

**ASTREX**  
B2B ASIAN TRAVEL EXCHANGE

CONNECTING  
**PHILIPPINE**  
**TOURISM**  
TO THE  
**WORLD**





# PROJECT BRIEF

**12-14 September 2019**  
**Pan Pacific Hotel Manila**



# EVENT DETAILS

## TITLE

**ASTREX B2B Asian Travel Exchange 2019**

|              |  |
|--------------|--|
| THEME        | Connecting Philippine Tourism to the World |
| EVENT DATES  | 12-14 September 2019                       |
| VENUE        | Pan Pacific Hotel, Manila                  |
| PARTICIPANTS | 100+ Sellers   2000+ Buyers                |

# OVERVIEW

## Connecting Philippine Tourism to the World

On September 12-14 2019, ASTREX B2B will be held in Manila to showcase the best travel and tourism service providers and to connect with over 2,000 screened travel professionals from the Philippines and abroad.

### **WHY PARTICIPATE?**

- ✓ Maximize business exposure
- ✓ Expand your business with precision
- ✓ Interact with potential clients in various settings

# FRAMEWORK

ASTREX B2B aims to deliver quality business to business matching programs with implementing the S.A.V.E. Framework:

**S**olutions based products and services

**A**ccessibility to world class sellers

**V**alue for services offered

**E**ducation for all participants

# PARTICIPANT CATEGORIES - SELLERS

|  |  |
|--|--|
| <input type="checkbox"/> AIRLINES                      | <input type="checkbox"/> TOUR OPERATORS                |
| <input type="checkbox"/> CRUISE COMPANIES              | <input type="checkbox"/> TOURISM BOARDS                |
| <input type="checkbox"/> EDUCATIONAL TOUR SPECIALISTS  | <input type="checkbox"/> TRANSPORT SERVICES            |
| <input type="checkbox"/> GOLF TOURISM                  | <input type="checkbox"/> VISA CENTERS                  |
| <input type="checkbox"/> INTERNATIONAL TOURISM ASSOC   | <input type="checkbox"/> WELLNESS TOURISM SERVICES     |
| <input type="checkbox"/> IT SYSTEM PROVIDERS           | <input type="checkbox"/> FARM TOURISM SERVICES         |
| <input type="checkbox"/> MEDICAL TOURISM SPECIALISTS   | <input type="checkbox"/> DIVING SITES                  |
| <input type="checkbox"/> MOBILE INTERNET PROVIDERS     | <input type="checkbox"/> CULINARY TOURISM SERVICES     |
| <input type="checkbox"/> ONLINE TRAVEL AGENTS          | <input type="checkbox"/> INSURANCE / INVESTMENTS       |
| <input type="checkbox"/> THEMEPARKS, HOTEL AND RESORTS | <input type="checkbox"/> OTHER TRAVEL RELATED SERVICES |

# PARTICIPANT CATEGORIES - BUYERS

TRAVEL AGENCIES

TOUR COMPANIES

TRAVEL  
PROFESSIONALS

MICE ORGANIZERS

CORPORATE BUYERS

TOURISM  
ORGANIZATIONS



# LOCAL TOURISM SERVICE PROVIDERS

REGIONAL  
TOURISM OFFICES

CITY TOURISM  
OFFICES / LGUs

TOURISM  
PROMOTIONS  
BOARD

NATIONAL TRAVEL  
AGENCY / TOUR  
OPERATOR  
ASSOCIATIONS

FARM TOURISM

CULINARY  
TOURISM

GOLF TOURISM

EDUCATIONAL  
TOURS

MEDICAL &  
WELLNESS  
TOURISM

DIVE SITES

CRUISES



# PROGRAM DETAILS

## #ASTREXCONNECT

### Day 1, September 12, 2019

With over 1000 travel business owners invited from other countries, Metro Manila and nearby cities.

