

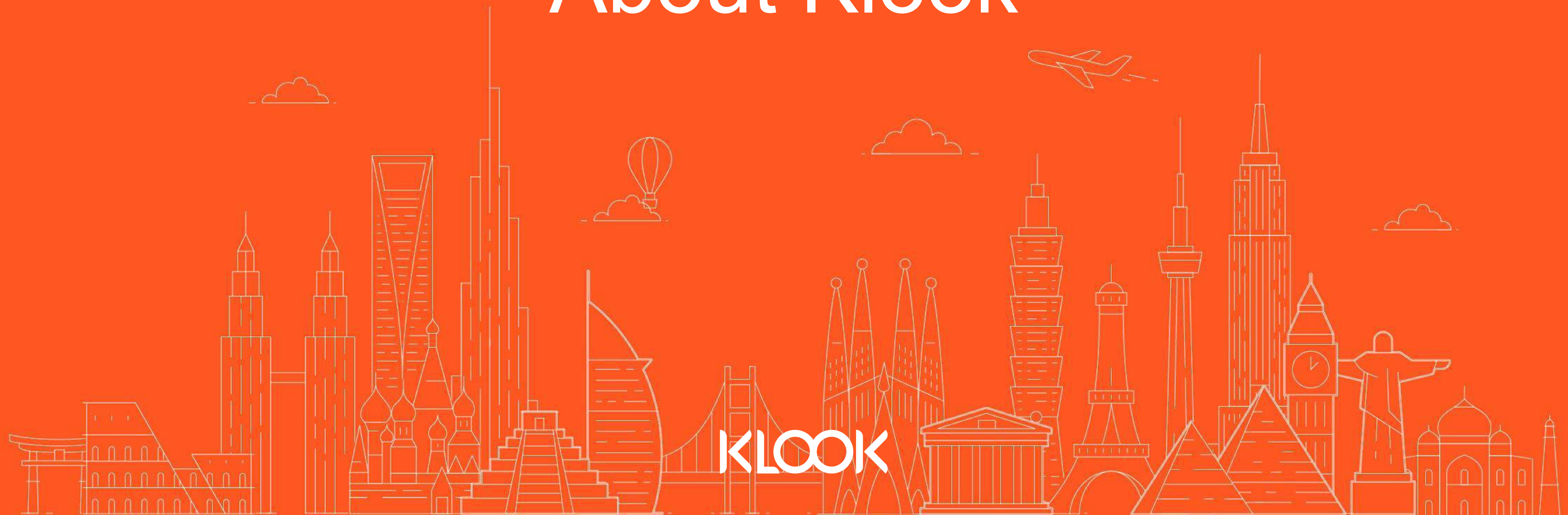
# ITB 2019 RFP

*Erica Ho*



KLOOK

# About Klook





# One-stop Platform for Travelers to Book In-destination Services

**Klook** is a world leading travel activities & services booking platform.



**Attractions & Shows**



**Activities & Experiences**



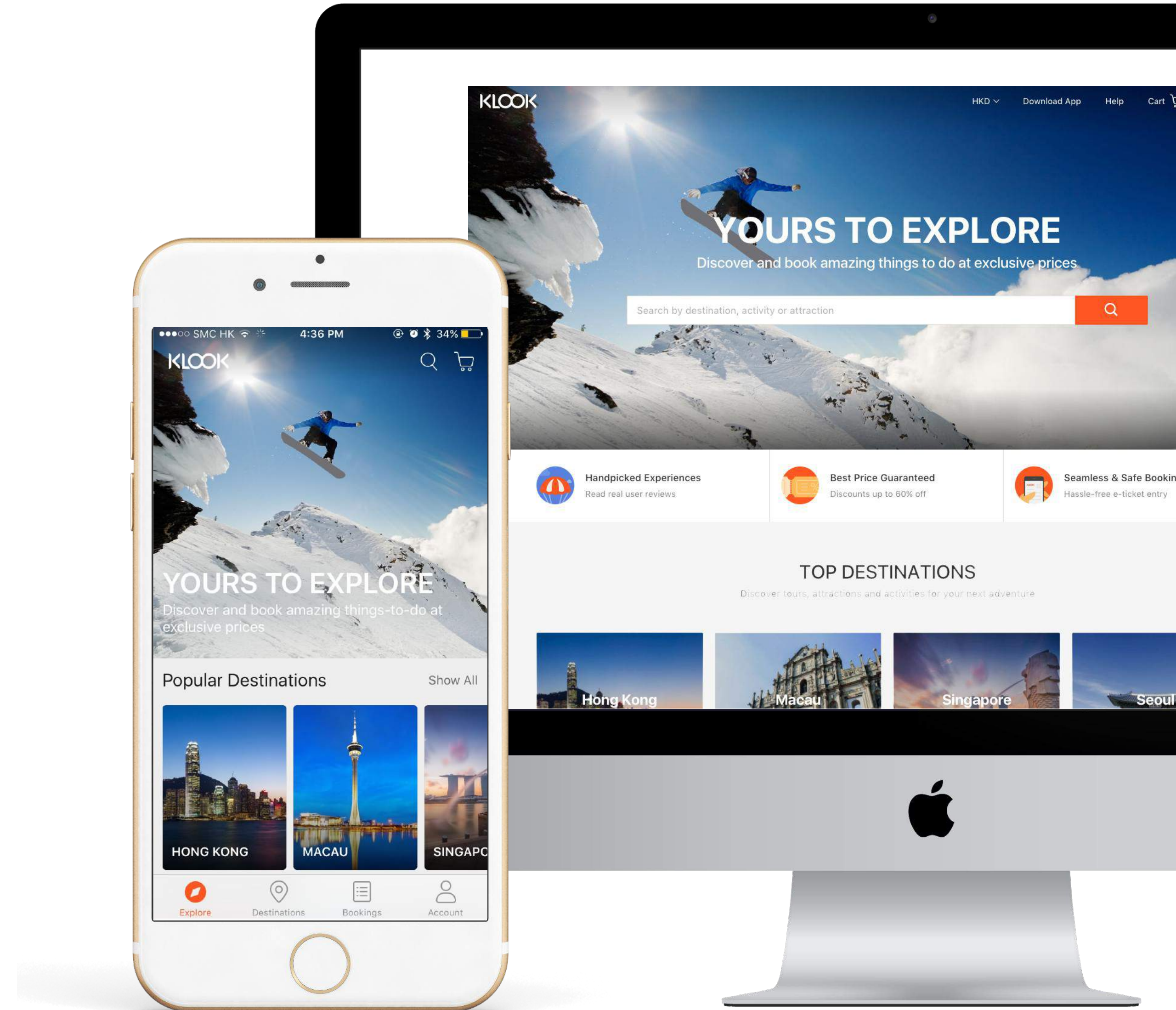
**Tours & Sightseeing**



**Best Foods & Must-eats**



**Local Transfers & WiFi**





# Covering 250+ Destinations and 60,000+ Bookable Travel Services

Direct partnerships with 6,000+ travel service providers worldwide

## Attractions & Shows



## Tours & Sightseeing



## Activities & Experiences



## Best Foods & Must-eats



## Transfers & WiFi



- Headquartered in Hong Kong
- Team of 800+ across 16 offices globally
- US\$300 million funding from:



- Recognition and Awards from:

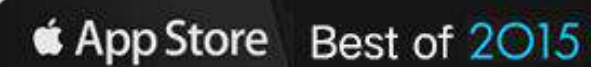


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高科技 高成长 50  
2017 中国  
Deloitte.

20

Technology Fast 20  
2017 Hong Kong  
Deloitte.





