



Macau Digital Travel Fair 澳门数码旅游展

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Presented

优奇会展私人有限公司
EVENT & EXHIBITION PTE LTD
Unique

 Digital
Travel
Fair

WE ARE

优奇会展私人有限公司
EVENT & EXHIBITION PTE LTD

Unique

Management of events, roadshows and conferences since 2010.

Major Events include Travel Malaysia Fair attracting 30,000 to 55,000 visitors over 3 days

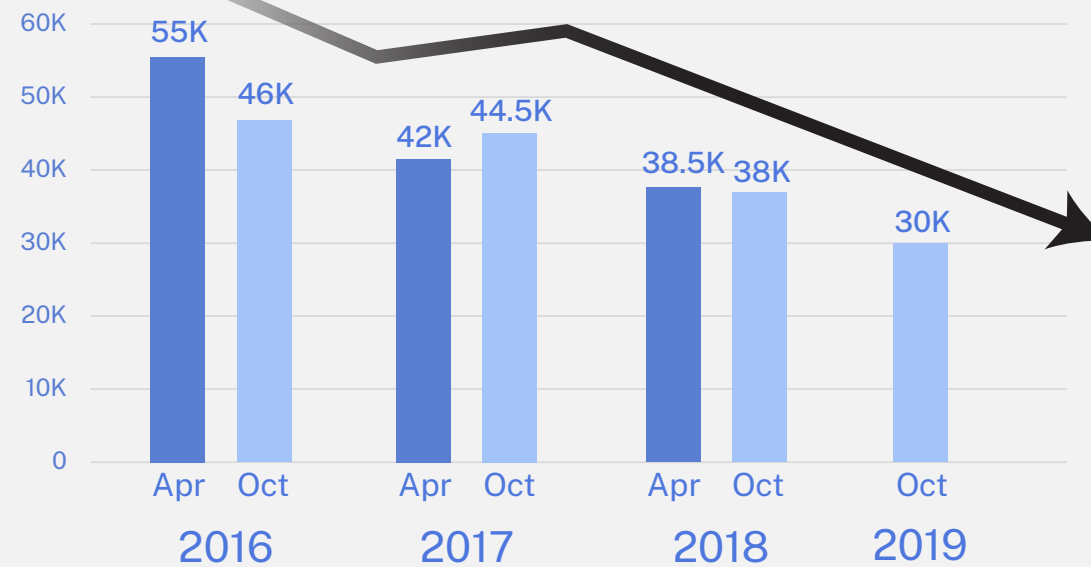
In 2020, UEE expanded to online and virtual events management.

Macau
Digital Travel Fair
澳门数码旅游展



THE DOWN TREND OF THE PHYSICAL TRAVEL FAIR

Year	Month	Number of visitors
2016	Apr	55,000
	Oct	46,000
2017	Apr	42,000
	Oct	44,500
2018	Apr	38,500
	Oct	38,000
2019	Oct	30,000



Bridging Consumers with Exhibitors in this digital age Singapore Digital Travel Fair is a ...

- ▶ Breakthrough in service provision to reach consumers ANYTIME, ANYWHERE.
- ▶ Part of your business digitalization to increase your market share.
- ▶ Sustainable, cost effective and convenient platform to tap on a wider audience.
- ▶ Part of your effort to embrace the green economy.



Working Towards
Digital Transformation
Together

THE MOST AFFORDABLE SOLUTION

Affordable solution for Exhibitors to **gain maximum presence** in Singapore.

Only a fraction of the cost is required to participate in this digital fair compared to the physical fair.

	Physical Fair (NATAS - non Focus)	Digital Fair
Booth Quantity	100 - 1000	UNLIMITED
Visitors	55,000-200,000	UNLIMITED
Duration	3 days	7 days
Booth Set-up & Print Material	SGD 15,000	SGD 0
Transport, Food & Lodging	approx. SGD 1,000	SGD 0
Booth Rental	SGD 2,200 / 9m ²	Start from SGD 400

BUSINESS MODEL BENEFITS EXHIBITORS

NO SALES COMMISSION CHARGED

No additional fee is chargeable on the sales transaction.

SCALABLE PAY-PER-CLICK PRICING MODEL

Pay when your page is clicked by a visitor.

