



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

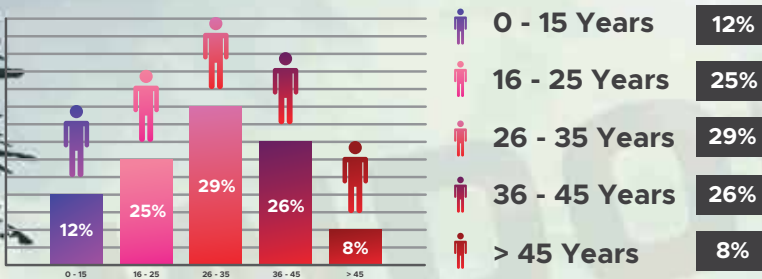
DAILY VISITOR DATA



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

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 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	10-27 sqm	28-54 sqm	55-72 sqm	73-100 sqm	>100 sqm
Logo on e- Flyer	✓	✓	✓	✓	✓	✓
Logo on Giant Map	✓	✓	✓	✓	✓	✓
Logo on Web	✓	✓	✓	✓	✓	✓
Running Banner on Web			✓	✓	✓	✓
IG/FB Stories	1x	1x	2x	2x	3x	4x
IG/FB Feed		1x	1x	1x	2x	3x
Looping Logo on screen				✓	✓	✓
Looping TVC on screen					✓	✓
Hanging Banner					1	2
Ministage Slot					1x45'	1X45'
Mainstage Slot						1X45'



Organized By :

JL. Casablanca Raya No. 1C Menteng Dalam - Jakarta Selatan 12870
Phone : (+62 21) 8370-5253 | Mobile : +62 877-7085-1010
Email : marketing@indo-fest.com