- **Location:**

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
Germany

- **Budget:**

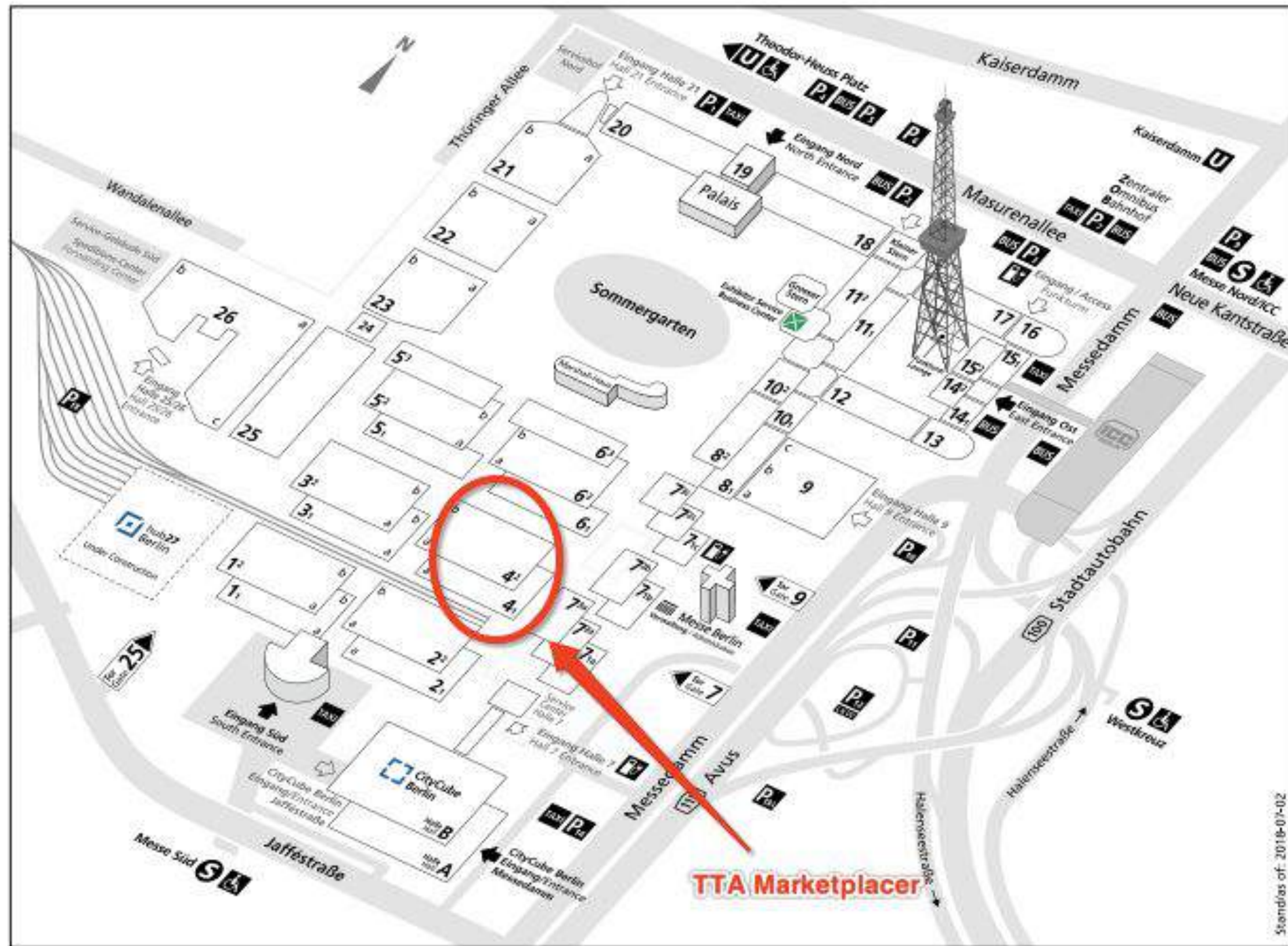
€15,000 (including VAT, charging to HK company)

