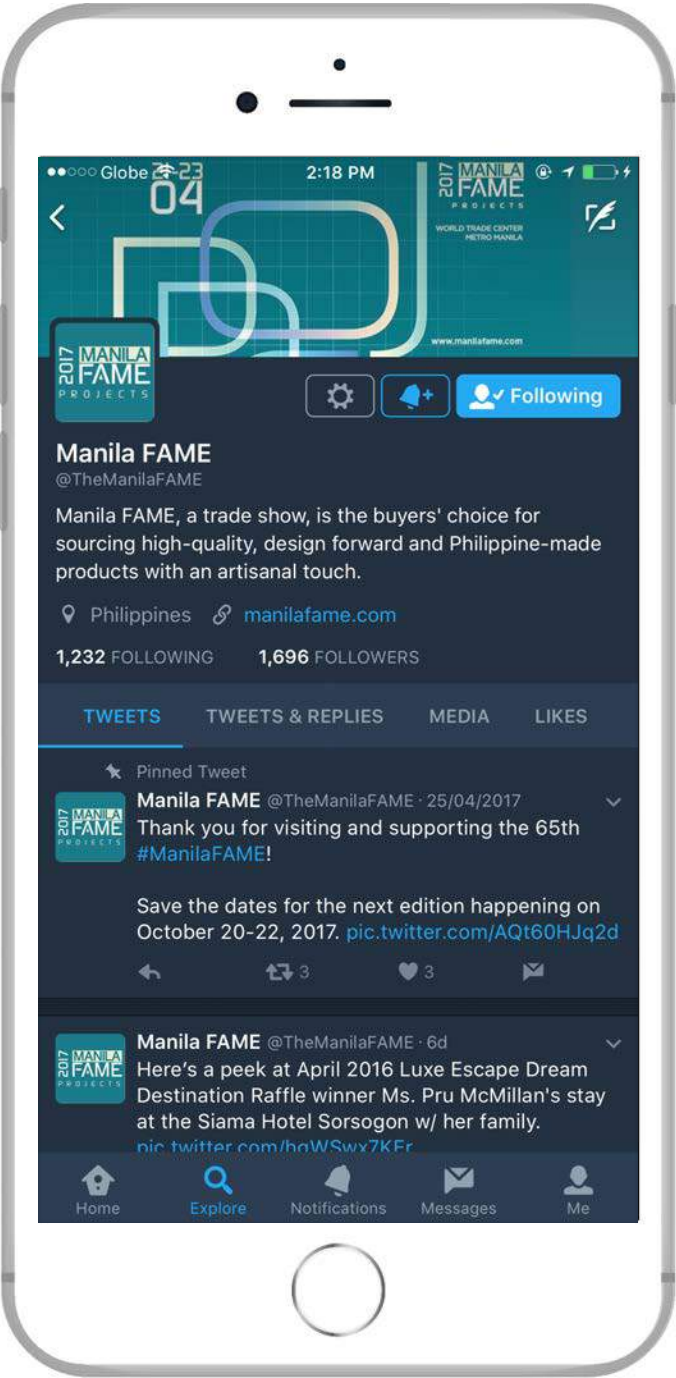


1.2 Social Media Feature

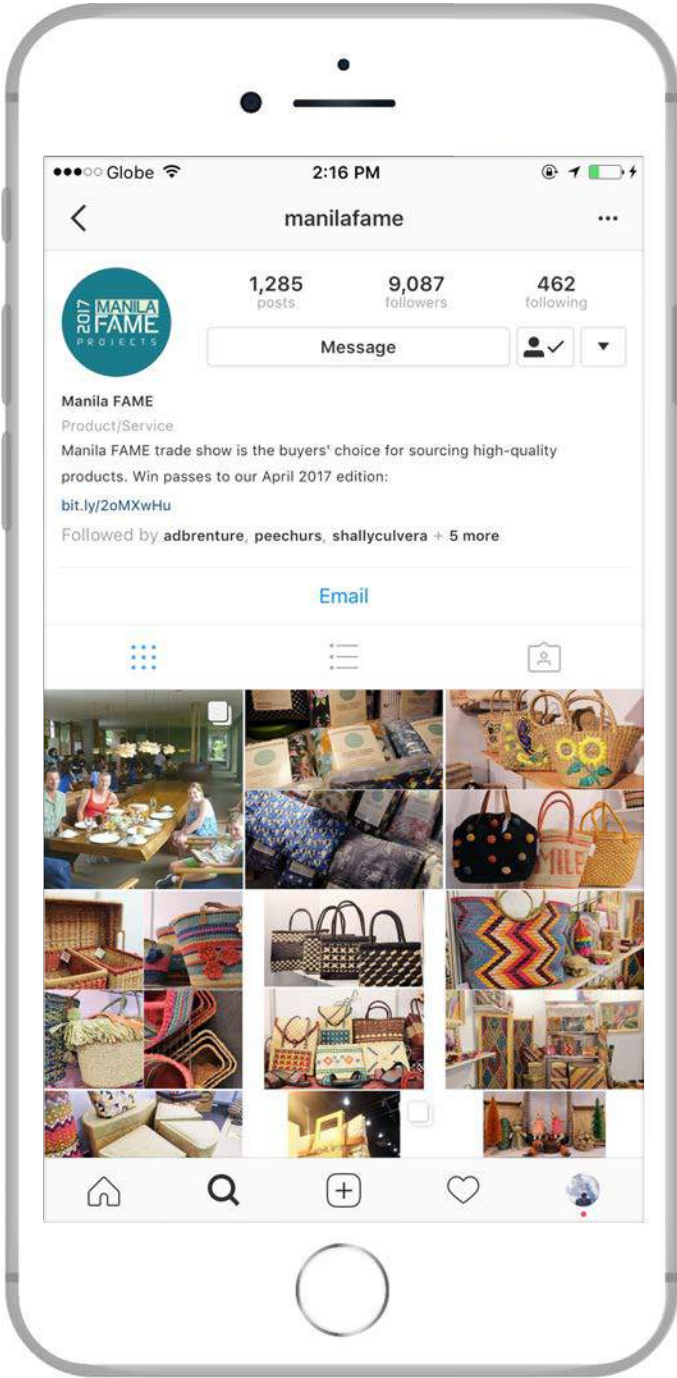
- Facebook
- Twitter
- Instagram



Facebook



Twitter



Instagram

