

IT&CM India

Incentive Travel & Conventions, Meetings India

21 - 23 August 2012

India Expo Centre & Mart, Delhi NCR, India

In collaboration with



**7th CONVENTIONS
INDIA conclave**

Promoting India To The World And The World To India



About IT&CM India 2012

IT&CM India is an international MICE business, education and networking event that advances opportunities of "Promoting India to the World and the World to India".

It is the first in the IT&CM series of events that also offers international and leading Indian exhibitors and buyers in the industry a dedicated avenue to showcase and procure luxury travel.

In addition to the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours, delegates to the 3-day event will also receive access to India Convention Promotion Bureau (ICPB)'s Conventions India Conclave (CIC) and other partnering events that promise to enhance their investment at IT&CM India.

Business Education and Networking

■ Exhibitors

■ Buyers

■ Media

■ Trade Visitors

Business

32 Business Appointments. Guaranteed. ■■

Exhibitors are entitled to 32 appointments per 9sqm* space booked, while each buyer is awarded with 32 appointment sessions. This translates to at least 32 new sales leads for each exhibiting company or buyer. Best of all, we apply our proven match-making formula to ensure you maximise your chances of shaking hands on a business deal.

**NTOs / CVBs receive 32 appointments per 6sqm*

Our Proven Matchmaking Formula

We help you fix appointments that have a higher chance of closing deals. How? We make perfect matches happen.

Up To 60% of Appointments Are Pre-Scheduled

In June 2012 | Pre-Scheduled Appointments (PSA)

Exhibitors And Buyers Select Who They Want To Meet Via Our Dynamic Online Appointment Matching System

Appointments are then generated by computer matching in the following order:

- **Perfect Matches:** Both exhibitor and the buyer have requested to meet each other
- **Buyer's Preference:** Buyer has requested to meet the exhibitor
- **Exhibitor's Preference:** Exhibitor has requested to meet the Buyer

Remaining 40% Of Appointments Are Scheduled Onsite

On 21 and 22 August 2012 | Via Two Organised Appointment Scheduling Sessions

- Seller-Meet-Buyer (SMB)
- Buyer-Meet-Seller (BMS)

MICE And Luxury Travel Exhibition ■■■■

A diverse showcase featuring the best of international and Indian MICE and Luxury Travel brands sought-after by buyers from around the world and across India. Expect to meet representatives from destinations, hospitality, venues, entertainment, transportation, technology and more.

Official Press Conference and Media Briefings ■

In addition to covering the exhibition floor for the latest MICE developments and interviews, Media delegates have the opportunity to get first-hand information from MICE NTOs, CVBs and Corporates during the Media Briefings. The Official Press Conference is also an avenue for Media to receive updates from the IT&CM India organisers.

Learning

Seminar Sessions ■■■

Through ICPB's CIC, IT&CM India offers access to selected complimentary seminar sessions including the opening keynote address. Topics cover a multitude of pertinent and practical MICE and general industry issues that focus on doing business with India. All featured presenters are established industry practitioners and experts in their field.

Partner Conference:

Conventions India Conclave (CIC)

The 7th edition of the Conventions India Conclave (CIC) is organised in conjunction with IT&CM India. CIC is a forum for networking with the best suppliers in the conventions and meetings industry. CIC will feature educational sessions with world class speakers, social networking events and much more. CIC is organised by The India Convention Promotion Bureau (ICPB).



Networking

Luncheons, Dinners and Late Night Functions ■■■

(Some Luncheons Are Only Open To Buyers and Media Or Is By Invitation Only)

All delegates are invited to official events such as the Opening Ceremony & Welcome Dinner where they are treated to Indian hospitality at its best. These networking functions are perfect to connect with the industry in a casual setting, wine, dine and simply just let loose. In addition, Buyers and Media are invited to hosted luncheons, dinners and late night functions by our sponsors during the business days.

Tours ■■

(Pre-Show Delhi and Post-Show Tours)

Giving buyers and media the opportunity to experience the sights, sounds and delights that the host destination has to offer. Participants takeaway a stronger understanding and conviction that enables them to promote these destinations effectively.

