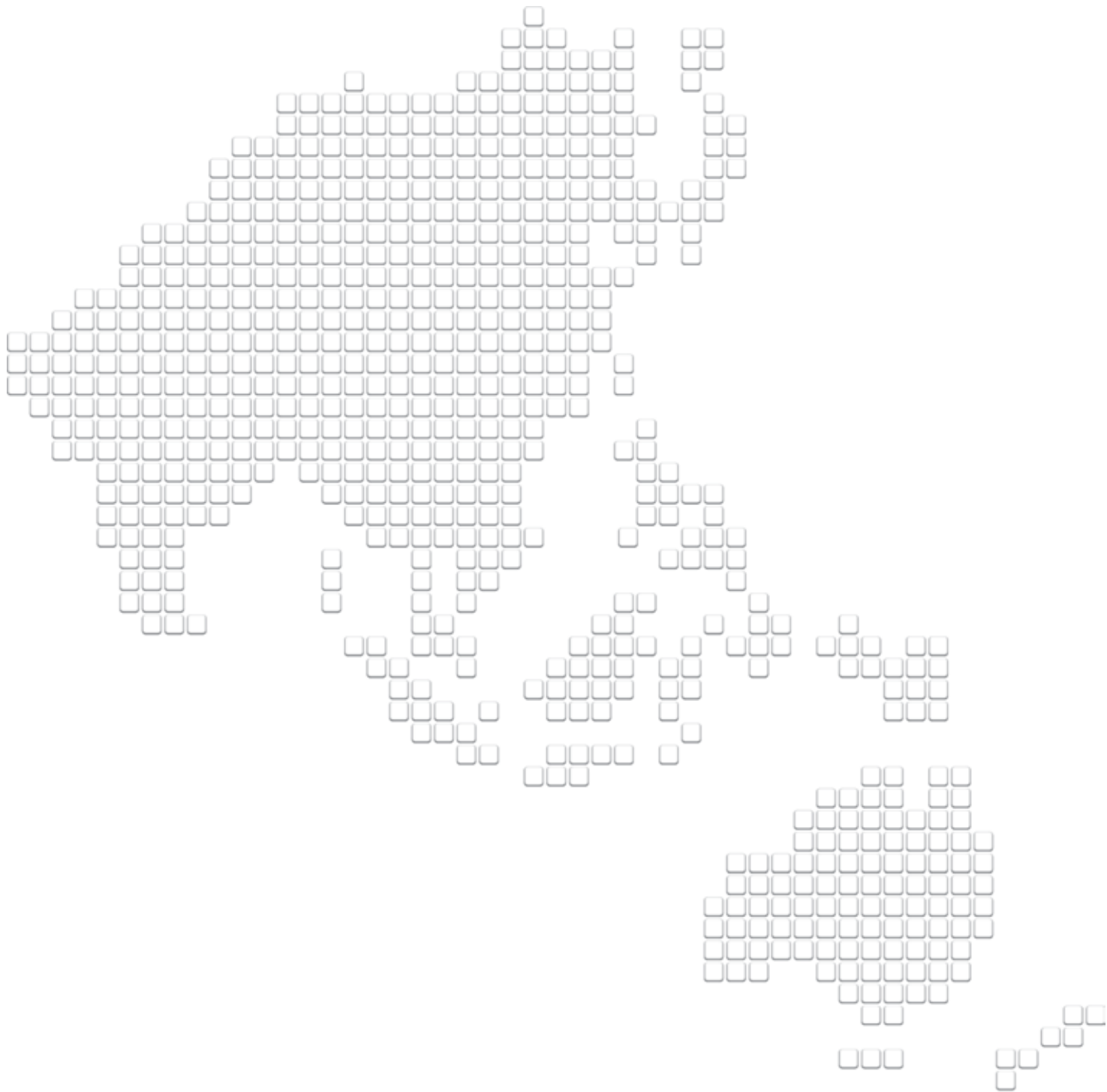


cei



Media Kit 2010

Asia's Premier Corporate Events Title



Launch issue — October 2000



CEI Asia today

Now entering its tenth year, *CEI Asia* is the best and longest-established magazine serving the region's corporate events industry, with a fully requested circulation of 10,000 copies. Publishing 10 times per year since 2000, we provide Asia's corporate event planners and decision makers with a high-quality publication, website and annual directory, written by experts.