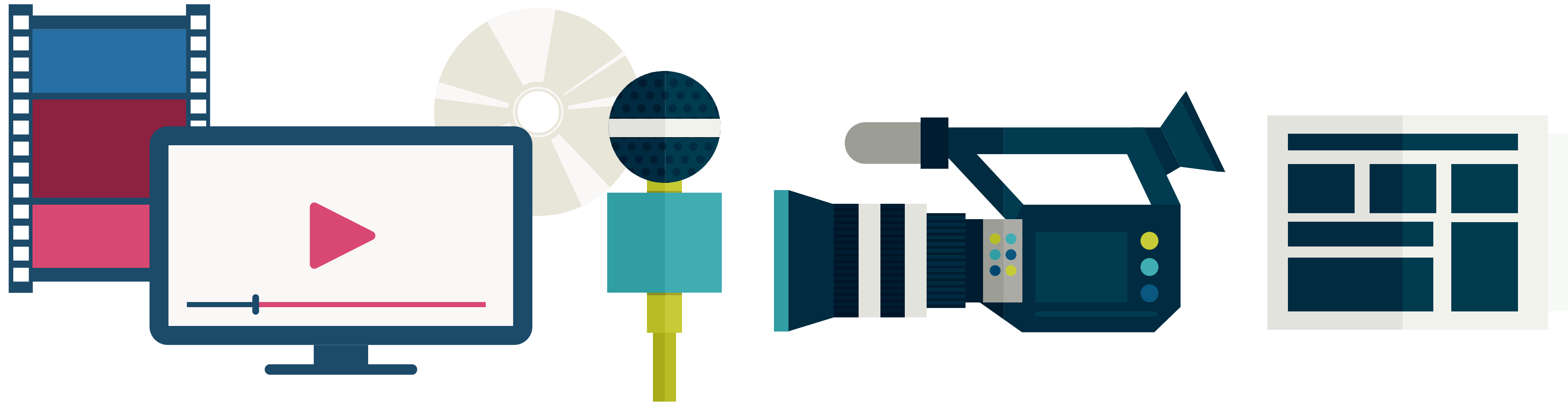
1.2 Social Media Feature

1.3 Logo on Out of Home Advertising (Electronic Billboards)

Let your brand be part of the show in major thoroughfare in the country.