Unique MICE Business Platform

- **The only international event that targets an equal mix of international and Indian delegates across exhibitors, buyers and media categories.** This promotes business opportunities on all fronts – inbound, outbound and domestic.
- **It is the first in the IT&CM series of international MICE events to incorporate a luxury travel showcase** that caters to a burgeoning demand for up-market products and services.
- IT&CM India is the latest addition in a series of established IT&CM events including IT&CMA and CTW (Bangkok, Thailand) and IT&CM China (Shanghai). It **embodies all the proven programme formats and event management prowess** that has made all IT&CM events a leading international name.
- **Enhanced programme components** through partnering industry associations including India Convention Promotion Bureau. Delegates get more out of their time at IT&CM India with more opportunities to do business, learn and network.



Programme as at 4 October 2011

Exhibitors

Buyers

Media

Trade Visitors

21 August 2012, Tuesday

0830 – 1700hrs	Registration (Exhibitors, Buyers and Media)	Exhibitors Buyers Media	
0830 – 1100hrs	Morning Pre-Show City Tour	Buyers Media	(Hosted Delegates Only)
0900 – 1700hrs	Booth Set Up	Exhibitors	
1130 – 1230hrs	IT&CM India 2012 Official Press Conference	Media	
1430 – 1515hrs	Keynote Address	Exhibitors Buyers Media	
1515 – 1530hrs	Briefing for Exhibitors & Buyers	Exhibitors Buyers	
1530 – 1600hrs	Coffee Break For Buyers & Sellers	Exhibitors Buyers	
1600 – 1700hrs	Sellers-Meet-Buyers (SMB) Appointment Scheduling Session	Exhibitors Buyers	
1830 – 2100hrs	Opening Ceremony and Welcome Dinner	Exhibitors Buyers Media	

22 August 2012, Wednesday

0830 – 0930hrs	IT&CM India Seminar 1A and 1B	Exhibitors Buyers Media	
0930 – 1000hrs	Buyers-Meet-Sellers (BMS) Appointment Scheduling Sessions	Exhibitors Buyers	
1000 – 1700hrs	Registration (Trade Visitors)	Trade Visitors	
1000 – 1200hrs	Exhibition & Appointment Sessions	Exhibitors Buyers Media Trade Visitors	(Entry To Exhibition Only)
1030 – 1200hrs	Media Briefing Sessions	Media	
1230 – 1330hrs	Hosted Luncheon	Buyers Media	(Hosted Delegates Only)
1400 – 1445hrs	Trade India Seminar 1	Exhibitors Buyers Media	
1445 – 1530hrs	Trade India Seminar 2	Exhibitors Buyers Media	
1400 – 1730hrs	Exhibition & Appointment Sessions	Exhibitors Buyers Media Trade Visitors	(Entry To Exhibition Only)
1500 – 1630hrs	Media Briefing Sessions	Media	

23 August 2012, Thursday

0830 – 0930hrs	IT&CM India Seminar 2A and 2B	Exhibitors Buyers Media	
0940 – 1200hrs	Exhibition & Appointment Sessions	Exhibitors Buyers Media Trade Visitors	(Entry To Exhibition Only)
1000 – 1700hrs	Registration (Trade Visitors)	Trade Visitors	
1000 – 1045hrs	Trade India Seminar 3	Exhibitors Buyers Media	
1030 – 1200hrs	Media Briefing Sessions	Media	
1045 – 1130hrs	Trade India Seminar 4	Exhibitors Buyers Media	
1230 – 1330hrs	Hosted Luncheon	Buyers Media	(Hosted Delegates Only)
1400 – 1700hrs	Exhibition & Appointment Sessions	Exhibitors Buyers Media Trade Visitors	(Entry To Exhibition Only)
1415 – 1445hrs	Media Feedback Session	Media	

Why IT&CM India

The India MICE market



The World's Tourism Hotspot

India is undoubtedly one of the world's hottest and exponentially growing destinations

1. It boasts the **highest 10-year growth potential, making it a tourism hotspot from 2009 to 2018**, according to World Travel and Tourism Council.
2. Tourism receipts are expected to increase at an **annual growth rate of 9.4%**, reaching USD 275.5 billion in 2018 from the USD 100 billion 2008.
3. In the year 2010, **17.9 million foreign tourists** visited India with a majority of these tourists coming from USA and UK. **Domestic tourism in the same year was massive at 740 million.**

Beyond Leisure Tourism Into MICE Business Markets

Now, India has its sights on another booming niche in the travel market and it has the government's definitive support to make this a reality.

