

PRESENTED BY :

The main event logo, 'INDOFEST 2022', is rendered in a large, bold, green font with a black outline and a slight 3D effect. To the left of the text is a circular icon containing silhouettes of various outdoor activities: a person climbing, a person kayaking, and a person on a mountain. Below the main title, the text 'INDONESIA OUTDOOR FESTIVAL 2022' is written in a smaller, white font with a black outline. The entire logo is set against a background of a collage of outdoor adventure scenes: a red off-road vehicle on a rocky outcrop, a yellow tent, a person rappelling, and a group of hikers on a trail.

INDOFEST 2022

INDONESIA OUTDOOR FESTIVAL 2022

SOUTHEAST ASIA'S BIGGEST OUTDOOR & ADVENTURE EXHIBITION

1 - 4 | HALL A-B
SEPT | JCC SENAYAN
2022 | JAKARTA

JOIN VENUE WITH :



WWW.INDO-FEST.COM



INDOFEST



INDOFEST_OFFCL



INDOFESTOFFICIAL

PROLOGUE

INDONESIA OUTDOOR FESTIVAL (INDOFEST) 2022

As the largest outdoor and adventure festival in Indonesia since 2016, Indofest annually presented the latest information and product on the exhibition. Indofest 2020 is the last event presented before the spreading of pandemic covid-19. The COVID-19 pandemic has dramatically changed people's lives over the past two years.

The tourism industry and event organizers are struggling because they are severely affected by this situation. Referring to small research conducted to several partners in the adventure/outdoor tourism industry, particularly equipment sales and services, there were a sharp decline in total sales and productions up to more than fifty percent due to the restriction of community activities and events during the pandemic.

Currently, the impact of the pandemic on community activities and events are starting to unfold. The success of the vaccination program raises the hope that the situation will gradually return to normal. All we need are the spirit to adapt and rise as well as the passion for creativity and innovation.

Outdoor tourism has become a preference of leisure right now, so there is optimism that this industry will bounce back soon. This year, INDOFEST might be the opportunity to boost the spirit and to create excitement among the industry players as well as the outdoor tourism enthusiasts.

INDOFEST is a symbol of a strong bond between outdoor enthusiasts in Indonesia. This event would gather the community of outdoor tourism: the enthusiasts, entrepreneurs, and professionals, as well as relevant stakeholders. Hopefully, with the support from various parties and stakeholders, INDOFEST 2022 would create the spirit of togetherness of the community in surviving the pandemic.

INDOFEST JOURNEY

6-7 APRIL 2016 ISTORA SENAYAN JAKARTA

 Exhibition Area (Sqm)	4.000
 Booth (Variety Size)	110
 Brands	100
 Communities	25
 Visitors	45.000

11-14 MAY 2017 JCC SENAYAN JAKARTA

 Exhibition Area (Sqm)	3.500
 Booth (Variety Size)	110
 Brands	90
 Communities	20
 Visitors	35.000

3-6 MAY 2018 JCC SENAYAN JAKARTA

 Exhibition Area (Sqm)	4.500
 Booth (Variety Size)	120
 Brands	100
 Communities	25
 Visitors	48.000

7-10 MARCH 2019 JCC SENAYAN JAKARTA

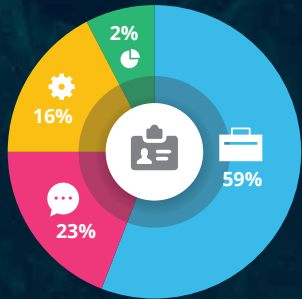
 Exhibition Area (Sqm)	5.500
 Booth (Variety Size)	150
 Brands	110
 Communities	30
 Visitors	68.000

12-15 MARCH 2020 JCC SENAYAN JAKARTA

 Exhibition Area (Sqm)	6.500
 Booth (Variety Size)	200
 Brands	120
 Communities	43
 Visitors	28.000