- **Key Dates:**

- **Date of response to RFP - email or call response to confirm interest - 2 business days from receiving the RFP; basic proposed layout and draft cost breakdown - 7 business days from receiving RFP**
- **15 Jan 2019:** Submit stand construction details for official approval
- **6 Feb 2019:** Order stand construction and equipment/ Organize transport for trade show materials/ Order parking and/or loading spots for cars/trucks/containers/ Order stand cleaning and disposal services/ Apply to GEMA for music license/ Order security services and insurance for exhibited goods/ Order catering/ Organize additional stand personnel
- **27 February 2019, 7:00 am – 10:00 pm until 5 March 2019, 7:00 am – 10:00 am:** Constructive Stand Construction
- **5 March 2019, 10:00 am – 10:00 pm:** Decorative Stand Construction
- **6 Mar (Wed) - 8 Mar (Fri):** ITB B2B
- **9- 10 Mar (Sat-Sun):** ITB B2C
- **10 March 2019 after 6:00 pm until 14 March 2019 (daily 7:00 am – 10:00 pm):** Dismantling

### Klook stand

- Located in TTA Marketplace (Hall 4.1b)
- 9m x 5.5 m
- Option 2 booth: €284 per sqm



- ▲ Haupteingänge / Main entrances
- ⬆ Bedarfeingänge / Reserve entrances



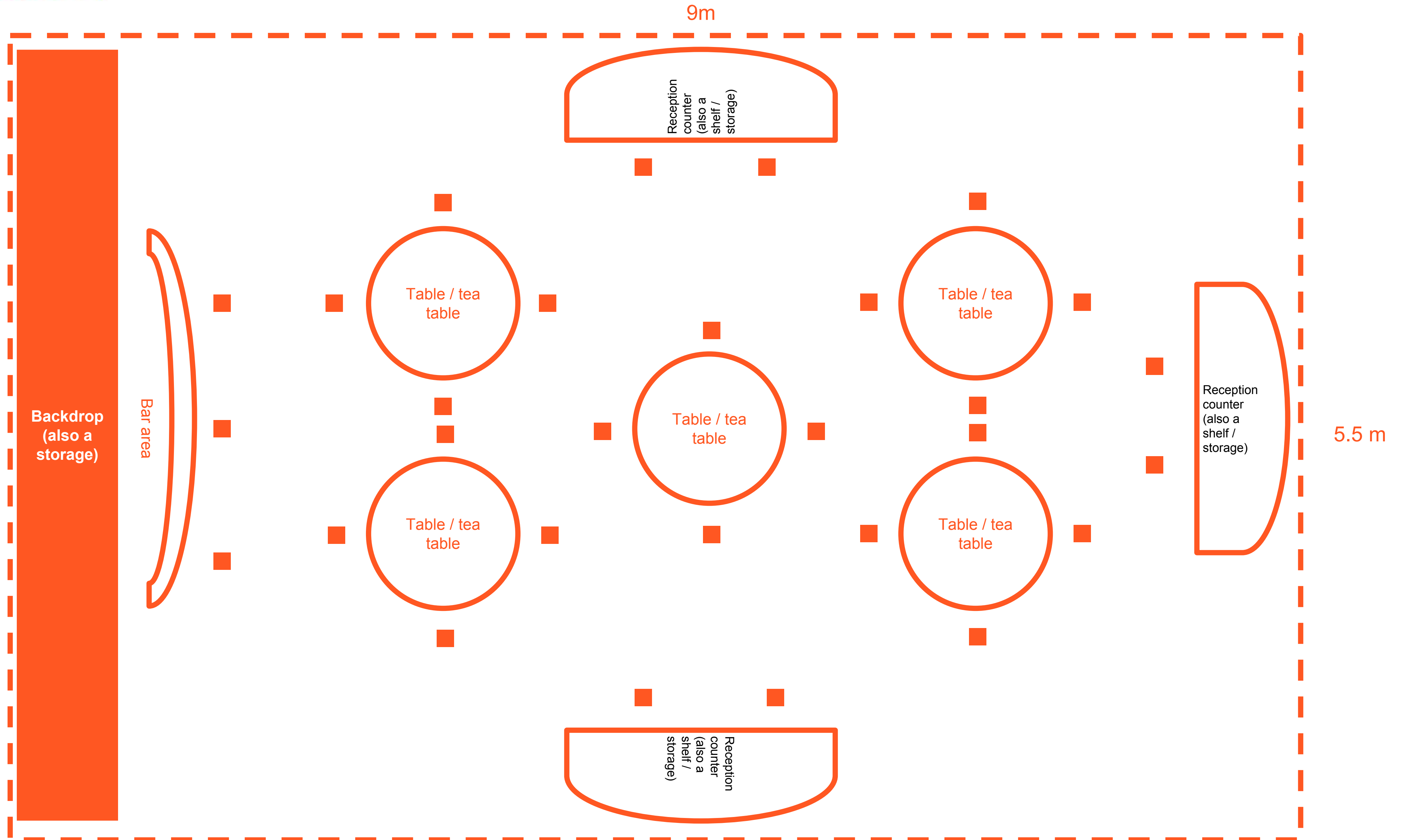
## Look & Feel and Objectives

- **Klook brand image** build-up amongst travel industries, potential suppliers and partners:
  - Young, fun-loving and open
  - International presence
  - Vibrant and pioneer in travel ecommerce space
- **Stand design to serve both B2B and B2C purposes:**
  - **B2B** -
    - comfortable seatings / bar table / bar stools / couches for meetings
    - bar and drinks setting for happy hours / partner get-together
  - **B2C** -
    - open from different sides so that the booth won't be block from any sides
    - backdrop / brand elements visible from a distance even in a crowded environment
    - open and inviting for B2C customers to interact with Klookers