Our *Venue* directory is the most authoritative, detailed and thorough source of information about Asia's top destinations for incentive travel and business events.

INDEPENDENT: *CEI Asia* sets the standard for editorial integrity

EXPERT: *CEI Asia* is written by specialist MICE sector journalists

RELEVANT: *CEI Asia* is written for clients and event planners, not for the travel trade

DOMINANT: *CEI Asia* leads the market with a fully requested circulation and a dominant market share of advertising

RESPONSIBLE: *CEI Asia* is the only MICE sector title with a real environmental policy*

* Printed on FSC paper from well-managed forests and other controlled sources

NEWS

New guide to help businesses in HK reduce carbon footprint

By Sharon Sawyer
HONG KONG: A new free guide will help businesses in Hong Kong reduce their carbon footprint and work in a more environmentally sustainable manner. The guide is the first of its kind in Hong Kong, and is published by the Environmental Protection Department (EPD) and the Hong Kong Green Building Council (HKGC).

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NEWS

Singapore scoops new business events over the next three years

By Sharon Sawyer
SINGAPORE: Three major international business events have been selected by Singapore to be held in the city over the next three years.

The International Conference on the Energy Medicine (ICEM) will be held in Singapore in 2011. It will be the world's first conference of its kind, and will focus on the intersection of medicine and energy.

The 10th Asia-Pacific Annual Conference will be held in Singapore in 2012. It will be the largest conference of its kind in the region, and will focus on the latest developments in the Asia-Pacific region.

VENUE FOCUS

Bali

By Sharon Sawyer
BALI: Bali is an emerging destination for business events, offering a unique blend of natural beauty and modern amenities.

The island is home to some of the most beautiful beaches in the world, and is also a hub for business and tourism. The government has invested heavily in infrastructure, making it easier for businesses to hold events in Bali.

VENUE FOCUS

Shanghai

By Sharon Sawyer
SHANGHAI: Shanghai is a major international hub, offering world-class venues and services for business events.

The city is home to some of the most modern and largest venues in the world, and is also a hub for business and tourism. The government has invested heavily in infrastructure, making it easier for businesses to hold events in Shanghai.

CASE STUDY

MetLife rewards its staff in Phuket

Event Details
Client: MetLife
Location: Phuket
Dates: 10-12 October 2010
Budget: US\$100,000

The brief
MetLife wanted to reward its staff for their hard work and dedication during the previous year. The company wanted to hold a team-building event in Phuket, which is a beautiful island with many beaches and resorts.

Challenges
The event had to be held in a remote location, and the budget was limited. The client also wanted to ensure that the event was fun and engaging for all staff members.

Solution
We designed a team-building program that included a variety of activities, such as a beach picnic, a team-building exercise, and a cultural performance. The event was held at a beautiful resort in Phuket, and was a great success.

BEIJING

Top city hotels for business events

International properties in Beijing that are suitable for all budgets and group sizes

MetLife Rewards Staff in Phuket
MetLife Rewards Staff in Phuket was a team-building event held at a beautiful resort in Phuket. The event was a great success, and the staff enjoyed the activities and the location.

Top City Hotels in Beijing
Beijing is a major international hub, and is home to many top hotels. These hotels are suitable for business events of all budgets and group sizes.

VENUE FOCUS

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THAILAND

Bangkok hosts environment event

World renewable energy congress chooses Thailand

By Sharon Sawyer
BANGKOK: Bangkok is set to host a major international event on renewable energy, marking a significant milestone for the city.