INFOGRAPHIC

EXHIBITOR CATEGORY



- PRODUCT AND EQUIPMENT
- SERVICES AND DESTINATION
- COMMUNITIES
- SPONSORS

POTENTIAL TRANSACTION

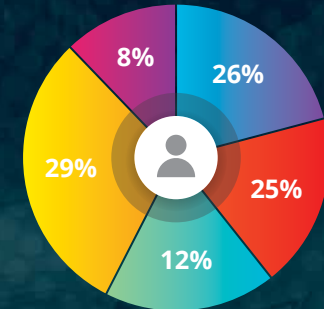


WEB VISITOR DATA



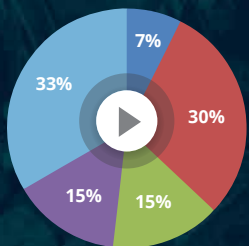
INDONESIA	44.252
AMERIKA-CANADA	432
EUROPE	183
ASIA	336
AFRIKA	9
AUSTRALIA	21

VISITOR PROFILE BASED ON AGE



- 0-15 Years
- 16-25 Years
- 26-35 Years
- 36-45 Years
- > 45 Years

MEDIA PARTNER



- MEDSOS
- ONLINE
- TV
- PRINTED
- RADIO

INSTAGRAM ENGAGEMENT

TOP LOCATION



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

FOLLOWERS 166K

INTERACTION

Profile Visits +259.000
Website Clicks +1000

TOP CONTENT

Engagement : 104.332
Views : 286.620
Comment : 67.759

DISCOVERY

Reach 314.688
Impressions 2.222.283

LIVE

Watching 5.098


f Facebook Page
+5000


t Twitter
+5000

▶ YOUTUBE
+3550

OVERVIEW

TIME AND DATE

1 - 4 September 2022 
Thursday - Sunday

(10 AM - 09 PM) 

ACTIVITIES


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

LOCATION


 **Jakarta Convention Center**

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

TARGET

 4.000 Sqm

 150 Variety Size Booth

 40.000 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*

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



GOVERNMENT & SERVICES

*Ministry of Tourism | Ministry of Environment & Forestry | Ministry of Maritime Affairs
Tourism Board | National Park | Botanical Garden | Conservation*

COMMUNITIES & ASSOCIATION

FAJI | FPTI | APCI | FASI | FMI | FORMASI | LRCI | Nature Lovers Organization



OUR STRENGTHNESS



The Venue
Famous Exhibition Building
In the heart of
JAKARTA



Presenting
the latest trends
of outdoor and
adventure



An annual
exhibition
with a clear
and planned
schedule



large amount of
visitor, reached
68.000
at the last event



**Creative
Innovative
Supportive**
program during
the exhibition



Appropriate
Visitor and
Exhibitor
target.



STRONG
Social media



Professional
Organizer
with experienced
teams



Well planned
Promotional
Strategy



A direct selling
exhibition with
potential B2B
opportunities

LAYOUT INDOFEST 2022

LAYOUT INDOFEST 2022

JOIN VENUE WITH **DXI**
DEEP - EXTREME
INDONESIA

SOUTHEAST ASIA'S
BIGGEST OUTDOOR AND
ADVENTURE EXHIBITION



PROMOTION STRATEGY

OFFLINE ACTIVITIES

✓ Pre Event Activities

- TekTok Fun Trekking
- Aftnoon Coffee Talk (Cafe to Cafe)
- Car Free Day Activities (Fun Run)
- Gerebeg Camping



✓ 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 : Instagram, Facebook, Twitter

- Creative Giveaway
- IG Live Talk
- Collabs with Influencer
- Tips n Triks

✓ Digital Marketing

✓ Youtube Channel Activities

✓ Online Media Partners and Advertising



SPONSOR PACKAGE

SPONSOR PACKAGE	CARTENSZ	KERINCI	RINJANI
AVAILABLE FOR	1	1	3
SPONSOR VALUE	Rp. 2.500.000.000,-	Rp. 1.500.000.000,-	Rp. 500.000.000,-
BOOTH SPACE	2 x 9 x 6	2 x 6 x 6	2 x 3 x 6
BUNDLING TITLE EVENT	✓	✗	✗
AUDIENCE ENGAGEMENT			
Time Slot at Stage @45 Minutes	4x	3x	1x
MC Adlibs	✓	✓	✓
Looping Logo on Main Stage Screen	✓	✓	✓
Looping Logo on Mini Stage Screen	✓	✓	✓
BRANDING			
Placement Logo on Giant Banner	✓	✓	✓
Placement Logo on Website, Poster, E-Flyer	✓	✓	✓
Logo Placement on Presscon Backdrop	✓	✓	✗
Brand Mention on Press Release	✓	✓	✗
Logo on Main Stage Backdrop	✓	✗	✗
Logo on Mini Stage Backdrop	✓	✓	✗
Logo on Gate	✓	✓	✓
Logo on T-Banner	✓	✓	✓
Logo on Banner	✓	✓	✓
Logo on Hanging Banner	✓	✓	✓
Logo on Sign Age	✓	✓	✓
DIGITAL OPPORTUNITIES	✓	✓	✓
Placement Logo on TVC	✓	✗	✗
Advertise on Media Social (IG,FB,Twitter)	✓	✓	✓
Banner on www.indo-fest.com	✓	✓	✓
FREE PASS	✓	✓	✓