"The rich culture and heritage of the country continue to be the mainstay of Indian tourism. However, with a view to diversifying the tourism product of the country, niche tourism segments are being developed and promoted. This includes MICE."

- Mr. Subodh Kant Sahay
Tourism Minister, India

India Is MICE Ready

- **Facilities & Accommodation:** the country is equipped to host international conferences and conventions of no less than global standards. Choose from worldwide hotel chains providing international standards in facilities and services, exclusive business hotels and exotic resorts with meeting rooms of distinction, spacious convention facilities, modern business centres and a wide range of conference facilities.
- **Service Standards:** Count on the famous Indian hospitality with the flexibility of customization to meet any individual's or organisation's requirements. The country's educated manpower base coupled with fluency in English and other official international languages will make communication a breeze.
- **Accessibility:** India is globally connected to a network of over 50 international airlines and several domestic airlines which provide convenient connectivity within India. Getting around India is also supported by tourist land transport systems including the Indian railways.

Welcome To Delhi

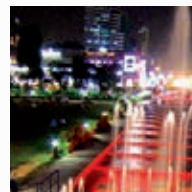
The National Capital Territory (NCR) of **Delhi is one of India's top 5 destinations** that welcomes the largest number of inbound visitors annually, with the capital city New Delhi being the evergreen favourite MICE destination.

Business



As the country's third largest city and capital of India, New Delhi has gained the position as North India's industrial hub. Delhi has truly made a name on the MICE scene as it boasts world class conference and convention centres. With the development of infrastructure facilities, Delhi plays host to a number of national and international events including sport related events, conferences and seminars.

Rest and Relax



Delhi has much to offer a visitor here on a business meeting or conference. From bountiful sightseeing features and delightful cuisine, to excellent shopping options, blending business and leisure in Delhi promises to be an absolute pleasure. Seek out Delhi's history through its many ancient monuments and explore its culture and heritage through the unique Delhi cuisine. The bustling markets are a dream for shopaholics as they can find just about anything from traditional jewellery and garments to modern electronic goods. If time permits, take a short exotic getaway to any of the nearby destinations after the business event ends and further immerse yourself in a holistic India experience.

Easy Access



Delhi has an extensive network of international and domestic flights. All the major airlines in the world fly through Delhi and it is easily accessible from anywhere in the world. Domestic air links cover Delhi from all the major cities in the country.

Venue facilities



India Expo Centre & Mart

Plot No. 23, 24, 25, 27, 28 & 29, Knowledge Park – II, District Gautam Budh Nagar, Greater Noida, Delhi – National Capital Region, Uttar Pradesh 201306, INDIA

This is India's first and largest of its kind international exhibition centre that features 8 exhibition halls, trade offices and information resources encompassing over 235,000 sqm and 866 showrooms. IT&CM India delegates can enjoy a variety of conveniently accessible facilities located within the centre. This includes a range of dining options such as a Food Court, Cafeteria, Fine Dining Restaurant and Specialty Restaurant. Some 1500 rooms ranging from budget to five-star accommodations are also adjacent to the site. India Expo Centre & Mart is well connected by expressway and metro and is just 20 minutes from the Botanical Gardens.

Track Record and Success Story

IT&CMA and CTW 2011



- Over 2,000 delegates from 60 countries
- 1.5 Buyers : 1 Exhibiting Company
- 50% of Buyers are new to the show
- Buyers with purchasing power of up to USD 2 million per annum

Selection of Attending MICE Buyers

- Academy of HRD (Asia Chapter), Asian HRD Network, *Malaysia*
- Business Travel Club, *Poland*
- China International Travel Agency (CITS) Shanghai, *China PR*
- Classic Travel Co., Ltd, *Russia*
- Delta Incentive Services, *Hungary*
- Different Spain - Private Travel & Concierge, *Spain*
- Dove Travels, *India*
- Hong Thai Travel Services (S) Pte Ltd, *Singapore*
- HPN Global, *United States of America*
- Incentive & Travel Designer, *Portugal*
- KBS Travel & Intertrade, *Thailand*
- La Fonderie d'evenement, *France*
- Loco Enzo, *Netherlands*
- MCI Group, *Australia*
- Meeting Masters Ltd, *Hong Kong SAR*
- PT. Panorama Tours Indonesia, *Indonesia*
- Stella Travel Services, *Australia*
- The Packfords Group - Eventworld, *United Kingdom*
- Viajes Memorables By Gustavo Schwindt, *Argentina*
- Wish International Event Management, *Brazil*