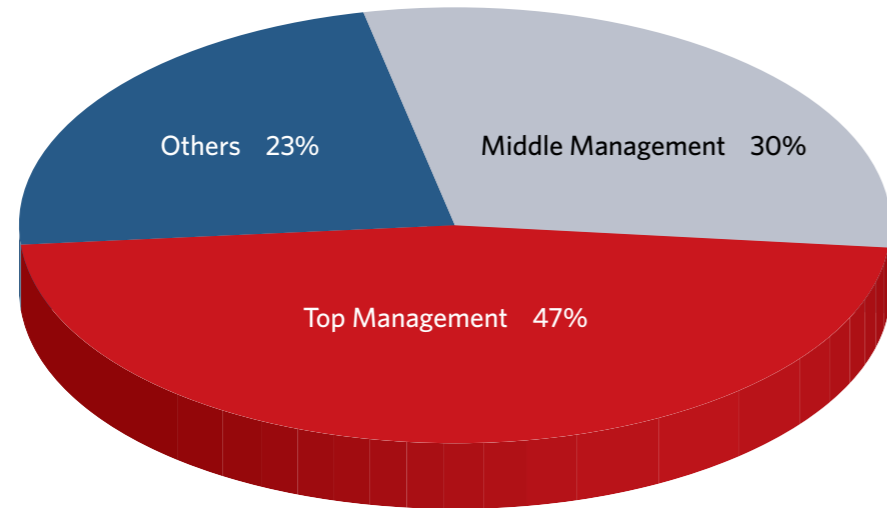
The event, titled 'World Renewable Energy Congress 2010', will be held at the Grand Hyatt Hotel in Bangkok. It will focus on the latest developments in renewable energy technology and will attract delegates from around the world.

Qualified Registered Readership

As Asia's leading MICE magazine, we are very careful about choosing our readers. We require that new readers complete a registration form - see opposite - in order to receive our magazine. We establish that they are decision makers, that they influence choice or that they plan and organise meetings, conferences or incentive programmes in Asia Pacific. This two-way communication policy means that we know our readers' names, email addresses, job titles, companies and the size of their budgets. It also guarantees that advertisements in *CEI Asia* always reach the most appropriate audience.

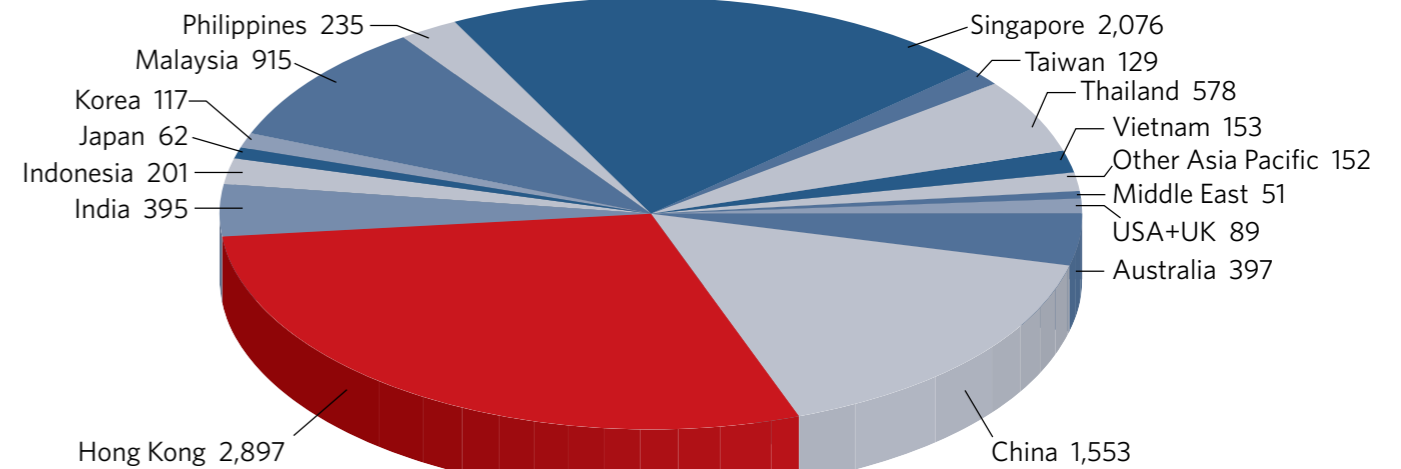
Our circulation is regularly audited by BPA. The latest audit shows a circulation figure of 10,000. In a recent 6-week period, we received 1,000 new, reader registrations. This indicates that *CEI Asia* is responding to a need for unbiased, credible information about the Asia-Pacific MICE market. Indeed, we now have the most comprehensive, current and clean database of MICE buyers, planners and influencers in the Asia-Pacific region.