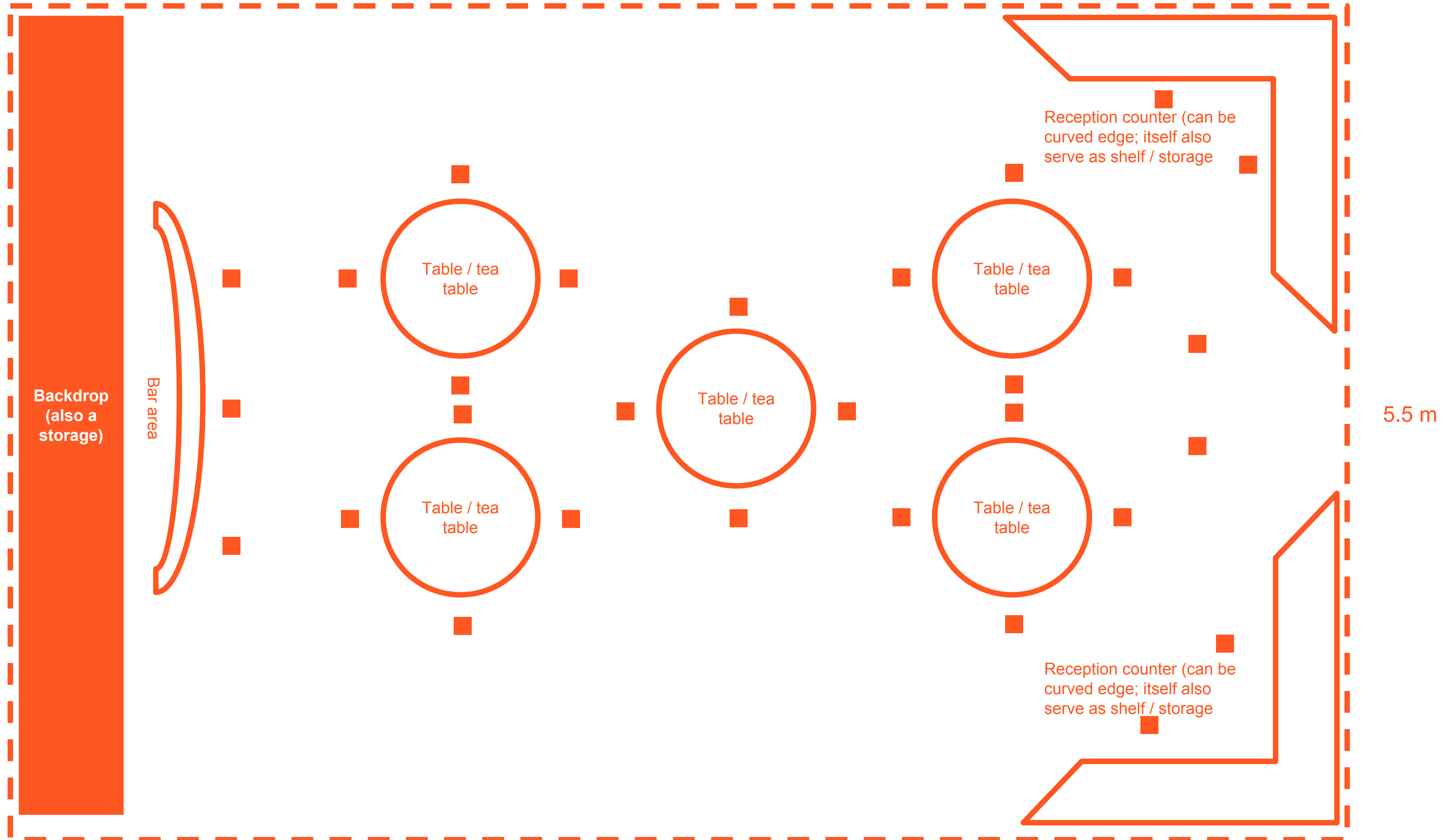


# Design Requirements - Basic sections needed - Idea 1



# Design Requirements - Basic sections needed - Idea 2

9m



5.5 m

### Mandatory -

- Big TV screens for looping KLOOK videos
- Klook logo and icons / slogan
- Make the wall structure also a lockable storage itself

### Look & Feel directions -

- Idea 1 - stick to rectangular layout
- Idea 2 - irregular layout as long as we leverage the booth space



Standard rectangular booth



Irregular open booth

**Bar Area**

- Potentially put it just in front of the centre of the backdrop
- Decent looking bar area with serving area behind, sufficient for a 'bartender' to work behind to serve e.g. at Happy Hour sessions
- Under counter fridges for milk / alcohol; Sink and waste required; Coffee machine (easy to use for staff use); water dispenser
- Garbage collection and big garbage bin integrated into bar area with hole on table top to throw the trash in
- Power socket enough to power the fridge + coffee machine

**Storage**

- We will have roughly a total of 2 cubic meters or slightly more of stock if all piled together that we want to be able to store at the booth
- Potentially make the backdrop wall itself a lockable storage space
- Lockable cabinets for storage from all possible counters for staff items or materials
- Counter top as we may use this area to keep leaflets / brochures etc

