

mice

SHOW ASIA

MICE SHOW ASIA

21 - 23 OCTOBER 2020,
SINGAPORE

MICESHOWASIA.COM

YOUR PLATFORM FOR THE ASIA MICE INDUSTRY

An unmissable event for the meeting industry in APAC, MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. MICE Show Asia provides you with the best platform to present your latest products and services offering to MICE planners, through **business appointments, networking** and **educational conferences**.

WHY MICE SHOW ASIA?

- 01 A focused event on MICE with key industry players attending
- 02 Business and networking through 1-to-1 meetings
- 03 100% pre-scheduled appointments
- 04 Guaranteed 1:1 ratio between exhibitors and buyers
- 05 Dedicated MICE conference discussing latest issues on today's complex travel market

REGISTER FOR A BOOTH

| Booth Type | Super Early Bird Rate (USD) | Early Bird Rate (USD) | Listed Rate (USD) |
|------------|-----------------------------|-------------------------|-------------------|
| | Deadline: 31 October 2019 | Deadline: 31 March 2020 | |

SHELL SCHEME

| | | | |
|-------------------------------|----------|----------|----------|
| Basic Shell Scheme 9sqm | 4,994.10 | 5,271.55 | 5,549.00 |
| Premium Shell Scheme per 9sqm | 6,176.70 | 6,519.85 | 6,863.00 |

RAW SPACE

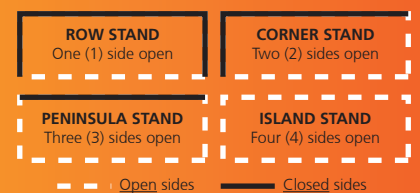
| | | | |
|--------------------------|----------|----------|----------|
| Row Stand per 9sqm | 4,753.80 | 5,017.90 | 5,282.00 |
| Corner Stand per 9sqm | 5,253.30 | 5,545.15 | 5,837.00 |
| Peninsula Stand per 9sqm | 6,071.40 | 6,408.70 | 6,746.00 |
| Island Stand per 9sqm | 7,062.30 | 7,454.65 | 7,847.00 |

Additional Items:

- ° Badge - USD 90 each
- ° Listing - USD 100 per listing
- ° Appointment Set - USD 1,250 per set* (inclusive of entity listing)



Basic Shell Scheme 9sqm

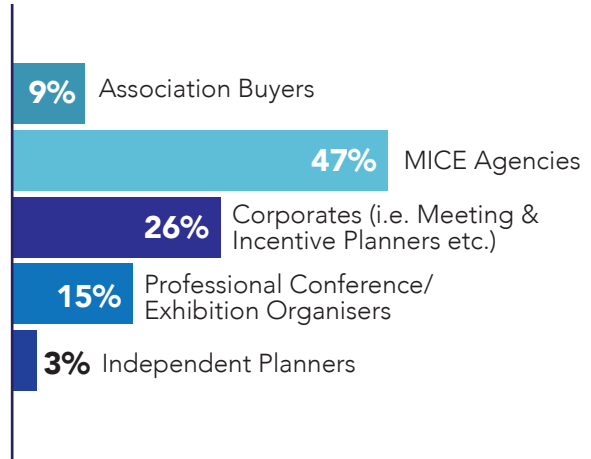
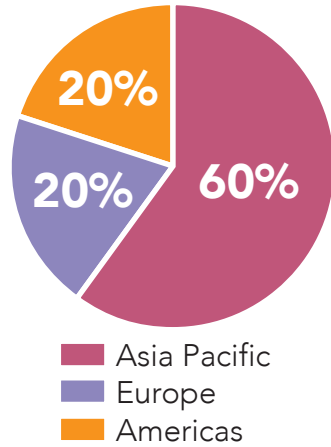


Raw Space Configurations

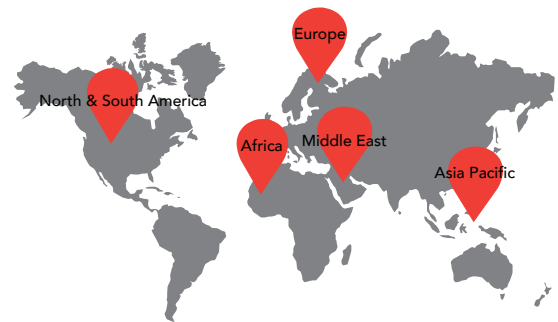
*Selection of open sides may vary based on Organiser's discretion

For more information, please contact the Exhibitor team at sales@messe-berlin.asia or call +65 6635 1188.

BUYERS PROFILE



EXHIBITORS PROFILE



| | |
|-----------------------|-------|
| Asia-pacific | 66.7% |
| Europe | 27.1% |
| Middle East | 2.2% |
| Africa | 2.0% |
| North & South America | 1.6% |

CONFERENCE THEMES

- Global and regional trends
- How to win the hearts of MICE buyers
- How destinations can tap into MICE
- MICE space and alternative venues
- How hotels can book more meetings and events
- Meetings budget and planning
- The future of meetings management
- MICE tech and digital disruption talks
- Mega events: Is bigger the better?
- Attendee experience: What are the keys to engagement?



BUYERS ELITE PARTNER PROGRAMME (BEPP)

Be part of the BEPP and recommend buyers at MICE Show Asia! As a partner, you will enjoy:

- Priority meetings with your recommended buyers during business matching
- Your approved buyers' accommodation and flight arrangements will be handled by the organiser
- Hosting for one (1) representative from your company with a minimum of 15 approved recommended buyers
- Exclusive branding opportunities on show catalogue and on-site branding

SPEAK TO US!