

Presents

MICE USA

★ ★ ★ NEW DELHI | BENGALURU | MUMBAI ★ ★ ★ 2014

An Unique B2B Event to Enhance Business

Delhi: 16 June, 2014 | Bengaluru: 18 June, 2014 | Mumbai: 20 June, 2014

MICE market worldwide is estimated to be worth around US\$ 30 billion a year. Worldwide, at least 50 million trips are taken each year for MICE purposes. USA has been a favoured destination for the Indian traveller and today the number of tourist from India travelling into the USA has reached 7,20,000 in 2012.

MICE USA, an initiative of TravelBiz Monitor – India's leading B2B travel trade publication, is targeted at showcasing the MICE potential of the USA. This informative and interactive road show, which will be hosted in the cities of Mumbai, Delhi and Bengaluru, will be an ideal platform and meeting place for key US MICE suppliers to showcase their products to decision makers from the entire spectrum of MICE professionals in India including the corporate sector.

Key reasons to attend

- ★ The first and one of its kind event focused on Promoting US as a Mice Destination.
- ★ Opportunities to show case about the Mice offerings in the US.
- ★ Platform for one on one meeting with key decision makers and Mice buyers.
- ★ Network with the best in the business and make the partnership you need to succeed.
- ★ Key Visa updates directly from US Consulate and US Commercial Services

MICE Industry in India

India will account for 50 million outbound tourists by 2020.

India's outbound travel market is recognized as one of the key emerging sources of tourism for the world

Indian outbound MICE market was estimated to be around US\$ 550-600 Million in 2011.

The industry grew strongly and resulted in 1.5-1.8 million Indians travelling outbound only for MICE.

Industry verticals like Pharmaceutical, Cement, FMCG, IT and Financial services are the major contributors to the Indian outbound MICE sector.

Supporting Partners



Hospitality Partner



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A must attend event for suppliers

A closed door event restricted by invitation only

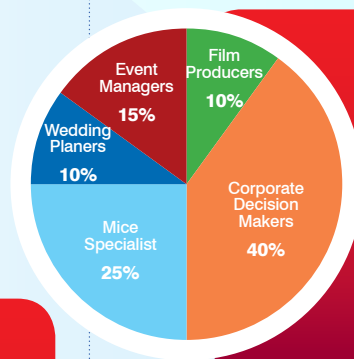
Mice USA will bring together MICE specialist from the Indian Travel Industry, wedding Planners , Event Managers ,Film Production houses and the decision makers from the corporate world.

Suppliers and Visitors will have a option of planning meetings during the event which can be pre fixed

With limited capacity of 100 buyers for each city this by invitation only event will be focused and comprehensive where suppliers are assured on a captive quality target audience of decision makers.

People attending the Event

- Corporate Decision makers (Pharma, Banking & Financial Services, FMCG, IT , Infrastructure)
- MICE Specialists
- Wedding specialists
- Event Managers
- Film/ Television Production Houses



Demographics of the people attending

Attendees for the event

USP of the event:

- First and one of its kind event, focused on promoting US as a MICE Destination.
- Focused and comprehensive event where suppliers are assured of a captive quality target audience of decision makers on one platform.
- Prefixed meetings, with 10 minutes slots each which will be booked online before the event.
- Opportunity to directly transact and do meaningful business

Programme at a glance

Sr. NO	Timing	Particulars
1	9.00 – 10.00 am	Registration
2	10.00 – 11.00 am	Panel Discussion
3	11.00 – 11.30 am	Networking Coffee Break
4	11,30 – 1.30 pm	One on one Booth Meetings
5	1.30 – 2.30 pm	Networking Lunch Break
6	2.30 – 5.30 pm	One on one Booth meetings
7	5.30 – 6.00 pm	Closing session (Including key visa updates)
8	6.00 pm Onwards	Networking Cocktail Dinner

Marketing Plan

- A leading PR agency would be tied up for publicity of the event
- The event would be publicized as follows
- Coverage of the event in main line Dailies and Business newspapers
- Write ups about the event in leading Travel Magazines .
- Full page advertisements on TravelBiz Monitor
- Pre and post Event coverage on TravelBiz Monitor & www.travelbizmonitor.com
- Banner ads for the event on www. travelbizmonitor.com
- Write ups about suppliers in event Manual .
- Branding of suppliers around the venue and on the table top

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