Rate Card: Php20,000





1.4 Communication and Production

- 1.4.1 Blog - NO OTHER THAN PH - Php 50,000
- 1.4.2 Own Brand Press Conference during the show - Php100,000
- 1.4.3 Video Blog on CITEM Channel - Php 50,000



1.5 Blasting

- 1.5.1 Email Shots - Php20,000
- 1.5.2 eNewsletter - Php25,000
- 1.5.3 SMS shots - Php20,000



2. On-Site Opportunities

It's all about brand presence. Stand out from the crowd. Let them bring home your brand.





2.1 Branded Pens

- Php70,000
- Co branding with the event
- 10,000pcs



2.2 Exhibition Badges

- Php350,000
- Everyone looks at the badge before every meeting



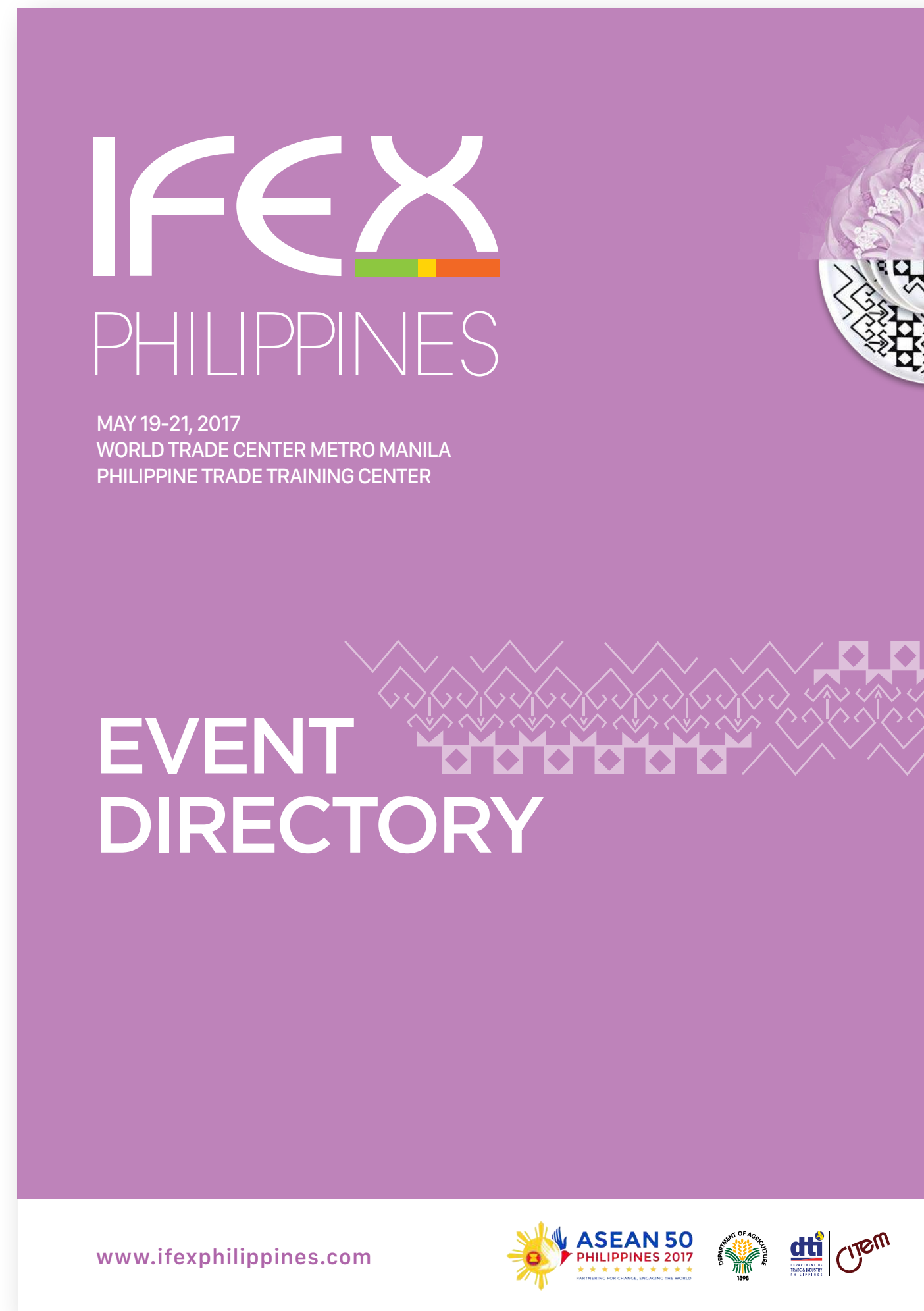
2.3 Exhibition Bags

- Php500,000
- Let everyone carry your brand in and out of the show
- 10,000pcs



2.4 Registration / Event Shirt

- Php150,000
- Dress up the front liners. Let the shirt talk.
- 600pcs



2.5 Show Guide

- Major Sponsor - Php200,000 (2 slots) - inside covers
- Minor Sponsor - Php50,000 (10 slots) - inside pages
- Quantity: 15,000pcs.



2.6 Visitor Bag Inserts

- Php20,000 for every 10,000pcs







3. Area Branding and Signage

Welcome everyone with your brand on their first step to show.



3.1 Aisle Post

Dimensions: 1.4m x 2.4m

Price: Php100,000/side

Available Slot/s: 4

Location: Inside venue

*Rate is inclusive of design, production, and mounting/installation.

*Artwork to be approved by sponsor.

*Revisions may be done up to sixty (60) days before the event date.



3.2 Column Cladding

Dimensions: 1.4m x 2.2m

Price: Php80,000

Available Slot/s: 2

Location: In front of entry point

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.



3.3 Driveway Column

Dimensions: 0.60m x 2.4m

Price: Php20,000/pc

Available Slot/s: 7

Location: Venue entrance

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.



