

# INDOFEST

INDONESIA OUTDOOR FESTIVAL 2020

## INDONESIA THE GREATEST OUTDOOR

**12-15 MARCH 2020**  
**JCC SENAYAN JAKARTA**

- Camping and Mountaineering** | Tent, Backpack, Apparels, Footwear, Accessories,
- Adventures Equipment** | Running, Hiking, Rafting, Cycling, Paddling, Extreme Sport, Climbing, Canoeing, Fishing, Diving, Overland, Motoradventure. Vertical safety
- Adventure Travel Services** | Hotel, Resort, Glamping, Outbound provider, Adventure Tour & Travel, Airlines, Travel Insurance, Dive Training, Outdoor Equipment services, Extreme sport services.
- Government and Service** | Ministry of Tourism, Ministry of Environment and Forestry, Ministry of Maritime Affairs, Tourism Board, National Park, Botanical Garden, Conservation Center.
- Communities and Association** | Related Association and Communities







Indonesia Outdoor Festival (INDOFEST) is the biggest Outdoor and Adventure Exhibition in Indonesia. Since its first exhibition in 2015, INDOFEST has gained a lot of public attention. More than 40.000 people visit the exhibition every year, including natural activists, adventurers, backpackers, equipment and service providers for adventure activities, and government agencies. Indofest is expected to be an event for introducing outdoor activities to the public, a place to find information about various adventure destinations, meet communities and nature activists, share experiences with the adventure safety and comfort experts, gather with fellow nature activists and hunt the latest adventuring equipment and supplies.

INDOFEST is also becoming an event to meet the equipment and service providers for adventure and outdoor activities, including trip organizers, hotels and resorts, adventure destinations, trekking organizers, community empowerment, and local souvenir businesses. Carrying the theme "Indonesia the Greatest Outdoors", Indofest 2020 will feature extensive Indonesian adventures and cultures, energetic colors, enticing activities, music, and experiences that will inspire many nature activists of all kinds.

INDOFEST highly needs support from various parties to spread awareness about responsible generation (Responsible Traveller/Responsible Mountaineer) to keep the nature stay beautiful, friendly and sustainable.

# INFOGRAPHIC INDOFEST 2019

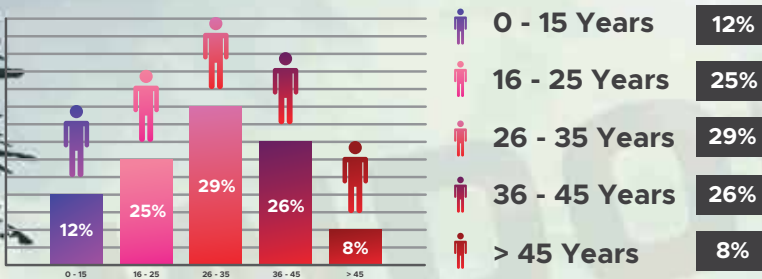
## DAILY VISITOR DATA



## EXHIBITOR DATA



## VISITOR PROFILE BASED ON AGE



## POTENTIAL TRANSACTION



# INSTAGRAM ENGAGEMENT

**FOLLOWERS** 133RB

## INTERACTIONS

Profile Visits +259.000  
Website Clicks +1000

## DISCOVERY

Reach 314.688  
Impressions 2.222.283

## TOP LOCATION



Jakarta - Bogor - Bekasi - Tangerang  
Bandung - Surabaya - Yogyakarta

## TOP CONTENT

Engagement : 104.332  
Views : 286.620  
Comment : 67.759

## LIVE VIEW

Watching 5.098

Facebook Page  
**+3500**

Twitter  
**+5000**

Youtube  
**+454**



# LAYOUT INDOFEST 2020

12-15 MARCH 2020



## INDONESIA THE GREATEST OUTDOOR

HALL A & B JCC SENAYAN JAKARTA

- ADVENTURE APPAREL AND EQUIPMENT
- ADVENTURE TRAVEL, SERVICES AND DESTINATION
- ETHNIC AND CRAFT
- DIVING - FISHING - CYCLING, RAFTING, VERTICAL SAFETY
- ADVENTURIDE



ORGANIZED BY :



# PROMOTION STRATEGY

## Offline Activities

### Pre Event Activities

- Indofest Mendadak Running
- Community Visit
- Car Free Day Activities

### Press Conferences and Media Gathering

### Printed Media Partners

### Radio Media Partners and Advertising

### National TV and Local TV broadcasting and Media Partners

### Community Partners

### Poster, billboard, giant banner



## Online Activities

### Website [www.indo-fest.com](http://www.indo-fest.com)

### Social Media, IG, FB, Twitter

- Give away with live drawing
- Live talkshow
- Product review
- Buzzers and Influencer
- Google Ads

### Digital Marketing

### Youtube Chanel Activities

### Online Media Partners and advertising



## BOOTH SPECIFICATION

### SPACE ONLY



- Electricity 4A for 18 sqm
- Minimum 18 sqm

### STANDARD BOOTH / PARTITION



- R8 Partition Height 2.5m
- 1 SeT Chair and table
- Electricity 2A/9sqm
- Carpet
- Lamp 40 Watt

## BOOTH PRICELIST

Booth Size (Sqm)	Partition/Space Only	Price/Sqm (IDR)	Booth Price (IDR)	Promo (IDR)	Remark
6	Partition		12.500,000	12.500,000	Start up
9	Partition		30.150,000	24.120,000	Promo Valid Until 30 November 2020
12	Partition	3.350.000	40,200,000	32.160,000	
15	Partition		50,250,000	40.200,000	
18	Partition		60,300,000	48.250,000	
30	Space Only	3.050.000	91.500,000	73.200,000	
56	Space Only		170.800,000	136.640,000	

\*Price Exclude Tax

## PROMOTION BENEFIT

## BOOTH SIZE

	4-9 sqm	18-27 sqm	28-54 sqm	46-72 sqm	73-100 sqm	>100 sqm
Logo on Giant Map	✓	✓	✓	✓	✓	✓
Ministage Slot	✓	✓	✓	✓	✓	✓
Logo on e- Flyer	✓	✓	✓	✓	✓	✓
IG/FB Stories	1x	1x	2x	2x	3x	4x
IG/FB Feed		1x	1x	1x	2x	3x
Logo on Web	✓	✓	✓	✓	✓	✓
Running Banner on Web			✓	✓	✓	✓
Looping Logo on screen				✓	✓	✓
Looping TVC on screen					✓	✓
Hanging Banner					1	2
Ministage Slot					1x45'	1X45'
Mainstage Slot						1X45'





Organized By :

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