Job Functions of Readers



Top Management	Middle Management	Others
Area Director of Sales and Marketing	Account Manager / Advertising Manager	Account Executive / Administrator
CEO/CMO/CFO/VP/Chairman	Brand / Communications Manager	Analyst / Associate
Director of Marketing / Communications	Business Development Manager	Business Executive
Director of Sales and Marketing	Conference / Conventions / Events Manager	Conference / Conventions / Events Coordinator
General Manager	Corporate Communications Manager	Business Consultant
Managing Director	Finance / HR Manager	Associate Consultant
Partner	Marketing and Communication Manager	Senior Consultant
Publisher	Office / Operation Manager	Designer
Regional GM/VP/MD	Project Manager	Marcom Executive
Vice-President	Sales Manager	Marketing Executive / Officer
Head of Corporate Communications		Sales and Marketing Co-ordinator / Officer
Head of Marketing / Creative		Specialist, Comm. and Marketing

Location of Readers



Our readers are located all over the region, especially in Hong Kong (29%), Singapore (21%), China (16%) and Malaysia (9%). Almost all (98.6%) of *CEI Asia*'s readers are based in Asia Pacific.

Register to receive CEI Asia and win a weekend stay for 2 at the Meritus Pelangi Beach Resort & Spa, Langkawi!

FREE REGISTRATION FORM

Please complete in full, sign and fax back to +652 2122 5210.

You will qualify for a lucky draw and the chance to win a 2-night weekend stay for 2 at the Meritus Pelangi Beach Resort & Spa, Langkawi, including a sea facing Deluxe Room and daily breakfast.

Name (Mr/Ms/Ms) _____ Family name _____ Given name _____

Job title _____

Company name _____

Company address _____

Post code _____ Country _____

Sex _____

Age _____

1. What is your company's main business activity?

2. What is your role in selecting conference venues and incentive travel?

3. What type of events do you organise?

4. How much does your company spend annually on the following?

Sign here to confirm your information.

© 2010 CEI Asia. All rights reserved. Terms and conditions apply. For more information, visit www.ceiasia.com

Our Reader Registration form takes a few minutes to complete and provides important information about *CEI Asia* readers.



The user-friendly *CEI Asia* website features up-to-date news and archived features, plus reviews, interviews and regional case studies. The site also brings visitors the latest meetings packages across the region, plus exclusive *CEI Asia* research, including our annual Industry Survey.

- The number of unique users is 83,689 (full year 2009)
- Average number of page views is 30,856 per month (full year 2009)
- Banner advertising placement: Leaderboard, placed below *CEI Asia* logo; Medium Rectangle, placed in the right-hand page column

Venue Focus Online

This special section on our website features paid-for listings of the latest meetings packages from top Asia-Pacific venues. For each listing, we require a description of the meeting package plus one photo of the meeting set-up. Each listing is included in one weekly *CEI Asia* e-Blast (see opposite) and remains on the Venue Focus section of the website for one month.

CEI Asia e-Blast

Each week the *CEI Asia* e-Blast brings readers breaking MICE news from around the region, including exclusive "e-Blast only" material which is not published in the magazine.

- Frequency: Weekly
- No of users in database: 14,800 (Jan 2010)
- Target Audience: Meeting planners, Corporate Travel planners, Executive Assistants
- Banner advertising placement: Email leaderboard, placed below *CEI Asia* logo and at regular intervals through e-blast

Industry Survey and Awards

The *CEI Asia* Industry Survey and Awards is recognised as the most useful, credible and far-reaching research of the industry ever compiled. Solely based on the views of corporate decision-makers, our Industry Survey offers a benchmark of unrivalled quality.

Using an online questionnaire, we ask our readers to talk about their budget expenditure and we reveal their opinions on Asia Pacific's best destinations, tourism organisations, hotels, resorts and convention centres.

The results of our Industry Survey and the winners are published in the January issue of *CEI Asia*. This issue, more than any other, is kept and referred to by our readers throughout the year, presenting a unique opportunity for advertisers.

Special Reports

From time to time, a topic or destination is so complex and so interesting for *CEI Asia* readers, that it deserves special treatment. On those occasions, we produce Special Reports of 16-32 pages, permitting us to explore the subject in far more detail than is normally possible in *CEI Asia*. Recent Special Reports have include Shanghai World Expo, Hotel Brands and our annual report about MICE developments in China.