3.4 Entrance Board (Logo Placement)

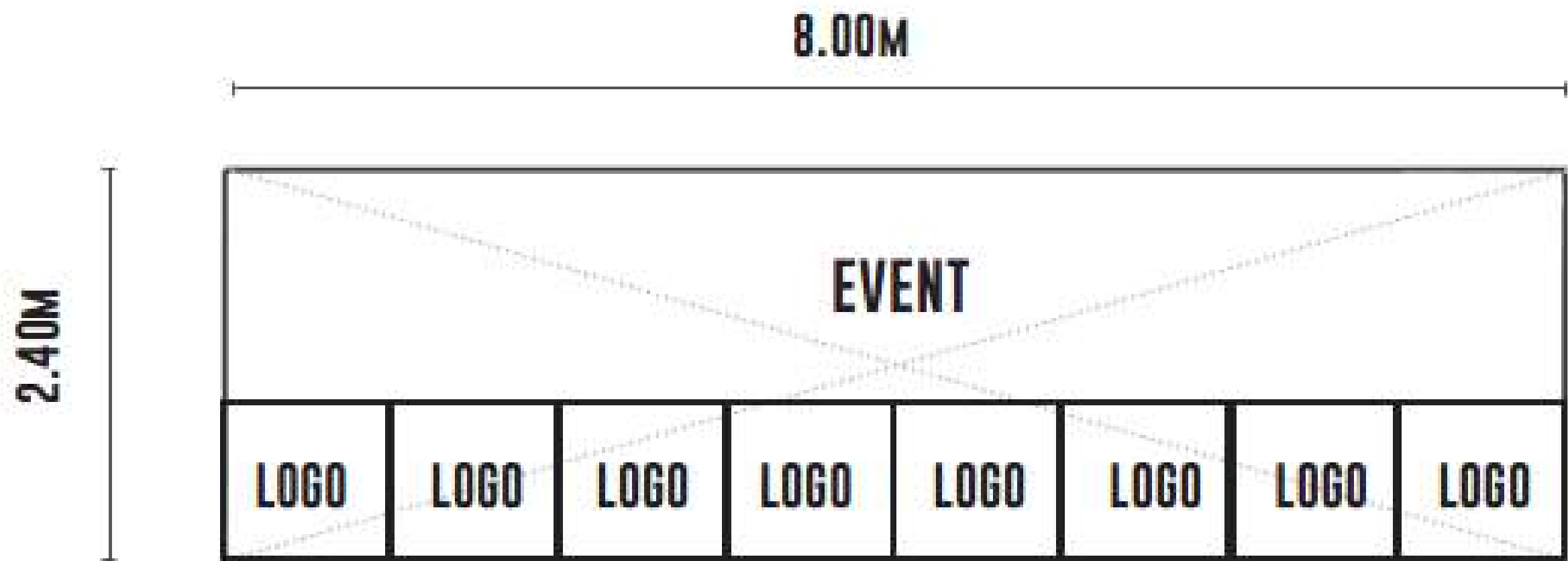
Dimensions: 1m x 1m

Price: Php15,000/pc

Available Slot/s: 8

Location: Venue entrance

*Rate is inclusive of design, production, and mounting/installation.





