

PRESENTED BY :

The main title 'INDOFEST' is rendered in a large, bold, green font with a black outline and a glowing effect. Below it, 'INDONESIA OUTDOOR FESTIVAL 2022' is written in a smaller, white font with a black outline. The background features a collage of outdoor activities: a red off-road vehicle on a rocky ledge, hikers on a mountain peak, a rafting team on a river, and a safari vehicle in a savanna. The design is framed by large, angular shapes with a green and orange dotted pattern.

# INDOFEST

INDONESIA OUTDOOR FESTIVAL 2022

SOUTHEAST ASIA'S BIGGEST OUTDOOR & ADVENTURE EXHIBITION

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

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# INDONESIA OUTDOOR FESTIVAL (INDOFEST) 2022

The COVID-19 pandemic has dramatically changed people's lives over the past two years. People are living under normal regulations where activities are restricted. Tourism industry and event organizers are struggling because they are severely affected by this situation. Referring to a small research conducted to several partners in 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 pandemic to community activities and events are starting to unfold. The success of 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 in the near future. This year, INDOFEST might be the opportunity to boost the spirit and to create the excitement among the industry players as well as the outdoor tourism enthusiasts.

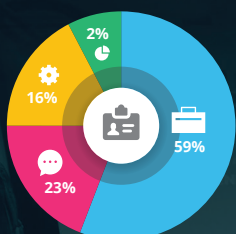
INDOFEST is a symbol of a strong bond between outdoor enthusiasts in Indonesia. This event would gather the community of outdoor tourism: the enthusiasts, entrepreneurs, and professionals, as well as relevant stakeholders. Hopefully, with the support from various parties and stakeholders, INDOFEST 2022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

## INDOFEST JOURNEY



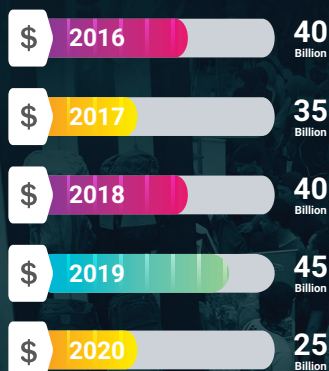
## INFOGRAPHIC

### EXHIBITOR CATEGORY



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

### POTENTIAL TRANSACTION

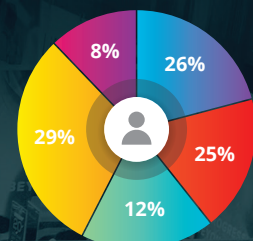


### WEB VISITOR DATA



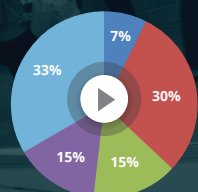
INDONESIA	44.252
AMERIKA-CANADA	432
EUROPE	183
ASIA	336
AFRIKA	9
AUSTRALIA	21

### VISITOR PROFILE BASED ON AGE



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

### MEDIA PARTNER



- SOCMED
- 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

Facebook Page  
**+5000**

Twitter  
**+5000**

YOUTUBE  
**+3550**



# PROMOTION STRATEGY

## OFFLINE ACTIVITIES

- ✓ **Pre Event Activities**
  - TekTok Fun Trekking
  - Afternoon Coffee Talk (Cafe to Cafe)
  - Car Free Day Activities (Fun Run)
  - Gerebeg Camping
  - Community Meet n Greet
- ✓ **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](http://www.indo-fest.com)
- ✓ **Social Media** : Youtube, IG, FB, Twitter
  - Creative Giveaway
  - IG Live Talk
  - Youtube Channel Store Visit
  - Collabs with Outdoor Enthusiast
  - Tips n Triks Sharing
- ✓ **Digital Marketing**
- ✓ **Online Media Partners and Advertising**



# BOOTH SPECIFICATION

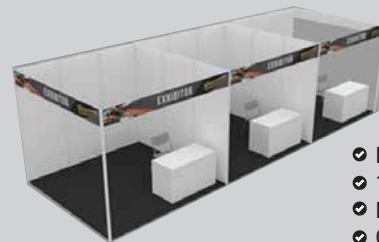
### SPACE ONLY



Electricity (4A/18sqm)

**Price Rp. 3.050.000,-/m<sup>2</sup>**

### STANDAR BOOTH / PARTITION



- ✓ R8 Partition Height 2,5m
- ✓ 1 Set Chair and Table
- ✓ Electricity 2A/9sqm
- ✓ Carpet
- ✓ Lamp 40 watt

**Price Rp. 3.350.000,-/m<sup>2</sup>**

## PROMOTION BENEFIT

## BOOTH SIZE

	4-9 sqm	18-27 sqm	28-54 sqm	46-72 sqm	73-100 sqm	> 100 sqm
Logo on Giant Map	✓	✓	✓	✓	✓	✓
Logo on E-Flyer	✓	✓	✓	✓	✓	✓
IG/FB Stories	1x	1x	2x	2x	3x	4x
IG/FB Feed		1x	1x	1x	2x	3x
Logo on Web	✓	✓	✓	✓	✓	✓
Running Banner on Web			✓	✓	✓	✓
Looping Logo on Screen				✓	✓	✓
Looping TVC on Screen					✓	✓
Hanging Banner					1	2
Mini Stage Slot					1x45	1x45
Main Stage Slot						1x45





pinnacle  
FLAT  
SANDALS

pinnacle  
choice of outdoor

INDOFEST  
INDONESIA OUTDOOR FESTIVAL 2022

INDOFEST  
INDONESIA OUTDOOR FESTIVAL 2020  
INDONESIA  
THE GREATEST  
OUTDOOR



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