

2017 Partnership Opportunities

ACTIVITY	DATE	DESCRIPTION	COST
TRADE FAMILIARIZATION TRIPS (FAMs)			
Travel Trade FAM Trip to O'ahu and Hawai'i Island	Sept 2017	<p>Co-Host the Southeast Asia Travel Trade FAM trip to Hawai'i, having the opportunity to meet with leading decision makers and high profile key person from Malaysia and Singapore largest outbound agencies.</p> <p>Duration planned for this FAM is 6D5N.</p> <p>Deadline to RSVP : March 15th, 2016</p>	<p>Sponsorship Opportunities:</p> <ul style="list-style-type: none"> ▪ Accommodation ▪ Meals ▪ Transportation ▪ Visitation / Attractions ▪ Shows ▪ Activities ▪ Gifts
TRAVEL TRADE EDUCATION			
Aloha Sales Mission (Kuala Lumpur & Singapore)	MAY 23 rd – 25 th 2017.	<p>Participate in the second year Aloha Sales Mission in Kuala Lumpur and first in Singapore. This is the opportunity to showcase and promote your company's distinguish products and services to Leading Travel Trade Stakeholders in Malaysia & Singapore. Networking with over 150 Travel Professional from Malaysia and Singapore.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> ▪ Individual company's B2B table-top session ▪ 1x Company's banner production ▪ 1x Travel Trade Audit Report of Malaysia & Singapore's travel trend ▪ Pre-scheduled appointments with leading travel trade stakeholders ▪ Complete list of contact information of all invited travel trade stakeholders ▪ All meals during events schedule (luncheon and coffee breaks) ▪ 1 x Exclusive networking dinner with Aloha Club owners and top management in Kuala Lumpur <p>Deadline to RSVP : February 28th, 2017</p>	<p>\$1,500 per organization (Kuala Lumpur) MAY 23rd – 24th, 2017</p> <p>\$2,000 per organization (Singapore) MAY 25th, 2017</p> <p>\$3,300 per organization for Kuala Lumpur & Singapore</p>

PUBLIC RELATIONS			
<p>Press & Media FAM O’ahu and Hawai’i Island</p>	<p>Oct 2017</p>	<p>Co-Host the Southeast Asia Media FAM trip to Hawaii, having the opportunity to meet with leading publication and influential travel journalist, writer and editor with write up coverage of your product / services feature in the leading publication / blog / travel magazine / and online channel.</p> <p>Duration planned for this FAM is 6D5N.</p> <p>Deadline to RSVP : MAY 31st, 2017</p>	<p>Sponsorship Opportunities:</p> <ul style="list-style-type: none"> ▪ Accommodation ▪ Meals ▪ Transportation ▪ Visitation / Attractions ▪ Shows ▪ Activities ▪ Gifts
CONSUMER PROMOTIONS			
<p>Hawai’i, Experience the Dream : Digital Marketing Campaign</p>	<p>Jan-Mar 2017</p>	<p>The campaign aims to provide destination content to engage with discerning Singaporean travelers via native interactive digital content. 4 content pieces will be organized targeting different theme such as Nature & Adventure, Food Trail, Romances and Touring routes. An interactive digital video content will be added to enhance viewers experience and serve as a call to action button when click.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> ▪ mentioning of sponsors in digital campaign where applicable <p>Deadline to RSVP : December 1st, 2016</p>	<p>Sponsorship Opportunities :</p> <ul style="list-style-type: none"> ▪ Accommodation ▪ Day tours / attractions ▪ Entertainment / shows
<p>Hawai’i, Experience the Dream : Through The Lenses</p>	<p>April-May 2017</p>	<p>Partner with HTSEA in a digital photography journey campaign by partnering with a renowned camera brand to engage directly with Southeast Asia’s travelers. A call to action to visit places, venues, site, services via daily posting of winner’s photography journey with catch caption. Showcase the products and services to potential millions of Southeast Asia’s travelers via post boost.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> ▪ Logo placement on all communication material and platform ▪ Brand mention in Press Release 	<p style="text-align: center;">\$1,500 per organization / 5D4N accommodation / ground transfers</p>

HAWAII TOURISM

SOUTHEAST ASIA

		<ul style="list-style-type: none"> ▪ Exposure during event, tailored photography journey featuring islands iconic landmark/ sponsors venue and sponsors services ▪ Post-campaign via HTSEA's social media platforms for a week long <p>Deadline to RSVP : February 28th, 2016</p>	
So Much More Hawaii'i	Nov 2017	<p>The campaign aims at elevating Hawaii'i awareness, branding, consumer engagement and most importantly, spreading the Spirits of Aloha. The community event will consist of arrays of activities that would appeal to families, youth and middle-age travelers ranging from Dance, Song, Food & Play. Hawaii'i culture will be embedded in each plan activities such as Hula Workshop, lei making session, Hawaiian gourmet tasting, myths and legends of Hawaii'i storytelling. This is the opportunities for partners to showcase their products such as coffee, traditional food, cookies, attraction suitable for families and all types and generate direct branding and sales with end consumers.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> ▪ Participating company will be given a table to display and promote their products such as attraction, coffee, ukulele and others ▪ Logo placement on all communication channels ▪ Brand mention in press releases and brand presence during event ▪ Social media promotion of participating company or sponsored company <p>Deadline to RSVP : May 1st, 2017</p>	\$2,500 per organization / Sponsorship of products for local community tasting

CONSUMER SHOWS			
<p>MATTA Fair Expo (Malaysia)</p>	<p>Sep 2017</p>	<p>Participate under the Hawai'i Tourism Southeast Asia Pavilion in Malaysia largest consumer with an opportunities to engage with over 100,000 visitors throughout the 3 days travel fair.</p> <p>Package Inclusion:</p> <ul style="list-style-type: none"> ▪ Individual Island and company's table-top ▪ Share display racks for Islands and company's booklet flyer and brochures ▪ Logo placement under Hawai'i Tourism Southeast Asia Pavilion ▪ Digital marketing promotion of Islands and company's info through HTSEA social media platform during and a week leading to travel fair. ▪ 1x Island or company's video play throughout travel fair under the HTSEA' pavilion (maximum 3 minutes video) ▪ Pre-arrange interview with leading travel trade and business media during travel fair. <p>Deadline to RSVP : March 31st, 2017</p>	<p>\$2,000.00 per organization</p>

Contact Info:

<p>Name : Mr. Kelvin <u>ONG</u></p> <p>Title : Southeast Asia Regional Director & Malaysia Country Manager</p> <p>Email : KOng@aviareps.com / HTSEA@aviareps.com</p>	<p>Name : Ms. Isabelle <u>NG</u></p> <p>Title : Travel Trade Marketing & MCI Manager</p> <p>Email : INg@aviareps.com</p>
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