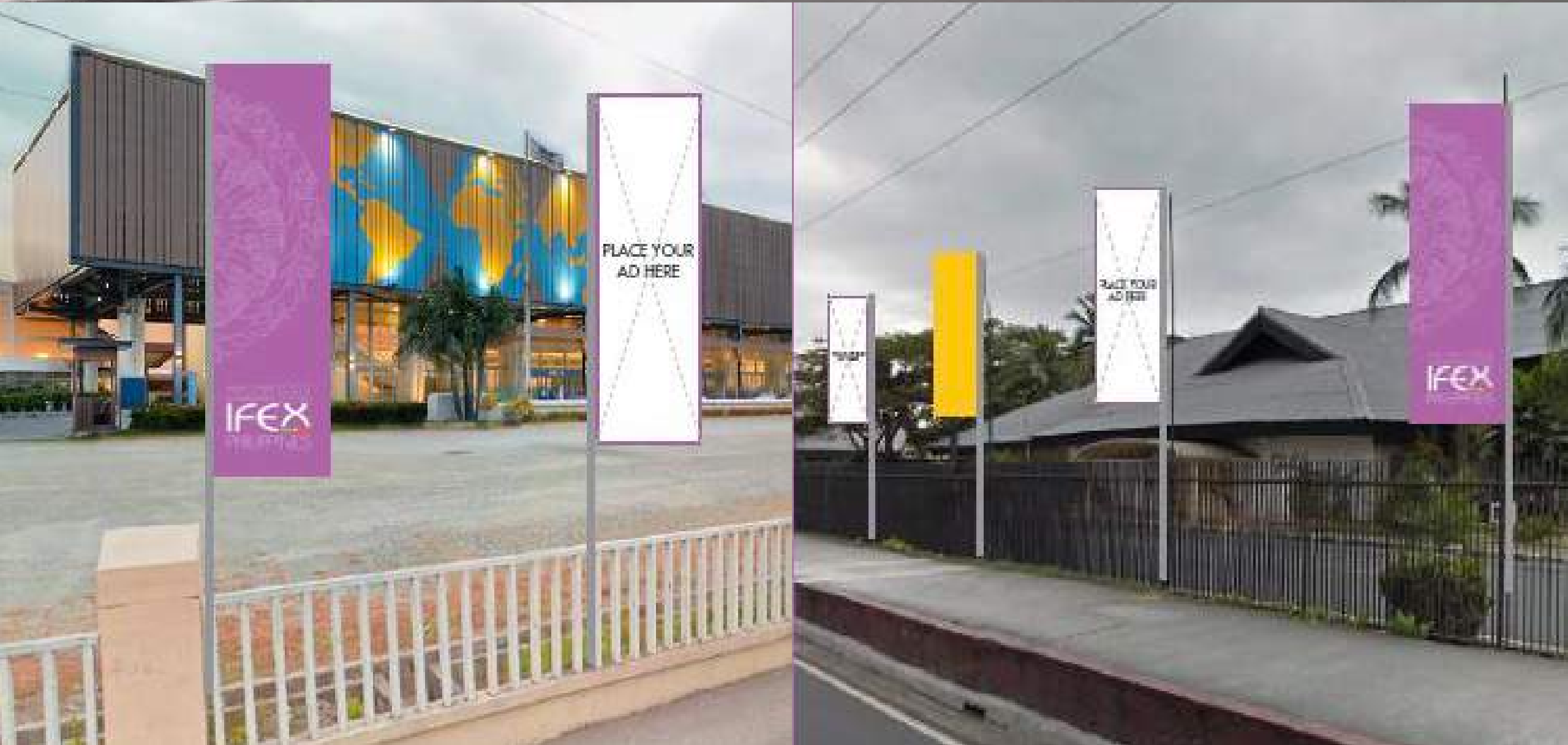
3.5 Fence Post Banner

Price: Php30,000/pc

Available Slot/s: 30

Location: Perimeter of event venue
(World Trade Center/SMX Convention Center)

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.