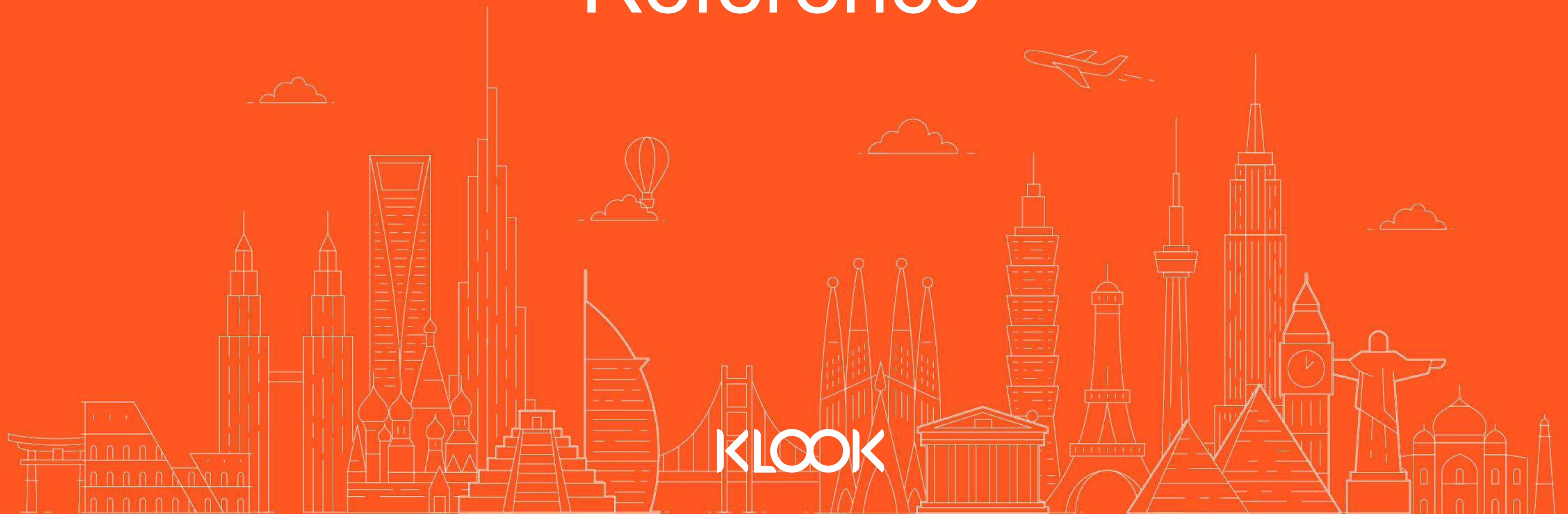
**Reception Area**

- Given we have 3 open-sides, need to consider having multiple receptions facing different sides; or reception tables with curved edge at the 2 open corners
- Large Klook logo (with lettering and LED lighting?) in front of all reception desks
- Light, shiny surface finishing slightly more preferred than matt surface finishing
- Power sockets for each reception counter
- Shelves structure at the back of each reception counter for putting leaflets and giveaways
- Space for 2 staff per reception counter
- iPad stands with iPads pre-loaded with Klook materials on or around each reception counter

**Seating Area**

- White, informal seating suitable for up to 4 people at each table
- Around 4-5 sets of table with chairs for around 4-5 meetings that can happen on the booth concurrently
- [Optional] Can potentially theme the different groups of seating area by different key destinations e.g. Asia, Europe, North America, Middle East etc
- Seating to be easily movable for potential drinks receptions in the evenings
- Power to be available at each desk but level to floor (i.e. not a trip hazard if tables are moved)

# Reference



### Reference from WTM booth -

- **Pros** - Big TV screens for looping KLOOK videos; Illuminated KLOOK logo lettering
- **Cons**
  - we do not want to have side walls and sofa blocking any sides of the booth
  - the design of front counter, back cabinet, seating arrangements can be more lively, young and open