Advertorial

Advertorials are ideal for delivering information in an enhanced press-release style, such as details about new facilities and destination packages. Advertorials are also perfect for complex messages about multiple properties, destinations and regions. *CEI Asia* advertorials* follow a specific template and are written by experienced journalists in this sector, based on the client's brief and images. The client has full control over the advertorial text and images.

Price is based on the advertising rate per page, plus a fee to cover writing, design and layout.

Tourism Australia, Starwood Hotels & Resorts, Ritz-Carlton Millenia Singapore, Hong Kong Tourism Board and Grand Hyatt Beijing have recently published advertorials in *CEI Asia*.

* All Advertorials are clearly identified as 'Advertisement Promotion'

IHG Vietnam Resorts World Sentosa Seoul Tourism Organization ACCOR Hospitality
ASIA
 The Asia-Pacific Guide to Conference Exhibition & Incentive Travel Facilities
2010
 CEI
 China Shanghai Hong Kong Seoul Macau

Venue Directory 2010 **Hong Kong**



Hong Kong is famous for its shopping and local markets, which run well into the night

Hong Kong

Tourism Board: Hong Kong Tourism Board
 Tel: 852 2807 0343
 Fax: 852 2806 0303
 URL: www.discoverhongkong.com

Convention Bureau: Meetings and Exhibitions Hong Kong
 Tel: 852 2807 6543
 Fax: 852 2807 6589
 Email: mtk@mb.com
 URL: www.discoverhongkong.com/eng/mice

Climate: The climate is generally warm and humid. In spring, from March to mid-May, temperatures range from 18 to 27 degrees Celsius. In summer and mid-September, humidity rises and temperatures typically range between 26 and 33 degrees.
 Winters, from mid-December to February, are generally mild. Temperatures stay between 14 and 20 degrees, though sometimes drop as low as 10 degrees overnight.
Time: GMT plus 8 hours
Currency: Hong Kong dollar, fixed at US\$1 = HK\$7.80
Visa requirements: Nationals of most countries are not required to obtain visas for periods between seven and 180 days. For details see the Department of Immigration www.imd.gov.hk/imm/visas_4.htm.
About the place: Hong Kong is a major Asian transport hub, served by most major airlines, and is a key gateway to mainland China. The territory comprises of Hong Kong Island, Kowloon and the New Territories. There are dozens of different islands to explore. Domestically, Hong Kong has a highly efficient public transport system, ranging through buses, trams and the Mass Transit Railway (MTR). Hong Kong's strong work ethic and reputation for commercial and financial acumen are world famous. It also boasts some of the finest hotels and restaurants in the world, catering for every taste in food and entertainment. The lively business environment is matched by one of the busiest and most varied nightlife cultures in Asia. The major public holiday is Chinese New Year, in late January or early February, when many businesses close for up to a week. Other important holidays include Chinese National Day on October 1, the anniversary of Hong Kong's 1997 return to Chinese sovereignty, on July 1, and many Chinese religious and cultural holidays.

www.venue-directory.asia 41

Venue Directory 2010 **Indonesia**



Bali International Convention Centre
 Managed by The Woban Resort Nusa Dua, Bali
 Kawasan RTDC Lot No. 3, C. Box, No. 36, Nusa Dua 80361, Bali, Indonesia
Contact person: Jason Leung, Director of Sales & Marketing
 Email: jason.leung@woban.com
 Tel: 62 361 777000 Fax: 62 361 775000 URL: www.baliicc.com/Bali
Nature of Hotel: Convention / Exhibition Centre, Resort Hotel
Guest Rooms: 142

Located on white sandy beach of Bali's southern coast, the Bali International Convention Centre is a large meeting resort on the island country of Indonesia, featuring a large auditorium & 17 meeting rooms and sufficient space to cater for up to 10,000 participants. The hotel itself has been designed for host conferences, trade gatherings, exhibition, weddings, and gallery environment. From international conferences and global seminars to corporate conventions and exhibitions, the Bali International Convention Centre is the pride of the island with its world standard services and facilities. A diverse choice of indoor and outdoor venues both on-site and off-site.