3.6 Floor Sticker

Dimensions: 1m x 1m

Price: Php10,000/pc

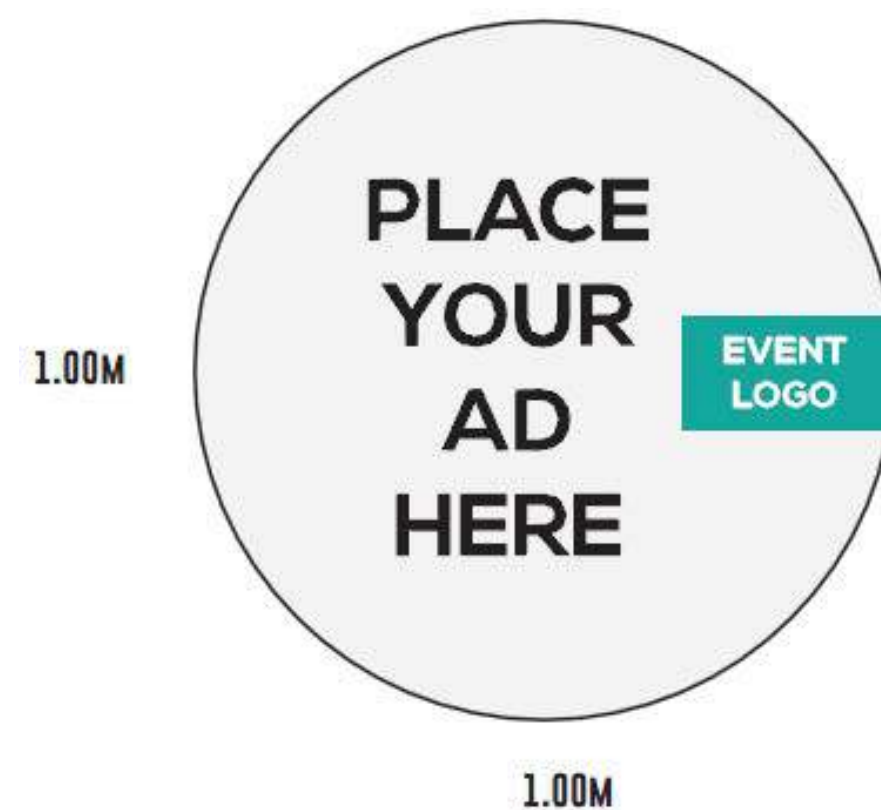
Available Slot/s: 20

Location: Distributed in the venue

*Rate is inclusive of design, production, and mounting/installation.

*Artwork to be approved by sponsor.

*Revisions may be done up to sixty (60) days before the event date.





3.7 Glass Sticker

Dimensions: 0.95m x 2.5m

Price: Php20,000/pc

Available Slot/s: 18

Location: Venue façade

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.



3.8 Hanging Banner (PTTC)

Dimensions: 1.5m x 2m

Price: Php35,000/pc

Available Slot/s: 14

Location: Inside exhibition floor

*Rate is inclusive of design, production, and mounting/installation.

*Artwork to be approved by sponsor.

*Revisions may be done up to sixty (60) days before the event date.



