



INDOFEST

INDONESIA OUTDOOR FESTIVAL 2020

INDONESIA
THE GREATEST
OUTDOOR



INDONESIA'S BIGGEST OUTDOOR & ADVENTURE EXHIBITION

PROLOGUE

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 Traveler/Responsible Mountaineer) to keep the nature stay beautiful, friendly and sustainable



INDOFEST JOURNEY

2016

6-7 APRIL 2016
ISTORA SENAYAN JAKARTA



- 🛒 100+ BRANDS
- 📏 4.000 SQM
- ⚙️ 110 VARIETY SIZE BOOTHS
- 🗣️ 25 COMMUNITIES
- 👤 45.000 VISITORS

2017

1-4 APRIL 2017
JCC SENAYAN JAKARTA



- 🛒 90+ BRANDS
- 📏 3.500 SQM
- ⚙️ 110 VARIETY SIZE BOOTHS
- 🗣️ 20 COMMUNITIES
- 👤 35.000 VISITORS

2018

3-6 MAY 2018
JCC SENAYAN JAKARTA



- 🛒 100+ BRANDS
- 📏 4.500 SQM
- ⚙️ 120 VARIETY SIZE BOOTHS
- 🗣️ 25 COMMUNITIES
- 👤 58.694 VISITORS

2019

7-10 MARCH 2019
JCC SENAYAN JAKARTA



- 🛒 100+ BRANDS
- 📏 5.500 SQM
- ⚙️ 150 VARIETY SIZE BOOTHS
- 🗣️ 30 COMMUNITIES
- 👤 68.000 VISITORS

INFOGRAPHIC INDOFEST 2019

VISITOR PROFILE BASED ON AGE



DAILY VISITOR DATA



EXHIBITOR DATA



POTENTIAL TRANSACTION



INSTAGRAM ENGAGEMENT



TOP LOCATION



INTERACTIONS

Profile Visits +259.000
Website Clicks +1000

TOP CONTENT

Engagement : 104.332
Views : 286.620
Comment : 67.759



INDOFEST 2020 THEME

INDONESIA THE GREATEST OUTDOOR

Indonesia is an archipelago with more than 17,500 islands, and has the 2nd longest coastline in the world with 99,093 km length. Located on the equator, Indonesia has everything you could ever imagine from a tropical nation, white sand beaches, marine parks, volcanoes, tropical forest, savanna, lakes, mountains, rivers, and canyons. These fortune of nature make Indonesia as an adventure paradise of the world.

Adventuring sports with its high-value tourism are well-established in Indonesia. Many of the nation's mountaineering, hiking and diving spots are well known and attract large numbers of visitors each year. Hand-in-hand with adventure tourism is sustainable or green tourism, which emphasises on low-impact travel, volunteering and cultural immersion.

OVERVIEW

TIME AND DATE

Date : 12 – 15 March 2020
Thursday – Sunday

Time : 10 AM - 09 PM

PLACE

Jakarta Convention Center
Strategically located in the heart of Jakarta.
Jakarta Convention Center hosts events
for the world's political, business, and
entertainment leaders.

ACTIVITIES

Exhibition, Trade fairs Retails
Fun Activities, Challenge Games
Kids Adventure Land, Sharing with
Expertise, Coaching Clinics.

TARGET

7.000 SQM
200 variety size booth
80.000 Visitors

EXHIBITION CATEGORIES

ADVENTURE TRAVEL SERVICES

Hotel, Resort, Glamping, Outbound provider, Adventure Tour & Travel Airlines, Travel Insurance, Dive Training, Outdoor Equipment services, Extreme sport services Market Place.



GOVERNMENT AND SERVICES

Ministry of Tourism, Ministry of Environment and Forestry, Ministry of Maritime Affairs, Tourism Board, National Park, Botanical Garden, Conservation Center, etc



ADVENTURE EQUIPMENT

Running, Hiking, Rafting, Cycling, Paddling, Extreme Sport, Climbing, Canoeing, Fishing, Diving, Overland, Motor adventure, Vertical safety.



CAMPING & MOUNTAINEERING

Tent, Backpack, Apparels, Footwear, Accessories.



COMMUNITIES AND ASSOCIATION

FAJI, FPTI, APGI, IATTA, FASI, FMI, FORMASI LRCI, Nature Lovers Organization, etc



OUR STRENGTHNESS



The venue of the event at the Jakarta Convention Center (JCC), a famous exhibition building which is strategically located in the heart of Jakarta.



Appropriate visitor and exhibitor target.



Large amount of visitor, reached 68.000 at the last event.



Well planned promotional strategy.



Presenting the latest trends of outdoor and adventure.



Strong Social Media.



Creative and innovative supportive program during the exhibition.



A direct selling exhibition with potential B2B opportunities.



An annual exhibition with a clear and planned schedule.



Professional organizer with experienced teams.



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

Social Media, IG, FB, Twitter.

