

The Leading International MICE Event In India

www.itcmindia.com

19 to 21 August 2014

Kempinski Ambience Hotel Delhi, India



EXHIBITORS
BUYERS
MEDIA

Be In The Lead With Those That Know.

We Know The Indian MICE Market Best

Our programme is proven to create business opportunities for exhibitors on all fronts – inbound, outbound and domestic.



Uncompromising quality business environment

Kempinski Ambience Hotel Delhi

1, Central Business District Near Yamuna Sports Complex Shahdara Delhi – 110032

Features: Europe's oldest hotel group | The ultimate in luxurious hospitality | 480 well endowed rooms and suites | dual swimming pools | extensive banqueting | world-class dining options | state-of-the-art technology

What We Deliver To Exhibitors

Valuable Diverse Buying Segments

Our buyer profile ensures you reach these buying segments:

**MICE
Association
Luxury Travel
Corporate Travel**

from across India and the world.



FULL

Up to 100% Scheduled Appointments Before The Event

Up to
60% + 40%^{or More}
PSA Online Diary

This proven formula allows you to plan your business conversations better by knowing who you will be meeting ahead of time.

Our propriety system matches up to 60% of your appointments according to mutual, buyer and seller preferences during PSA. The remaining appointments will be filled by mutual agreement through the Online Diary after PSA closes.



Excellent Exhibiting Company To Buyer Ratio

We always ensure that our event delivers enough buyers for our exhibitors to meet. Our carefully calibrated ratio allows both exhibitors and buyers to optimise their business and networking objectives.



Quality, Quality, Quality

With a stringent validation process and a proven buyer hosting programme, you are assured of meeting buyers that have relevant spending power and are ready to discuss business at the event.



Opportunities To Engage Buyers and Media Onsite

Take advantage of attending our **educational and networking** sessions to expand your lead generation. Also consider our **media briefing** options, sponsoring a **hosted luncheon, dinner or cocktail** or optimise your presence with our other **advertising and sponsorship opportunities**.

DID YOU KNOW?

40%

of all Indian outbound trips
are for business and MICE.

12th

India's rank amongst the
world's largest business
travel markets in 2012.



The current size of
the affluent Indian middle class
equals the size of the US population
and it is growing at an estimated 40–50
million a year.

USD 1,700

The amount an average Indian traveller
spends per trip, earning the classification
of high-yield visitors.

India's business travel spend will grow at a
compound rate of 13.5% a year over the next 5 years.



It will also depict the 5th fastest growth
in Business Travel at an annual rate of
7.6% from 2010 to 2019.

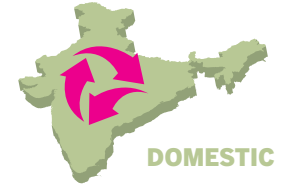
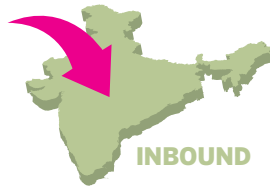
\$

Travellers from the small second-tier
Indian cities are bigger spenders
than those from first-tier cities.

>70

The number of active
National Tourism Offices
(NTOs) / Convention Visitors
Bureaus (CVBs) already targeting the
Indian outbound market.

THE INDIA MARKET POTENTIAL



India: The World's Fastest Growing Outbound Travel Market By Percentage

Rate of growth:
Over 16% per annum

50 million!

outbound Indian Travellers by 2020

Top Destinations

For Outbound Indian Visitors

- Thailand
- China
- Singapore
- Australia
- Malaysia
- Dubai
- The US

Emerging Destinations

For Outbound Indian Visitors

- Sri Lanka
- Indonesia
- Nepal
- South Africa
- Japan
- Hong Kong
- South Korea

India is ranked among the
Top 30 destinations
in the global meetings market.

India inbound MICE is
growing at a rate of
15 to 29% annually.

Indians are big domestic spenders.

Approximately 92% of business travel spend in India is through domestic travel.

From 2010 to 2012, domestic tourist spending witnessed a **Compounded Annual Growth Rate of 13.7%**

Domestic travel in India, a growing industry.

Domestic Tourist Visits registered up to **double-digit positive growth** in India, even in years when Foreign Travel Arrivals were negative.

OUR BUYERS

Diverse Buyer Segments By Industry*

91%

MICE

Travel Agent Handling Incentives
Travel Management Company
Incentive/Motivation Houses
Meeting Planners
Destination Management Company
Professional Conference Organisers

40%

Luxury Travel

26%

Corporate Travel

17%

Associations

Quality Buyers Assured: Relevant Spending Power of Up To USD 1 Million Per Annum

Our experienced buyer team sieves through hundreds of applicants, selecting only those with the best qualifications fitting of the event objectives.

All attending buyers are senior decision makers with the authority to procure MICE, Luxury Travel and/or Corporate Travel products and services.

