

MANILA FAME

SHOWCASE YOUR PRODUCTS
BE A MANILA FAME

EXHIBITOR

Exhibition Date
Exhibition Hours
Venue
Organizer

19-21 October 2018 (Friday-Sunday)
09:00AM - 07:00PM
World Trade Center Metro Manila
Center for International Trade Expositions
and Missions (CITEM)



CATEGORIES

HOUSEWARE & HOME DECOR
GIFT ITEMS
LAMPS & LIGHTING

HOLIDAY DÉCOR
FASHION ACCESSORIES & WEARABLES
FURNITURE & FURNISHINGS

HANDWOVEN & CONVERTED ITEMS
INTERIOR & ARCHITECTURAL COMPONENTS
VISUAL ARTS

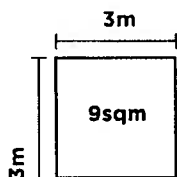
CAPTURE THESE MARKETS

TOP VISITING 10 COUNTRIES

USA
JAPAN
AUSTRALIA
SINGAPORE
TAIWAN
HONG KONG
ITALY
UNITED KINGDOM
TURKEY
UNITED ARAB EMIRATES



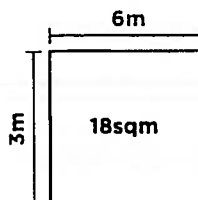
EXHIBITOR PARTICIPATION PACKAGES



OPTION

1

INDIVIDUAL EXHIBITOR
Minimum Space Requirement: 9sqm
For individual companies interested to
join Manila FAME and represent their
own brands / companies.



OPTION

2

GROUP PARTICIPATION
Minimum Space Requirement: 18sqm
Minimum No. of Exhibitors: 4 companies
For Local Trade Associations or DTI
Regional Offices who shall organize the
Manila FAME participation of MSMEs as a
collective to promote the local products
and crafts.

BOOTH FEES & INCLUSIONS

SPACE ONLY

Participation Fee
PHP 32,400.00
(PHP 3,600.00/sqm)
Philippine-based companies

USD 1,620.00
(USD 180.00/sqm)
Foreign-based companies

Booth Details
*For both Philippine and Foreign
Companies*

Company to send booth design for
CITEM's approval. Company to
build own booth structure.

SPACE WITH BOOTH SYSTEM

Participation Fee
PHP 38,250.00
(PHP 4,250.00/sqm)
Philippine-based companies

USD 2,250.00
(USD 250.00/sqm)
Foreign-based companies

Booth Details
*For both Philippine and Foreign
Companies*

Aluminum-based shell structure to be
provided by CITEM, inclusive of carpet,
1 table, 2 chairs, 3 spotlights, 1 trash
bin, and convenience outlet.
Installation of booth structure c/o
CITEM's contractor.

DEADLINE

DEADLINE OF APPLICATION FORM
JULY 20, 2018

DEADLINE OF BOOTH DESIGN & APPLICATION FEE
AUGUST 4, 2018

FOR MORE INFORMATION
CONNECT WITH US THROUGH:

exhibitorservices@citem.com.ph
 www.facebook.com/ManilaFAMEofficial

+632 831.2201 loc.231
 manilafame

Visit our website:
www.manilafame.com

THE MANILA FAME VERY IMPORTANT BUYER (VIB) PROGRAM

The VIB Program is an institutionalized package of service and benefits designed to provide a meaningful and rewarding sourcing experience at Manila FAME.

It is for overseas based trade buyers representing the following sectors:

- ARCHITECTURAL COMPONENTS
- INTERIOR DESIGN
- LANDSCAPING

- GLOBAL BRANDS
- CONTRACT MARKET
- HOSPITALITY

- VISUAL ARTS
- MATERIAL SOURCING
- HOME

- HOLIDAY
- FASHION
- ARTS & CRAFTS



THE MANILA FAME VERY IMPORTANT BUYER

An established and reputable importer, wholesaler, retailer, distributor, specifier, or bulk buyer for at least two (2) years in operation.

A regular importer of home, fashion, crafts, holiday and gifts products and services.

HOW TO AVAIL THE PROGRAM

STEP 1

APPLICATION

Submit the following documents:

- Completely accomplished online Manila FAME VIB Application Form (www.manilafame.com)
- Scanned copy of passport page with picture and complete name
- Company profile (existing website or electronic/scanned copy)
- List of Manila FAME suppliers if applicable (with previous or existing partnership)

Request endorsement to the VIB Program through the following organizations:

- Philippine Trade and Investment Center (PTIC)
- Philippine Embassies/Consulates
- Foreign Embassies
- Trade Promotion Organizations (TPOs)
- Business Support Organizations (BSOs) and Trade Associations
- Exhibitor and Buyer Marketing Agents
- (Direct Application) Foreign Buyer (subject to validation of PTIC and CITEM)

STEP 2

SCREENING

Please wait while the Manila FAME Buyer Marketing Team evaluates and validates the submitted requirements. Only complete documents shall be processed for screening and approval.

STEP 3

APPROVAL

You are confirmed!