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

Digital Marketing

Youtube Channel Activities

Online Media Partners and advertising



SPONSORSHIP PACKAGE

SPONSOR PACKAGE	Single Sponsor	Main Sponsor	Support Sponsor	Contribute Sponsor
AVAILABLE FOR	1	1	4	6
SPONSOR VALUE	Rp. 3.500.000.000,-	Rp. 2.000.000.000,-	Rp. 500.000.000,-	Rp. 250.000.000,-
BOOTH SPACE	2 x 9 x 6	2 x 6 x 6	2 x 3 x 6	3 x 6
BUNDLING TITLE EVENT	✓	✗	✗	✗
MEDIA AND SHOW MARKETING				
Placement Logo on TVC	✓	✗	✗	✗
Company Mention at Radio Advertisement	✓	✗	✗	✗
Logo Placement on Giant Banner	✓	✗	✗	✗
AUDIENCE ENGAGEMENT				
Time Slot at Stage @45 minutes	4 x	3 x	1 x	1 x
MC Adlibs	✓	✓	✓	✓
Looping Logo on Stage Screen	✓	✓	✓	✓
BRANDING				
Placement Logo on website, poster, e-flyer	✓	✓	✓	✓
Logo Placement on Pressroom	✓	✗	✗	✗
Logo Placement on Press Release	✓	✓	✗	✗
Logo on Backdrop	✓	✗	✗	✗
Logo on Gate	✓	✓	✓	✓
Logo on T Banner	✓	✓	✓	✓
Logo on Banner	✓	✓	✓	✓
Logo on Hanging Banner	✓	✓	✓	✓
Logo on Sign Age	✓	✓	✓	✓
DIGITAL OPPORTUNITIES				
Advertisement on Media Social IG, FB, Twitter	✓	✓	✓	✓
Banner on www.indo-fest.com	✓	✓	✓	✓
Banner on www.consina-theoutdoors.com	✓	✗	✗	✗
Placement logo on Youtube TVC	✓	✗	✗	✗
VIP FREE PASS	✓	✓	✓	✓

Support Program Sponsor

INDOFEST MENDADAK RUNNING

Time : 23 Februari 2020
Special : Road To Indofest 2020
Target : 200 Participants
Location : GBK Senayan, Car Free Day

Main Sponsor Value Rp. 5.000.000,-
Supportive Sponsor @ Rp, 2.500.000,-

Benefit Sponsor

Main Sponsor:
IMR titling event, Media social promo 2x
Logo on IMK Advertise Media
Unimited Adlibs MC

Supportive Sponsor

Media social promo 2x
sharing logo on IMK Advertise Media
Adlibs MC 5x

INDOFEST FRIENDLY RUN

Time : 15 Maret 2020
Special : Indofest
Target : 300 Participants
Location : JCC Senayan, Car Free Day

Main Sponsor Value Rp. 25.000.000,-
Supportive Sponsor @ Rp, 10.000.000,-

Benefit Sponsor

Main Sponsor:
IFR titling event, Media social promo 2x
Logo on IMK Advertise Media
Unimited Adlibs MC at IFR

Supportive Sponsor

Media social promo 2x
sharing logo on IFR Advertise Media
Adlibs MC 5x at IFR

Support Program Sponsor

INDOFEST ADVENTURE LAND

Time : 12 – 15 March 2020
Location : Hall B, Infofest 2020 Venue
Atraction : Climbing wall, rope access,
hammock dome, bike trek,
3D bow hunter challenge.

Sponsor Value Rp. 250.000.000,-

Benefit Sponsor

*36 sqm commercial booth space
150 sqm Activity Area (Non Commercial Area)
Branding at Activity Area
10 Hanging Banner at Activity Area
Adlibs MC on main stage 5x/day*

INDOFEST KIDS ADVENTURE

Time : 12 – 15 March 2020
Location : Hall A, Infofest 2020 Venue
Atraction : kids climbing wall,
tent park, archery,
stepping stone, painting,
story telling

Sponsor Value Rp. 50.000.000,-

Benefit Sponsor

*18 sqm commercial booth space
60 sqm Activity Area (Non Commercial Area)
Branding at Activity Area
4 Hanging Banner at Activity Area
Adlibs MC on main stage 5x/day*

Additional Program Sponsor

Display Placement

Display Area is located at the main entrance and certainly all visitors will be able to see your product.

Sponsor Value Rp. 500.000,-/m2

Visitor Wristband

Logo placement on 40,000 visitor bracelets, where visitors are potential prospects in this event. This opportunity is available for only one participating brand.

Sponsor Value Rp. 50.000.000

Doorprize Sponsor

Thousands of visitors will fill in the door prize form, becoming the exclusive door prize product, your company will get logo placement at Doorprize form, Website, Onsite Signage and MC adlibs every day.

Sponsor Value Rp. 50.000.000

Promotion on Stage @30

Don't miss the opportunity to promote your new product in front of thousands of potential visitors who are users of your product or service.

Sponsor Value Rp. 5.000.000

Eco-Friendly Shopping bag

An eco-friendly shopping bag that can be used by visitors to collect brochures or shopping results. Produced a number of 20,000 bags of 30cmx40cm size. Logo placement on this bag is effectively raising your brand awareness.

Sponsor Value Rp. 50.000.000

Printed Media Promotion

Gate



Construction : R8 System Full Print

Gate Size : 7 mx2.5 m

Quantity : 2 Unit

Placement : Hall B gate and Hall A Gate

Duration : During Exhibition

T banner

Size : 1x3 m
Quantity : 20 pcs
Printed : Digital Printing
Placement : Surrounding
JCC Senayan Jakarta

Hanging Banner

Size : 1x3m and 1.5x5m
Total Qty : 30 pcs
Printed : Digital Printing
Placement : Inside Hall and Lobby



**Supporting
Sponsor**

Printed Media Promotion



Visitor Wristband

Material : Vinyl Sticker
Size : 2 x 22 cm
Quantity : 80.000 pcs
Other : Safety Cut dan Barcode

Eco-friendly Shopping Bag

Material : Spunbond
Size : 30 x 40 cm
Quantity : 30.000 pcs



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Outdoors for a
Thank You!

ORGANIZED BY



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WWW.INDO-FEST.COM