ROAD TO INDOFEST 2022



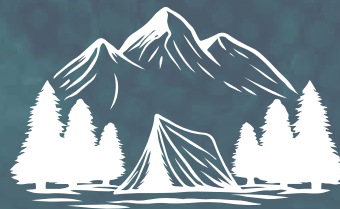
INDOFEST MENDADAK RUNNING

- 📅 Agustus 2022
- ★ Road to Indofest 2022
- 🎯 200 Participants
- 📍 GBK - Senayan (Car Free Day)

Sponsor Value
Rp.100.000.000,-

BENEFIT SPONSOR

- ✓ 18 sqm commercial booth space
- ✓ IMR Titling Event
- ✓ Media Social Promo
- ✓ Logo on IMR Advertise Media
- ✓ Unlimited Adlibs MC



INDOFEST MENDADAK KEMPING

- 📅 July 2022
- ★ Road to Indofest 2022
- 🎯 100 Pax
- 📍 Gunung Bundar, Bogor

Sponsor Value
Rp. 150.000.000,-

BENEFIT SPONSOR

- ✓ 18 sqm commercial booth space
- ✓ Collabs Tittle
- ✓ Banner at Camping Venue
- ✓ Logo on all Indofest Mendadak Camping media promo
- ✓ Logo on video documentation after event IMK



INDOFEST FISHING TRIP

- 📅 June 2022
- ★ Road to Indofest 2022
- 🎯 30 Pax
- 📍 Pulau Seribu

Sponsor Value
Rp. 100.000.000,-

BENEFIT SPONSOR

- ✓ 18 sqm commercial booth space
- ✓ Collabs Tittle
- ✓ Logo on all Indofest Fishing Trip media promo
- ✓ Logo on video documentation after event IFT

SUPPORT PROGRAM



INDOFEST SUNRISE RUN

- 📅 4 September 2022
- ★ Indofest 2022
- 🎯 300 Participants
- 📍 GBK - Senayan (Car Free Day)

Sponsor Value
Rp. 200.000.000,-

BENEFIT SPONSOR

- ✓ 18 sqm commercial booth space
- ✓ ISR Tittling Event
- ✓ Media Social Promo
- ✓ Logo on ISR Advertise Media
- ✓ Unlimited Adlibs MC at ISR



INDOFEST. CLIMBING COMPETITION

- 📅 1 - 4 September 2022
- 📍 HALL B - INDOFEST
- ★ Speed and Bouldering Kids and Public

Sponsor Value
Rp. 250.000.000,-

BENEFIT SPONSOR

- ✓ 18 sqm commercial booth space
- ✓ Logo on Climbing Wall
- ✓ Branding at activity area
- ✓ 5 hanging banner on Activity Area
- ✓ Adlibs MC



INDOFEST KIDS ADVENTURE

- 📅 1 - 4 September 2022
- 📍 HALL B - INDOFEST
- ★ Kids Climbing Wall, Tent Park, Archery, Stepping Stone, Painting Story Telling

Sponsor Value
Rp. 50.000.000,-

BENEFIT SPONSOR

- ✓ 60 sqm activity area (Non Commercial Area)
- ✓ Branding at activity area
- ✓ 4 hanging banner on Activity Area
- ✓ Adlibs MC on Main Stage 5x/day

ADDITIONAL PROGRAM SPONSOR

DISPLAY PLACEMENT

Display area is located at the main entrance that spotted directly by all visitor.

Sponsor Value Rp. 1.000.000,-/m2

DOORPRIZE SPONSOR

Exclusive logo placement on Doorprize form, running banner on website, Doorprize promotion at Social Media, live drawing at mainstage.

Sponsor Value Rp. 50.000.000,-

PROMOTION ON STAGE

Promote your new product to the thousands of outdoor enthusiasts who would be your potential target user

Sponsor Value Rp. 50.000.000,-

ECO FRIENDLY SHOOPING BAG

An Eco-Friendly Shopping Bag that can be used by the visitor to collect brochures or use for shopping bag. Produced about 20.000 bags of 30x40cm 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 x 2.5 M
- Quantity : 1 Unit
- Placement : Hall B Gate
- Duration : During Exhibition



T-BANNER

- Size : 1x3 M
- Quantity : 20 Pcs
- Printed : Digital Printing
- Placement : Surrounding JCC Senayan Jakarta

HANGING BANNER

- Size : 1x3 M
- Quantity : 20 Pcs
- Printed : Digital Printing
- Placement : Inside Hall and Lobby



ECO-FRIENDLY *Shopping Bag*

- Material : Spunbond
- Size : 30x40cm
- Quantity : 30.000 Pcs





THANK YOU

ORGANIZED BY :



COS EVENT

Jalan Casablanca Raya No. 1C Menteng Dalam – Jakarta Selatan



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Indofest Official



Indofestofficial



Indofestofcl

WWW.INDO-FEST.COM