DEALS AND SPECIAL OFFERS

Highlighting your brand, service and product listings on an interactive platform.

Facilitating vouchers, "goodies", QR code scans to attract your audience.

SPONSOR & ADVERTISING

Highly visible banners and other advertising formats to advertise your brand.

Advanced search function with travel specific filters.

RATES FOR EXHIBITORS

RECOMMEND

Entitlement	Starter Pack SGD 400	Value Pack SGD 900	Premium Pack SGD 1800
Exhibitor Page	✓	✓	✓
Exclusive Deals	3 deals	5 deals	10 deals
WhatsApp & Social Media Link	✓	✓	✓
Photo Gallery (maximum 10 pictures)	✓	✓	✓
Logo display	✓	✓	✓
Entitlement for clicks*	200 clicks	500 clicks	Unlimited
Corporate Video (only upload 1 video)	-	✓	✓
Banner Credits	-	SGD 300 credits	SGD 600 credits
Spotlight Credit - Exhibitor Showcase (Production Fee included, Off Peak)	-	15 mins x1 (Worth SGD 900)	15 mins x2 (Worth SGD 1800)

- One-time registration Fee of SGD 50
- Note: Features will be disabled when the allocated clicks are fully utilized; add-on clicks packs are available.

CAMPAIGN STRATEGY

RECOMMEND

Description	SGD 1,000	SGD 6,000
<p>Guaranteed Clicks We will drive targeted visitors to your page.</p>	1,000	5,000



• Note: When allocated clicks are used up, some page functions will be suspended; exhibitors can purchase additional clicks to resume.



MAIN CATEGORIES

Destination	MACAU
Accommodation	Hotels / Resorts
Experience	Theme Park / Nature Reserve / Golf Club Sports / Adventure / Motorsports & Watersports Racing Eco and Agro Tourism Arts and Culture (Museums / Heritage Sites)
Travel & Tours	Transportation (airline / car rental / rail / bus / ferry / cruise) Travel Agency / Online Travel Agency
Lifestyle	Property / Retirement / Investment Medical / Health / Education Restaurant / Dining / Entertainment / Fashion / Health and Spa / Wedding / Honeymoon Local products / Shopping / Souvenirs
Essentials	Banks and Credit Cards / Travel Accessories / Luggage / Insurance / Telcos