3.9 Hanging Banner (WTC)

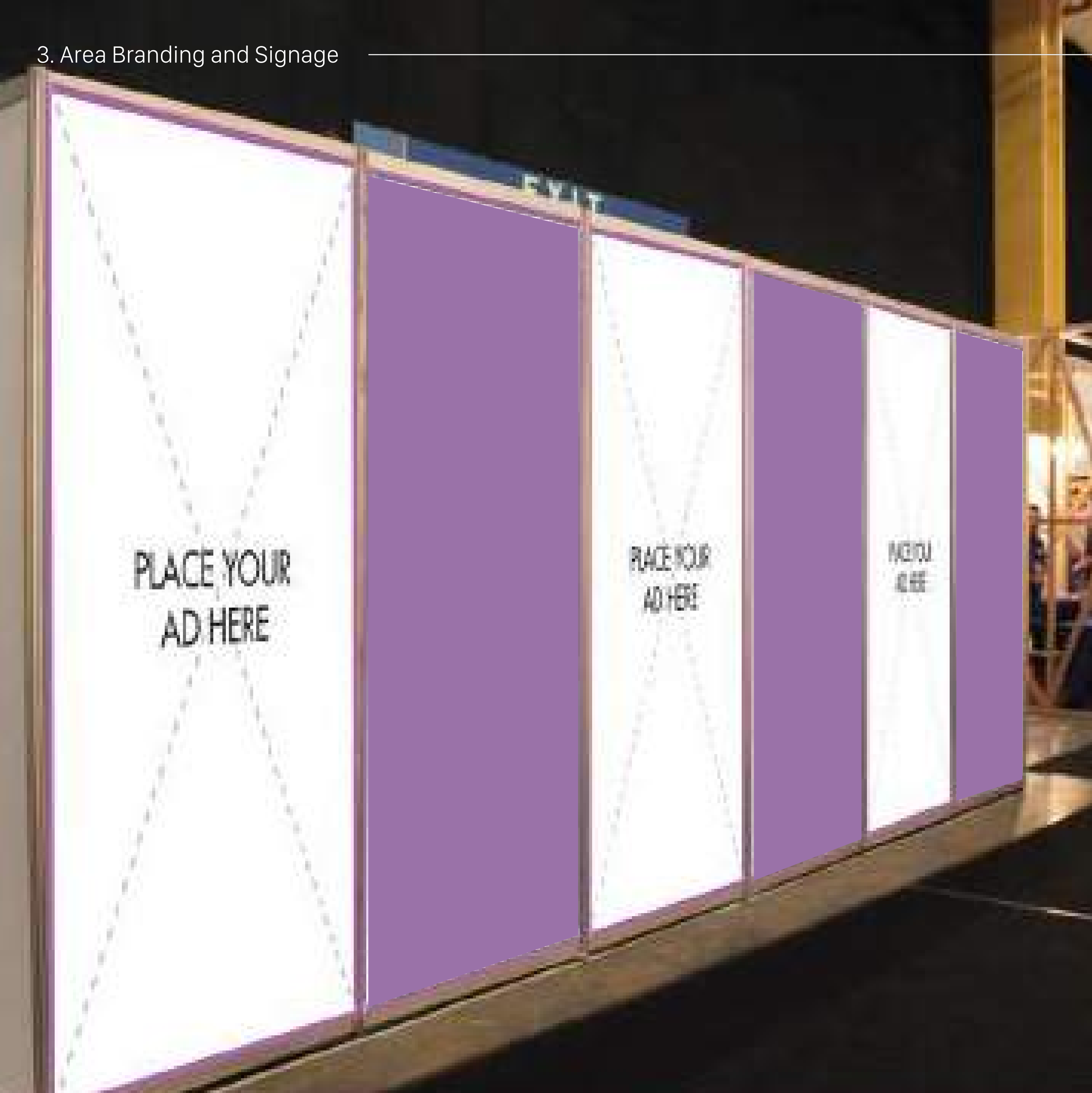
Dimensions: 5m x 4m

Price: Php50,000/pc

Available Slot/s: 8

Location: Inside exhibition floor

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.



3.10 Panel Board

Dimensions: 1m x 2.5m

Price: Php35,000/pc

Available Slot/s: 12

Location: Inside exhibition floor

- *Rate is inclusive of design, production, and mounting/installation.
- *Artwork to be approved by sponsor.
- *Revisions may be done up to sixty (60) days before the event date.



We also have tailored packages to fit your branding requirements.

Contact Us:
sponsorships@citem.com.ph
833.1258 / 831.2201 ext 415

CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS
Golden Shell Pavilion, ITC Complex, Sen. Gil Puyat Avenue corner Roxas Blvd., Pasay City Philippines