### Day 2, September 13, 2019

With over 1000 travel business owners invited from provinces all over the Philippines

# PROGRAM DETAILS

**#ASTREXConnect : 12 September 2019**

## **Opening Ceremony**

- Opening Greetings
- National Anthem
- Invocation
- Keynote Speech
- Inspirational Message
- (Entertainment)
- Business Meetings
- Cocktail Networking Dinner

\*\* Lunch/Snacks/Dinner Included

# PROGRAM DETAILS

**#ASTREXConnect : 13 September 2019**

- Opening Greetings
- National Anthem
- Invocation
- Inspirational Message
- (Entertainment)
- Business Meetings
- Gala Dinner
- Awarding Ceremony

\*\* Lunch/Snacks/Dinner Included

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# #ASTREXEngage

Day 3, September 14, 2019

Designed as deep dive into product engagement that will be driven by presentations of businesses

# PROGRAM DETAILS

## #ASTREXEngage : 14 September 2019

- Opening Greetings
- Inspirational Message
- 3 hour product presentations by different presentors

\*\* Lunch/Snacks included

# EXHIBITORS : SELLERS

- 1 IBM Table, 2 Chairs and Signage
- Meals during the meetings
- Event souvenir
- Seller's badge
- Dinner and cocktails - Day 1
- Round trip airport transfers
- 3 nights hotel accommodation
- Seller's kit
- Direct access to potential buyers
- Certificate of participation
- Fiesta night - Day 2 (for registered participants only)



# PRODUCT PRESENTORS



- 3 hour time slot, morning or afternoon as close engagement with buyers
- (50-seat room capacity)
- Photo documentation
- Presenter's badge
- Heavy snacks
- Direct access to potential buyers
- \*We may customize the number of participants depending on your
- product update requirements



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**SPONSORS**

**EVENT  
SPONSORS**

**LANYARDS**

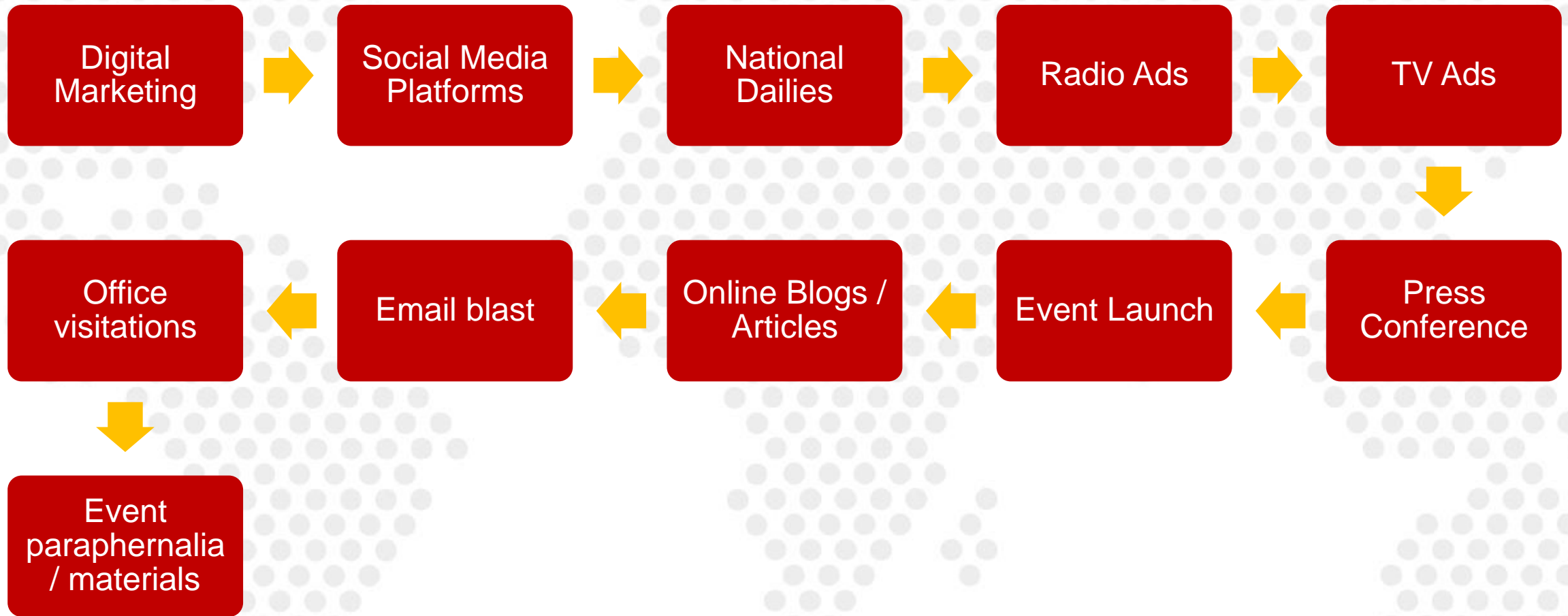
**EVENT BAGS**

**RAFFLE PRIZES**

# ADVERTISERS

- One (1) 2m x 2m space
- Morning and Afternoon snacks for 2 days
- ( limited to 2 registered advertisers only )
- Advertiser's badge
- Certificate of participation