Each one of the 342 spacious guest rooms offers the Heavenly® Bed, 30" TV channels, electronic safe, social media systems, wireless internet service, complimentary toiletries making facilities, iron & ironing board and refreshment center. The business center features separate living room and bedroom areas, all with balconies. Facilities outside of the guestroom include a large fitness and pool with 12-meter waterfalls, a relaxing saltwater pool and a children's pool, each with its own waterfall. If non-water activities are preferred, The Woban Resort Nusa Dua, Bali boasts four Rocco's tennis courts, WobanVORCULT, an extensive Woban Kids Club, and an adjoining Woban Spa.

To start planning your event, please contact our meeting specialist at meetings@baliicc.com

Room Type	Room Size (L x W)	Area (sqm)	Bedding (single/double)	Theatre	Class room	U-shape	Ballroom
Executive Suite	53.97	108	1	200	100	NA	100
Deluxe Room	22.17	314	1	200	100	NA	100
Standard Room	17.17	24	1	200	100	NA	100
Life Room	NA	30	12	Shower/room	NA	NA	NA
Bed (The Legend)	17.17	24	1	200	100	NA	100
Executive Suite	47.29	103	1	800	NA	NA	100
Deluxe Room	22.17	314	1	200	100	NA	100
Standard Room	17.17	24	1	200	100	NA	100
Life Room	NA	30	12	Shower/room	NA	NA	NA
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CEI Asia Ticks All the Boxes

✓ Longest Established

CEI Asia launched in 2000
TTG MICE launched in 2005
MIX launched in 2007

✓ Highest Frequency

CEI Asia has 10 issues per year
TTG MICE has 9 issues per year
MIX has 6 issues per year

✓ Most Requested, Audited Circulation

CEI Asia is audited by BPA – 100% requested
TTG Mice is audited by BPA – 41% non-requested
MIX is not audited

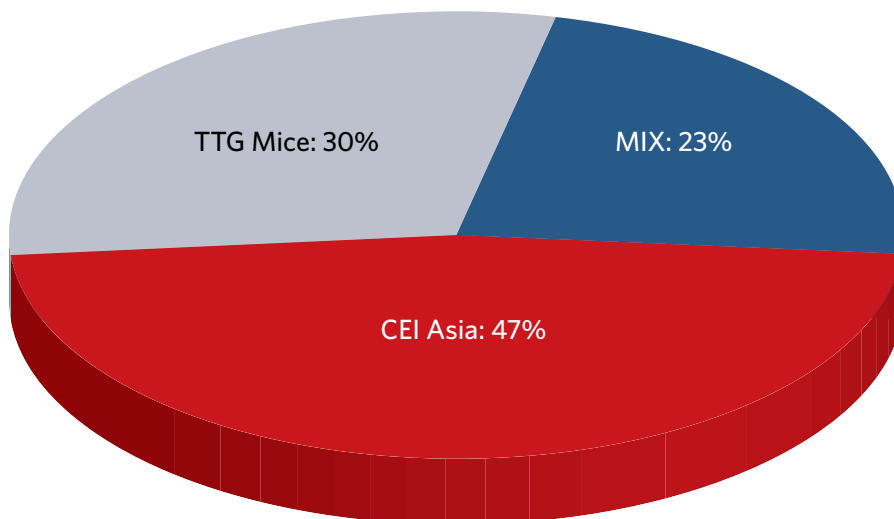
For the November 2009 issue:

CEI Asia – Individually requested circulation of 10,000
TTG Mice – Individually requested circulation of 7,160; non-requested circulation of 5,557

✓ First Choice of the MICE Industry

For 10 years since launch, CEI Asia has consistently been chosen by significantly more advertisers, with substantially more advertising pages than its competitors. CEI Asia regularly attracts advertising from National Tourism Organisations, Convention/Exhibition Centres, hotel groups and hotels from across Asia Pacific.

Market Share of advertising pages





Hong Kong

Haymarket Media Limited
23/F The Centrium,
60 Wyndham Street, Central, Hong Kong
Tel: (852) 3175 1925 Fax: (852) 2968 0755
Email: advertising@cei.asia
URL: www.cei.asia

Singapore

Haymarket Media Asia Pte Limited
35A Kreta Ayer Road
Singapore 089000
Tel: (65) 6224 6101 Fax: (65) 6224 6102

haymarket[®]

CEI Asia is published by Haymarket Media Limited