Selection of Attending Corporate Buyers

- | | |
|-----------------------------|---|
| • Accenture | • Huawei Technologies |
| • Agilent Technologies | • IBM |
| • Bosch Corporation | • Yamaha Motor |
| • Colgate-Palmolive | • Intel Microelectronics |
| • Compact AG | • Juniper Networks |
| • Continental AG | • Mazda Motors |
| • DBS Bank Ltd | • McDermott Asia Pacific |
| • Dell | • McKinsey&Company |
| • Deutsche Bank | • Merck |
| • Eaton Industries Pte Ltd | • Motorola Solutions |
| • EMC Corporation | • PerkinElmer |
| • Emerson | • Rhodia Asia Pacific |
| • Ernst & Young | • Robert Bosch |
| • Federal-Mogul | • Schneider Electric Asia Pacific |
| • Fidelity International | • Sephora Cosmetics |
| • Freescale Semiconductor | • Standard Chartered Bank |
| • Fuji Xerox | • Symantec |
| • GE China | • Synechron Technologies |
| • Harman International | • Tata Capital Limited |
| • Hermes-Epitek Corporation | • Tesa-Tape Asia Pacific |
| • Honeywell | • United Nations Children's Fund (UNICEF) |
| • HRG | |

IT&CM China 2011



- **86% of exhibitors expect to receive orders over the next 6 to 12 months** as a result of their participation at IT&CM China 2011.
- **50% of all buyers are first-time participants** from across the world.
- **Almost 100% of Exhibitors fulfilled their objectives** of contracting & business negotiations, networking and keeping up with the competition, by being at IT&CM China.
- **IT&CM China anchored the first-ever Shanghai Business Events Week (SBEW)** launched by Shanghai Municipal Tourism Administration (SMTA) in 2011
- **IT&CM China 2012 welcomes a 3rd co-organiser - China International Travel Service (CITS)** that will boost participation and quality of Chinese delegates. It has also won the official support of SMTA.

Selection of Attending MICE & Corporate Buyers

- | | |
|---|--|
| • Abercrombie & Kent India Pvt Ltd, <i>India</i> | • Jetwing Events (Pvt) Ltd, <i>Sri Lanka</i> |
| • AKFA-Service Travel Company, <i>Russia</i> | • Kohler, China, <i>Shanghai</i> |
| • American Express Business Travel, <i>Singapore</i> | • L'Oreal (China) Co., Ltd, <i>China, Shanghai</i> |
| • ANA Tours International, <i>Macedonia</i> | • Prime Services GmbH, <i>Germany</i> |
| • Anywhere, LLC, <i>United States of America</i> | • Schneider Electrics, <i>China, Shanghai</i> |
| • Asian Coalition for Climate and Energy (ACCE), <i>China, Shanghai</i> | • Suzhou Youth Travel Service Co.ltd, <i>China, Suzhou</i> |
| • Au Service De L'evenement, <i>France</i> | • TW MICE Event & DMC, <i>Chinese Taiwan</i> |
| • Bayer Healthcare Company Ltd., <i>China, Beijing</i> | • US-ASEAN Business Council, <i>United States of America</i> |
| • DEM Corp., <i>Ukraine</i> | • Viajes Iberia Congresos - Orizonia, <i>Spain</i> |
| • Di-Ar CBC Travel, <i>Turkey</i> | • Wima Convention, <i>Poland</i> |
| • Fidelity International, <i>Hong Kong SAR</i> | • Wish International Event Management, <i>Brazil</i> |
| • Gnomon Performance, <i>Greece</i> | • World Events Imagineering (WEI), <i>Belgium</i> |
| • HPN Global, <i>Australia</i> | • Xian Everbright International Travel Co., Ltd, <i>China, Xi An</i> |
| • International Jatrophia Organisation, <i>Malaysia</i> | |

Book Your IT&CM India 2012 Booth Today!