ADVERTISE WITH US

Main Banner

Hero Banner

6 Main Categories

Spotlight

Spotlight Show Schedule

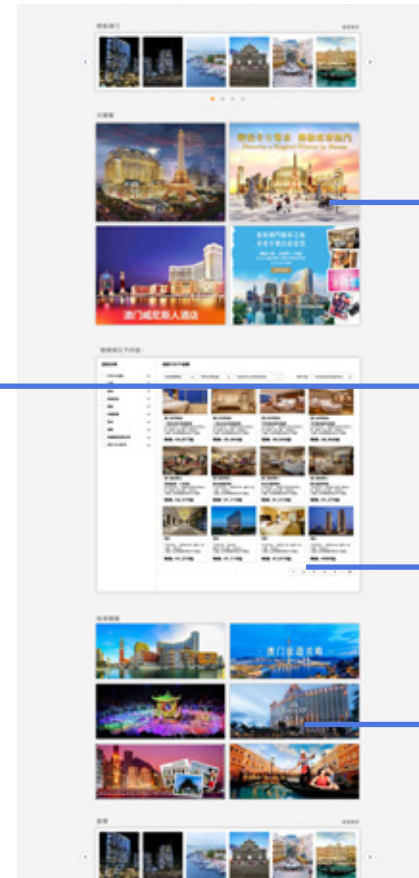


Large Banner

Flash Sale

Filters

Standard Banner

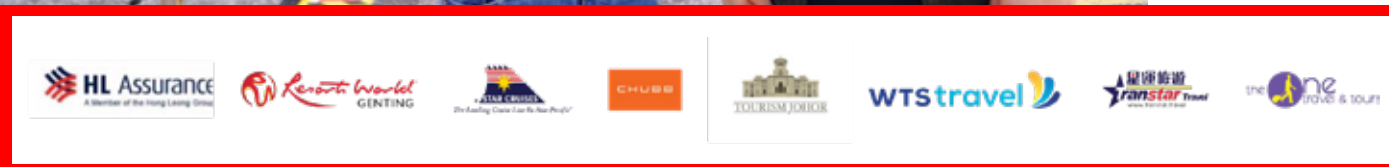


RATES FOR BANNERS

Item	Ads per Page	No. of Page	Selling Price
Main Page			
Main Banner	1	1	-
Hero Banner	2	1	SGD 3,520
Large Banner	4	1	SGD 1,690
Standard Banner	6	1	SGD 860
Category Pages			
Main Banner	1	8	SGD 5,070
Hero Banner	2	8	SGD 2,540
Large Banner	4	8	SGD 1,220
Standard Banner	6	8	SGD 610
Sub-Category Pages			
Main Banner	1	91	SGD 3,120
Hero Banner	2	91	SGD 1,560
Large Banner	4	91	SGD 750
Standard Banner	6	91	SGD 380



SPOTLIGHT: INFOTAINMENT





OUR MARKETING BUDGET

take advantage of our marketing expenditure

Advertising Budget Exceeds

SGD 100,000

Targeted Ad Impressions

6,000,000

Projected Conversion Rate 1.5%

90,000 visitors

Target audience: tourists, shoppers, food lovers, family travelers, honeymooners, adventurers, real estate investors, business travelers, education and healthcare seekers.



BENEFIT FROM OUR WIDE RANGE OF MARKETING ACTIVITIES

Digital Marketing, Social Media Outreach and
Collaborative Partnerships

Google Ads

- SEO/SEM for keyword search
- Target and retarget ads to reach customers searching for what you offer

Facebook + Instagram Ads

- Direct selling: Shift to digital platforms
- Indirect marketing: Promote influencer's post

YouTube Ads

- Higher ROI than traditional television ads

Tik Tok

- Short video format attracts younger visitors to you

Influencer Marketing

- Post their past travel experiences
- Introduce brand messages during live stream sessions
- live streaming on Xiaohongshu

Strategic Marketing

- Increasing your visitor to customer ratio via our marketing campaigns

BENEFIT FROM OUR EXTENSIVE MARKETING

Traditional Media

TV Media Channel

- Channel 8 (CN)
- Channel 5 (EN)

Radio Media Channel

- URM 100.3 (CN)
- Radio CNA 938 (EN)

Prints Media Channel

- Lianhe Zaobao (CN)
- The Straits Times (EN)
- Berita Harian (MY)

THE STRAITS TIMES

联合早报

BH
Berita Harian

UFM
100.3

cna
938

5

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SPONSORS AND EXHIBITORS

PREVIOUS DIGITAL TRAVEL FAIR



THE INAUGURAL SINGAPORE DIGITAL TRAVEL FAIR

A UNIQUE EVENT & EXHIBITION IN COLLABORATION
WITH THE SINGAPORE TOURISM BOARD

Objective:

- Accelerate Singapore's travel industry recovery to better pre-covid19 times.
- Increase the quantity and quality of visitors to Singapore.
- Nurture the Singapore Digital Travel Fair to shape the future of sustainable tourism.



A Professional Team For An Evolving Travel Industry



Kar Teng
(Fin/Admin)



Jing Fei
(Legal/Contracting)



katherine
(Country Representative
Manager)



Zadi
(Event Sales Executive)



Sebastian
(Founder CEO)



Col(ret) lim
(Director
Commercial Affairs)



Dr Daniela Plewe
(Digital/Fintech Lead)



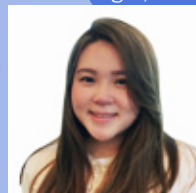
Rocky
(Country Representative
Director)



Karen
(Marketing Exec)



Winifred
(Artist/KOL Manager)



Joey
(Production Exec)



Xiao Xuan
(Brand Strategist)



Din
(Sales Manager)



Lawrence
(Business Development)



Foong
(Ops Director)



Arthur
(IT Engineer)



Jerry
(Design/Production
Lead)



Felix
(Channel Sales
Manager)



Benny
(Digital Marketing)



Bahar
(HR Manager)

Towards Great Partnerships **THANK YOU**

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Please Submit Survey