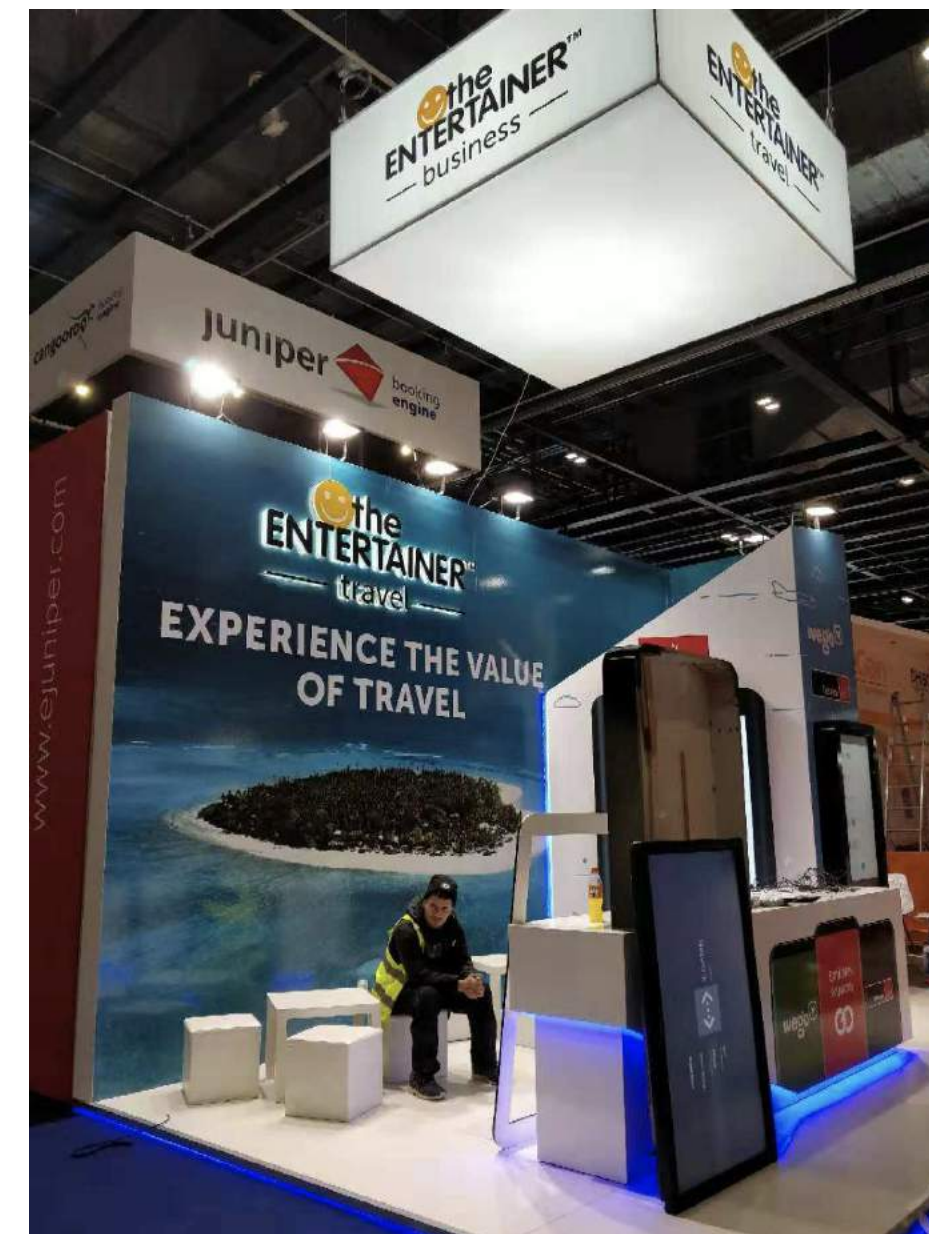
- Tall backdrop
- Full lighting on the backdrop
- Open meeting area



- Very conspicuous brand presence for SIXT from afar
- Embedded [optional] video wall in a nice design



- Decent looking edged front desk



- Non-standard table / tea table and stools for sit down meetings
- Front desk with LED lighting

### Brand Assets to be shared once finalised -

- Klook fonts - will share font files when finalised
- Brand color

### Color Palette

Klook There were three colors: Klook Orange, Deep grey, Light grey. Orange is the core of our brand identity. Use only the approved color palette.

#### Deep Orange



R:255 G:87 B:34  
C:0 M:80 Y:86 K:0

#### Deep Grey



R:66 G:66 B:66  
C:76 M:70 Y:67 K:32

#### Light Grey 1



R:158 G:158 B:158  
C:44 M:36 Y:33 K:0

#### Light Grey 2 (Interface use)



R:224 G:224 B:224  
C:10 M:7 Y:5 K:0

#### Light Grey 3 (Interface use)



R:238 G:238 B:238  
C:5 M:3 Y:3 K:0