PACKAGE OF INCENTIVES

- | | AIRFARE INCENTIVE
(Subject to
airfare cap) | FREE
HOTEL STAY
(2 nights) |
|---|--|----------------------------------|
| A TOP-LEVEL BUYER
An owner or a top-sourcing executive designated as a Final Decision Maker of an independent wholesale, retail/specialty store chain, or a major wholesale distribution channel. | ✓ | ✓ |
| B REGULAR VIB
Trade buyers from Retail / Specialty stores, Wholesaler or Contract Market. | ✗ | ✓ |
| C HEAD OF DELEGATION (HOD)
The primary organizer and coordinator of an overseas Buying Mission composed of, at least, 10 different independent importers / retailers / wholesaler / distributor or specifier. | ✓ | ✓ |

*Provisions are subject to MANILA FAME secretariat's acceptance approval

AIRFARE REIMBURSEMENT

AIRFARE CAP

Long Haul
(USD 1,200.00)
An air travel that takes at least 6 hours and is often a non-stop flight

Short Haul
(USD 500.00)
Flights that take less than 6 hours

COVERS ONLY THE MOST DIRECT ROUTE.

It does not cover visits/transits to other cities/destinations.

REIMBURSABLE ON-SITE.

The Buyer Marketing Team / Manila FAME Secretariat will help process your airfare reimbursement only upon submission of the following documents:

Airfare incentives serve as ceiling guides, refund/reimbursement of actual airfare maybe considered, whichever is lower

- Copy of e-ticket
- Proof of Payment
- Original Boarding Pass
- Photocopy of Passport (page with photo and signature)
- Photocopy of Passport (page with entry stamp to the Philippines)
- Completely filled-out Buyer Survey Form (to be accomplished on-site)

As a MANILA FAME Buyer, you are automatically entitled to our BUYER CARE SERVICES

- 1 Airport welcome reception
- 2 Complimentary transport services: UPON ARRIVAL: Airport-Partner Hotel DURING THE FAIR: scheduled pick-ups from Partner Hotel-Fair Venue and v/v AFTER THE FAIR: Partner Hotel-Airport
- 3 Liaison Officer/ Language Interpreter (by request)
- 4 Complimentary use of Buyer's Lounge with free snack and beverages
- 5 Priority admittance in Manila FAME events
- 6 Complimentary health and wellness services at Manila FAME's Serenity Spa
- 7 Chance to win the Manila FAME Luxe Escape Dream Destination Raffle Promo

As a Manila FAME VIB you are committed to:

- ✓ Attend Manila FAME within the specified show dates.
- ✓ Adhere to the schedule of pre-arranged meetings with Manila FAME exhibitors and other schedules as may be indicated in the itinerary;
- ✓ Agree to be the subject of media releases, feature articles, other media platforms to further promote Manila FAME;
- ✓ Fill out the Buyer Survey Form completely, indicate transactions made during the visit and hold a personal debriefing with concerned Manila FAME Market Officer

FOR MORE INFORMATION
CONNECT WITH US THROUGH:

manilafamebuyers@citem.com.ph

www.facebook.com/ManilaFAMEofficial

+632 831.2201 loc.231

[manilafame](https://www.instagram.com/manilafame)

Visit our website:

www.manilafame.com

19-21
04

APRIL

APRIL 2018 EDITION REPORT

TOP VISITING 10 COUNTRIES

USA
JAPAN
AUSTRALIA
SINGAPORE
TAIWAN
HONG KONG
ITALY
UNITED KINGDOM
TURKEY
UNITED ARAB EMIRATES

"I thoroughly enjoyed the show and was very impressed by the products and displays. I will come back to the October show"
- Tom Durkin (US Buyer)



9,500
JOBS SUPPORTED

DESIGN & LIFESTYLE SHOW MANILA FAME

5196
VISITORS

281
EXHIBITING COMPANIES

18%
EXPORT SALES
INCREASE FROM 2017

CAPABILITY BUILDING PROGRAMS

850 NEW PRODUCTS
DEVELOPED &
LAUNCHED

WITH

91 PARTICIPATING
COMPANIES

FROM

9 REGIONS

IN THE PHILIPPINES
DIRECTED BY LOCAL
AND INTERNATIONAL
DESIGNERS

14 EXPORT
COACHING
SESSIONS

CONDUCTED TO
198 COMPANIES

"Overall I thought the show was very good. I was able to connect with suppliers & place orders at the show. This saved me lots of time and made it convenient to conduct business in one place."
- Lennie Dicarlo (US Buyer)



KATHA AWARDS
DESIGN EXCELLENCE

6 OUTSTANDING &
INNOVATIVE COMPANIES
RECOGNIZED

OVER PHP110
MILLION
WORTH OF MEDIA VALUE
GENERATED



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www.twitter.com/ManilaFAME

www.instagram.com/manilafame

www.manilafame.wordpress.com



www.manilafame.com

19-21
10

OCTOBER

SOURCE IT HERE!

MANILA FAME

Natural Materials

Innovative Designs

Exquisite Craftsmanship

REGISTER NOW!

www.manilafame.com