

## INTERNATIONALE TOURISMUS BORSE (ITB) ASIA 2021

### PRE-EVENT QUESTIONNAIRE

The success of an event lies in its ability to live up to the expectations of its participants, and the best way to know what they expect is through the conduct of a Pre-Event Survey.

I. Reasons/objectives of participation

- Enhance company awareness
- Re-establish client relations/Customer care
- Generate new business contacts/leads/opportunities
- Image improvement of company brand
- Presentation of products/services
- Conclusion of sales and contracts
- New distribution channels
- Establish additional network
- Others, please specify: \_\_\_\_\_

II. Target Clients/Audience

- Travel Trade
  - Tour Operators/Wholesalers
  - Travel Agents
  - Online Booking Companies
  - Luxury Buyers
  - Others, please specify  
(e.g., golf, diving, health & wellness, bird watching, wedding/ honeymoon, etc.)
- M.I.C.E.
  - Professional Congress/Event Organizers
  - Associations
  - Corporate Accounts / Corporate Meeting & Incentive Planners
  - International DMCs / Incentive Organizers
  - Others, please specify: \_\_\_\_\_

III. Number of times company has participated in this event: \_\_\_\_\_

IV. Target number of business appointments: \_\_\_\_\_

V. Target business leads/sales: \_\_\_\_\_

**PARTICIPATION AGREEMENT FORM  
PHILIPPINES CO-EXHIBITOR**

<b>NAME OF EVENT</b>	<b>INTERNATIONALE TOURISMUS BORSE (ITB) Asia 2021 (virtual event) 01 – 05 November 2021</b>		
<b>CITY/CITIES*</b> <i>*for Business Missions only</i>			
<b>COMPANY NAME</b>			
<b>INDUSTRY:</b>	<input type="checkbox"/> Inbound Tour Operator <input type="checkbox"/> Destination Management Companies / Incentive Organizers <input type="checkbox"/> Hotels, Resorts and other Accommodation Facilities <input type="checkbox"/> Airlines <input type="checkbox"/> Retail, Business and Online Travel Agents <input type="checkbox"/> Others ( <i>please specify</i> ) _____	<input type="checkbox"/> Professional Conference / Event Organizer <input type="checkbox"/> Corporate Travel Arrangers / Planners <input type="checkbox"/> Convention and Exhibition Centers <input type="checkbox"/> Convention Hotels / Resorts <input type="checkbox"/> Unique Venues <input type="checkbox"/> DOT Regional Offices / Local Government Units	
<b>ADDRESS</b>			
<b>CONTACT NAME</b>	MR./MS.		
<b>DESIGNATION</b>			
<b>TELEPHONE</b>		<b>MOBILE</b>	
<b>WEBSITE</b>			
<b>E-MAIL</b>		<b>FAX NO.</b>	

Name of Delegate	Designation
1.	

**Note: One (1) exhibitor per company is allowed.**

**Participation fee of USD1,250 to be subsidized by TPB: Waived for approved Philippine Exhibitor**

**Deadline of registration is on or before 05 July 2021:**

**Entitlements & Benefits Philippines (TPB) Co-Exhibitors:**

1. Inclusion in the Directory of Philippine Exhibitors
2. Inclusion in press releases and advertising initiatives that DOT/TPB will undertake
3. Other marketing efforts that will provide the private sector participants optimal advantage and benefit.

**c/o ITB ASIA 2021**

4. One (1) Appointment Set (per Co-Exhibitor) (Up to Twenty-Five (25) Meeting Slots PerAppointment Set)
5. One (1) x Digital Exhibition Booth (DEB)
6. One (1) Company Profile Upload\*
7. One (1) Corporate Video Upload (URL to link the corporate video to the DEB)
8. Six (6) Product Brochures Upload
9. Business Card Download
10. Live Chat with Visitors
11. One (1) x 8-minute virtual speaking slot (pre-recorded) in ITB Asia Virtual on-demand conference programme
12. Access to Virtual Conference Sessions
13. Five (5) x Complimentary Virtual Trade Visitor Tickets (subject to organizer's approval)

**Participation Guidelines:**

1. CONFIRMATION OF PARTICIPATION will ONLY be PROCESSED upon submission of the following:
  - Accomplished Participation Form
  - Copy of valid DOT Accreditation Certificate
2. Priority shall be extended to tourism establishments who are:
  - 2.2 Selling and offering Philippine tourism products and services (such as hotels/resorts and MICE facilities, airlines, destination management companies, incentive organizers, inbound tour operators, MICE, among others);
  - 2.3 Participating actively in the past international travel fairs and marketing events.
3. Confirmation will be made on a first-come, first served basis as limited slots are available. Participation will only be confirmed upon TPB's issuance of a Confirmation Advice.
4. Cancellations made without a valid and justifiable reason, after access to the registered participant's portal have been granted by the organizers, gives TPB the right to blacklist and refuse the said participant from joining the TPB's succeeding participation in the event.
5. Non-submission of required forms (i.e., Evaluation Form, Sales Lead Form) or unsettled payables from previous participation in TPB projects will be a basis for non-confirmation for any future TPB event participation.
6. TPB shall not be responsible for any travel expense/s incurred from cancellation, if any.

**Disclosure**

In compliance with the requirements of the Data Privacy Act, we would like to secure your consent on the general use and sharing of information obtained from you in the course of your registration. These data, which include your personal or sensitive information, may be collected, processed, stored, updated, or disclosed by the Department of Tourism (DOT) / Tourism Promotions Board (TPB) (i) for legitimate purposes, (ii) and to comply with the DOT/TPB's internal policies and its reporting obligations to governmental authorities under applicable laws. By attending this event as well, you are allowing DOT/TPB use of any taped conversation, video or photograph obtained at this event to be reproduced under the direction of the DOT/TPB for promotional purposes. It is understood that this content is given with no expectation of compensation for said use.

Upon signing this form, I hereby acknowledge that I have read, understood and agree to the terms set in the above participation guidelines related to my participation to this TPB event.

**Conforme:**\_\_\_\_\_  
*Signature over Printed Name of TPB DM/Acting Head*\_\_\_\_\_  
*Signature over Printed Name*

Date: \_\_\_\_\_

For concerns, kindly coordinate with \_\_\_\_\_ of the \_\_\_\_\_ Division/Department via telephone no. \_\_\_\_\_ or email address \_\_\_\_\_.

Please submit this form to  
**TPB – ASEAN & The Pacific Division (ASPAC) c/o Susana del Mundo & Micaela Ochoa**  
[aspac@tpb.gov.ph](mailto:aspac@tpb.gov.ph)