5 Reasons To Exhibit At IT&CM India 2012



- This is the only MICE trade event that delivers an **equal mix of International and Indian buyers**.
- Ideal for MICE suppliers who also wish to **target the up-market segment via the luxury travel showcase**. You get to meet buyers representing mass-market and up-market clientele.
- Take advantage of our **structured appointment matching system and on-site appointment sessions** for proven business effectiveness.
- Enjoy **bonus platforms** to optimize your presence at IT&CM India. This includes complimentary profile listings in the annual event show directory, media briefing options as well as sponsorship opportunities.
- Enjoy a complete business experience that includes **education and networking opportunities brought to you by ICPB's CIC** and other partnering events.

Exhibition Rates*

Raw Space Only : USD 530 per sqm (minimum 18sqm)

Shell Scheme : USD 560 per sqm (minimum 9sqm)

- 9 sqm system wall partitions (3 x 3 sqm)
- Fascia Board with Company Name
- Carpet • Round Table x 1 • Folding Chairs x 2
- Fluorescent lighting • Wastepaper Bin
- 5 amp power point x 1

The above rates are NOT inclusive of USD 500 registration fee



Participation Options

	Corporate Booth	Country / State Pavilion
Minimum Required Size	9sqm	6sqm per co-exhibitor
Entitlements Per Minimum Required Size		
Exhibitor Badges Additional badges may be purchased at USD80 each, up to a maximum of 10 badges*	3	2
Company Profile Listing In Show Directory	1	1
Set of 32 Business Appointments*	1	1
Entry Log-In For Pre-Scheduled Appointments With Buyers and Corporate Travel Managers*	1	1
Sellers-Meet-Buyers (SMB) ticket for On-Site Appointment Scheduling with Buyers*	1	1
Buyer Profiles*	1	1

Entry to all IT&CMA seminars, workshops, official events and functions. Accessible by exhibitor badge

Except for functions hosted solely for Buyers, Corporate Travel Managers and Media only

Complimentary airport transfers and local coach transfer from official hotels to exhibition venue and official events / functions

*Quantity Entitled Per Minimum Required Size

Sponsorship Opportunities

- **Exclusive sponsor** of delegate bags, lanyards and/or show diary.
- **Host** an official luncheon, dinner, social networking function and/or coffee break.
- Be an **IT&CM India "Presenting City"** and promote your destination to international buyers and media delegates

Speak to us for more opportunities to give your organisation that added publicity boost!

Welcoming Buyers and Media



Buyers

Ideal IT&CM India Buyer Profiles:

- Corporate Companies with Incentive Programmes
- Corporate Travel Managers
- Destination Management Companies (Outbound)
- Event Planners
- HR / Marketing Managers
- Incentive / Motivation Houses
- International Associations
- Meeting Planners
- Procurement Managers
- Professional Conference Organisers
- Training Managers
- Travel Agents Handling Incentives
- Travel Agents Handling Luxury Travel

Registration Fees Apply

Successful applicants will be accorded with one of the following status:

- **Trade Buyer:** USD 100 (non-refundable)
- **Semi-Hosted Buyer:** USD 250 (non-refundable)
- **Fully-Hosted Buyer:** USD 300 (non-refundable)

Buyer Requirements:

- Provide at least two references
- Be a senior decision maker with the authority to procure MICE and luxury travel products and services
- Organise groups/events to multiple destinations
- Show evidence of past and future business for MICE and luxury travel
- Demonstrate that you regularly work with MICE suppliers and suppliers of luxury travel products and services

Media

Editorial representatives of MICE and Luxury Travel publications, covering industry stories in India and the rest of Asia preferred. Other relevant trade and business publications are also eligible. Media from broadcast (TV & Radio), print and online sectors are welcomed.

Buyer and Media Privileges

- Pre-scheduled and on-site appointment sessions with exhibitors (for buyers only)
- Entry to seminars and workshops
- Entry to all official events and functions
- Complimentary airport transfers and local coach transfers from Official / Supporting Hotels to Exhibition Venue and official Events / Functions
- Complimentary city tours (for international buyers and media only)
- Participation in post-show tours at special rates (for international buyers and media)

Eligible Buyers and Media Enjoy These Added Hosting Benefits!

(valid for Fully Hosted Buyers and Media only)

- Reimbursable return economy class air fare to/from New Delhi*
- Complimentary 2/3/4 nights* hotel accommodation during the event

*Terms and Conditions Apply

All buyer and media applicants will be validated for eligibility into the hosting programme.



Organised By



Collaborating Partner



Other IT&CM Events

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IT&CM Asia
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CTW
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