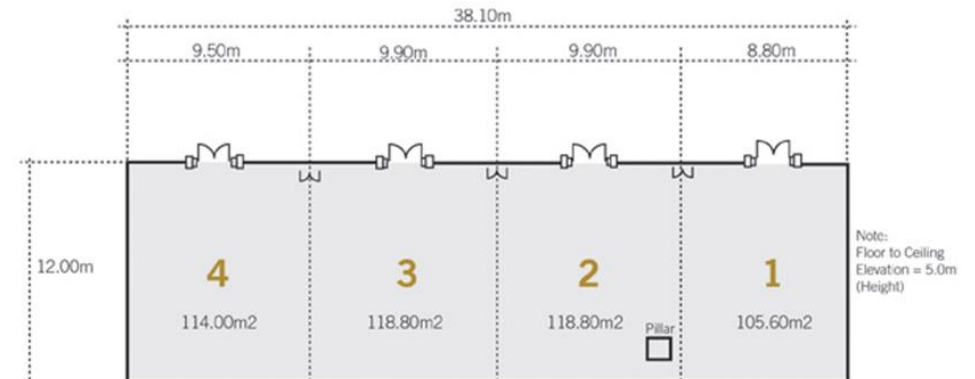
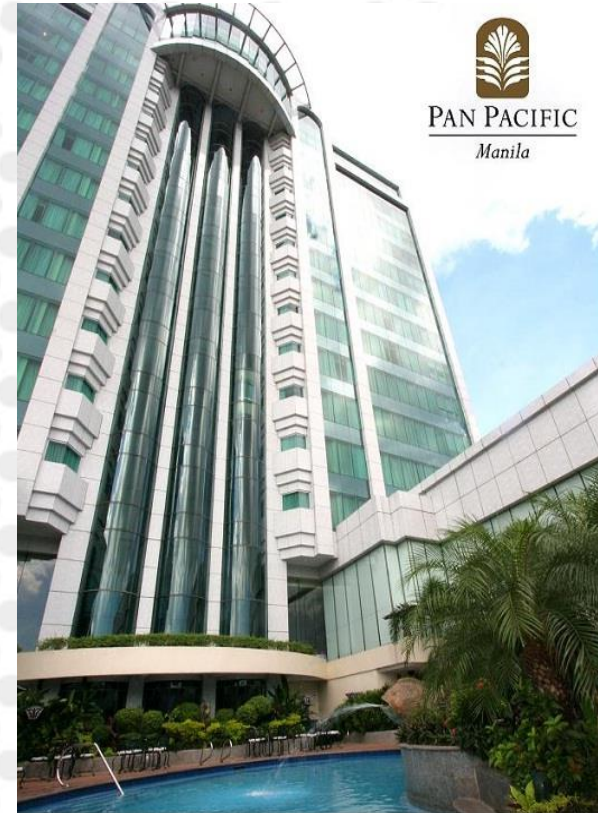
# MARKETING OPPORTUNITIES



# VENUE

## PAN PACIFIC HOTEL MANILA

▶ Combining modern comfort and elegance, Pan Pacific Manila is a perfect five-star venue. Nestled in the historic Spanish quarter, the hotel is conveniently close to Metro Manila and Mall of Asia