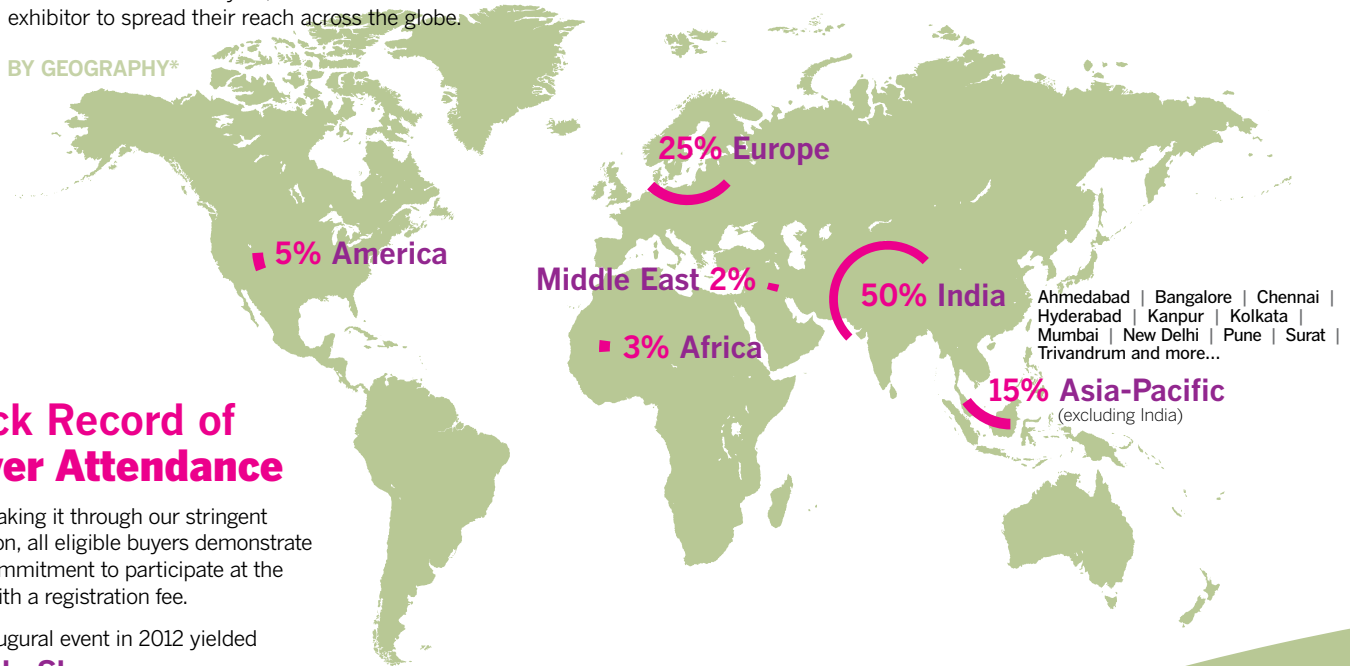
Up To 85% Hosted Buyers

Our promise of delivering buyers means that we invest in getting them right to you at IT&CM India.

50% International | 50% Local

Perfect for the international exhibitor that wants to meet local Indian buyers, and for the local exhibitor to spread their reach across the globe.

BY GEOGRAPHY*



Track Record of Buyer Attendance

After making it through our stringent validation, all eligible buyers demonstrate their commitment to participate at the event with a registration fee.

Our inaugural event in 2012 yielded **0% No Shows** resulting in full appointment schedules for all participating exhibitors.

EXHIBITOR PARTICIPATION RATES & ENTITLEMENTS

USD 4,000*
Per Tabletop

ENTITLEMENTS:

- Table located within the exhibition hall: **6ft x 2ft (1.8m x 0.6m)**
- Chairs: **4**
- Exhibitor Badges: **2**
- Buyer Profile: **1**
- Company Profile Listing in Show Directory
- Company Profile Listing in event SmartPhone App
- Messaging function access in the event SmartPhone App for each exhibitor delegate
- Set of 32 business appointments
- Entry log-in for Pre-Scheduled Appointments (PSA) and Online Diary
- Entry to all IT&CM India official events and functions, accessible by exhibitor badge

*Excludes Registration Fee of USD 500

Over 50

Business, Education and Networking Events In 3 Days Including



ASSOCIATION DAY

A dedicated one-day programme for Association Executives.

Excellent platform for NTOs and CVBs to promote their destination as the host for the Associations' next event.



OPENING CEREMONY & WELCOME RECEPTION

Have a new property or function venue to shout about?

Consider inviting all IT&CM India delegates to experience the facilities and hospitality you have to offer.



TOURS (PRE-EVENT AND POST-EVENT)

Have your destination or property featured in our event tours that are open only to buyers and media.



MICE AND CORPORATE EDUCATIONAL SEGMENT

Consider speaking opportunities to share your expertise and knowledge or get the latest industry insights by simply attending.



HOSTED LUNCHEONS AND DINNERS

Wow buyers and media with an exclusive dining event – an effective captive setting to share your latest offerings and network with them.



**Good show design and layout.
Even on the last day, buyers and sellers
business meetings were still on-going
in full force. I am confident the show will
only grow bigger in future editions.**

Shayan Mallick, Aviation & Tourism News, India

**An enjoyable and useful show!
I made lots of new contacts and
have gained ideas for future business.**

Jonathan Baines, Jon Baines Tours, Australia

**The event gave us the opportunity to expose
and publicise our hotel to potential buyers.**

Eric Ng, Royal Plaza Hotel, Hong Kong

**Excellent show with a great buyers
profile. It gave us the opportunity
to network and promote our brand.**

Ashish Serigal, Creative Travel, India

**I am pleased to discover new groups
from Eastern Europe and India.**

Harry Tandjing, Conrad Bali, Indonesia



I met my objectives of establishing new supplier contacts, as well as obtaining lots of new product knowledge.

Himanshu Yogi, Hana Travels Pvt Ltd, India



A valuable event for expanding your contacts for future business. Very well organised.

Linda Willmott, Willmott Associates, United Kingdom



TTG | Events

Supporting Associations



Technology Partner



Official Media



Media Affiliates



TTG Events is a business group of TTG Asia Media

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