

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

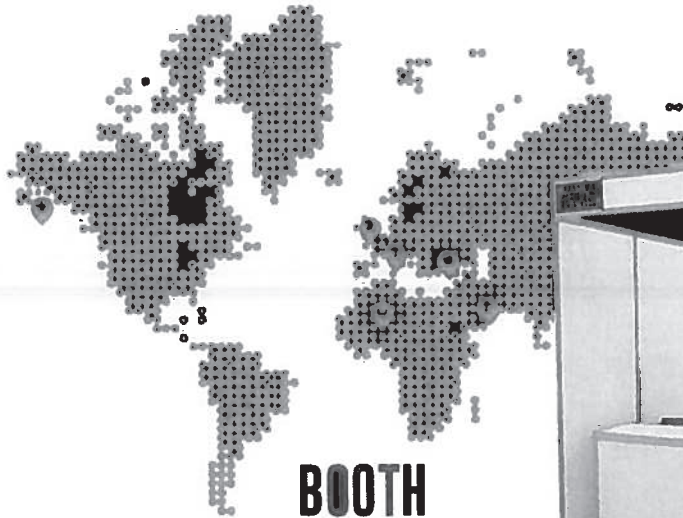
HOLIDAY DÉCOR
FASHION ACCESSORIES & WEARABLES
FURNITURE & FURNISHINGS

HANDWOVEN & CONVERTED ITEMS
INTERIOR & ARCHITECTURAL COMPONENTS
VISUAL ARTS

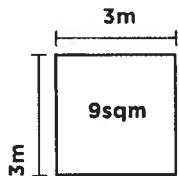
CAPTURE THESE MARKETS

TOP VISITING 10 COUNTRIES

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

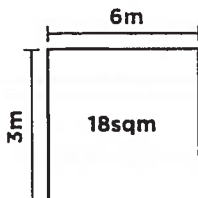


EXHIBITOR PARTICIPATION PACKAGES



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](https://www.instagram.com/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
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manilafamebuyers@citem.com.ph

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+632 831.2201 loc.231

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

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19-21
04

APRIL

APRIL 2018 EDITION REPORT

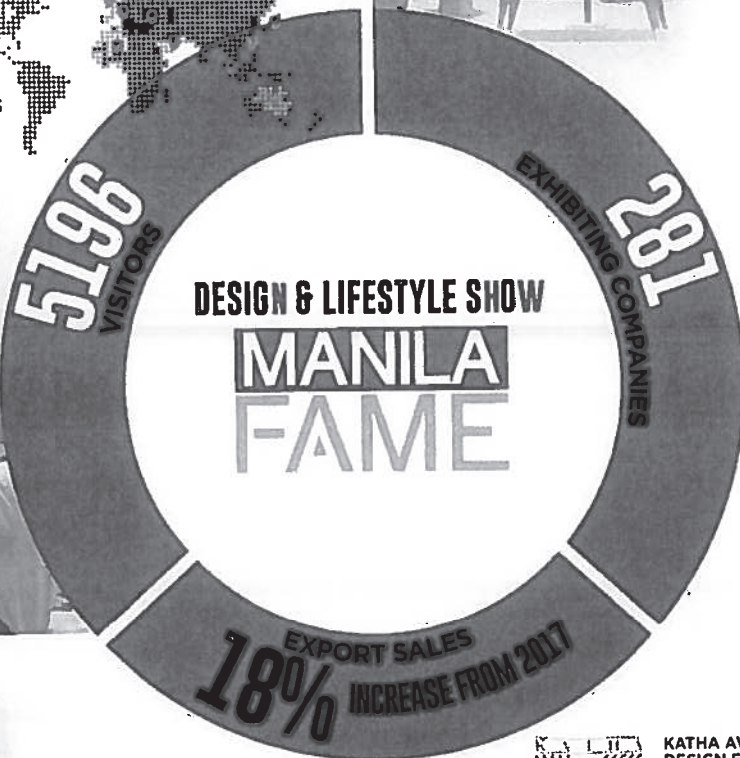
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UNITED ARAB EMIRATES



"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



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

DESIGN & LIFESTYLE SHOW
MANILA
FAME

EXPORT SALES
18% INCREASE FROM 2017

"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.manilafame.com



www.manilafame.com

19-21
10

OCTOBER

SOURCE IT HERE!

MANILA FAME

Natural Materials

Innovative Designs

Exquisite Craftsmanship

REGISTER NOW!

www.manilafame.com