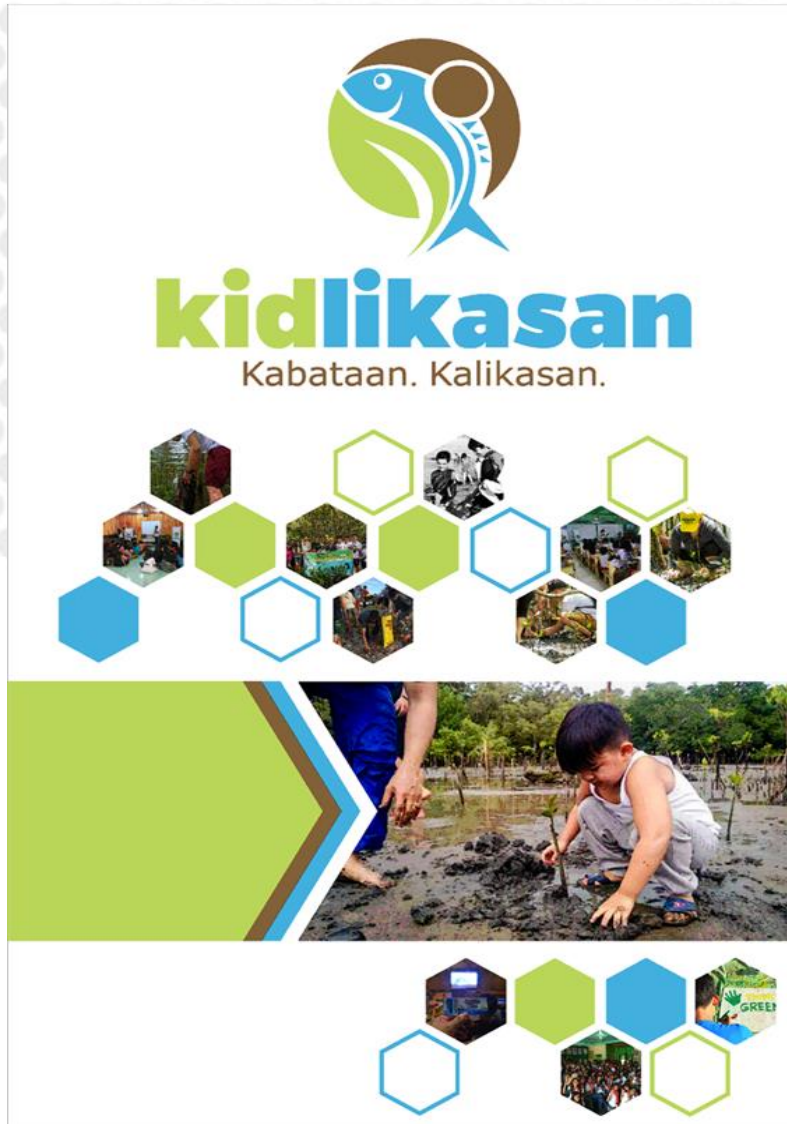


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## CORPORATE SOCIAL RESPONSIBILITY





## Organization Profile

Name of Organization: Kidlikasan.Kabataan.Kalikasan

Date Founded: July 29, 2016

Office: Filden Village Apopong, General Santos City

Area of Operation: General Santos City, Province of South Cotabato and Sarangani

Kidlikasan started in August 2016 with a mission of changing the world through teaching the youth and kids how to take care of the environment.

It started with an environmental forum in Dadiangas West Central Elementary

School with only 6 member-volunteers. When the group felt the success of

the preliminary activity, they continued to conduct the activity at Irineo L. Santiago National High School of Metro Dadiangas. By then, they had already created a network with the YES-O students followed by other activities

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**EVENT PARTNERS/  
SPONSORSHIP**



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ADVERTISEMENT  
EXPENSE SHARING

# TYPES OF MEDIA

- Newspaper
- Magazines
- Leaflet
- Giveaways

- Facebook Boost
- Google Ads
- Booth Display
- Event Backdrop

# ADVERTISEMENT GUIDELINES

- Ads Original Samples
- Logo of sponsor is clear & visible
- Facebook posts with screenshot of likes and shares
- Google ads screenshots
- Analysis report
- Landing page shots
- Giveaway logo is clear, not more than 40% of total amount
- Event display board/backdrop 1.5m x 4.5m

# OUR MEDIA PARTNERS

- UNTV
- LIGHT TV
- GMA NEWS TV
- ZOE NETWORK
- WISH 107.5

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ASTREX TEAM



## MR. MICHAEL REYES

Founder /Managing Director

Mr. Michael Reyes has established strong partnerships with different travel agents and tour operators locally and internationally. He conducts product updates, product launches and road shows all over the Philippines. He attends strategic local and international familiarization tours and business meetings (B2B) in a regular basis.

With this valued experience and key industry insights, Mike conceptualized the Asian Travel Exchange Business-to-Business event (ASTREX B2B) as a response to the need to enhance the current way of facilitating trade among travel business owners.

Project Director **MS. JO ANA U. ARTILLE**

Admin Director **MR. LANCE BONTOGON**

IT Team **CORINTHDEV**

Marketing Team **The JUMPCAT EXPERIMENT  
Shots & Films**



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TO GOD BE THE GLORY!