

**IT&CM**  
Incentive Travel &  
Conventions, Meetings **india**  
Incorporating Luxury Travel

The Leading International  
MICE Event In India

[www.itcmindia.com](http://www.itcmindia.com)

**18 – 20 August 2015** | Delhi, India

**IT&CM events**  
Leading MICE Events In  
Asia-Pacific, China and India

Exhibitors  
Buyers  
Industry 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.

## 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



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.

# Up to 100%

## Scheduled Appointments Before The Event

## Up to 60% PSA + 40% or More 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.

## Opportunities To Engage Buyers and Media Onsite

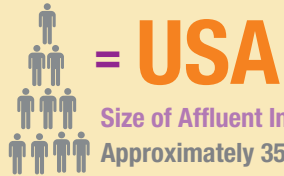


Take advantage of attending our **educational and networking** sessions to expand your lead generation. Also consider our **media briefing** options, sponsoring a **hosted luncheon, dinner or cocktail** or optimising your presence with our other **advertising and sponsorship opportunities**.



3

## VALUE OF THE INDIAN MARKET



= USA

Size of Affluent Indian Middle Class = Size of US Population

Approximately 350 million and growing at 40-50 million a year

**USD 2,175** average spent by Indian business travellers per overseas 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

**21%** more Indians plan to take a foreign trip in 2014 (compared to 2013)



Indian travellers looking to increase their annual travel spend by **15%**

## OUTBOUND



One of the world's fastest growing outbound travel markets at over **16%** per annum

India will account for **50 million** outbound tourists by 2020

Up to **30%** of India's outbound trip volume is solely for MICE

**12<sup>TH</sup>**

In **2012**, the country ranked as the 12th largest business travel market in the world.



Diplomatist (2013), Nielsen (2013), GBTA (2013), Business-Standard (2014), Hospitalitybiz India (2014), Travel Trends Today (2013), TTG Asia (2013), TTG India (2014), Research and Markets (2009)



# INBOUND & DOMESTIC

India's inbound MICE expanding at a rate of 15-29% annually on the back of government support



MICE programme can be held in almost every city of India and also at very touristic locations

## Opportunities from

Constant rise of **tier II** and **III** markets and new industries forming nationwide

## Industries

Automobiles, Banking, Educational Institutes, Multinational Corporations, Real Estate, Pharmaceuticals.



## Real Inbound Catalysts



Better air connectivity to India from airports across the globe

Streamlined visa application and processing



Top **10** countries for international tourism arrivals in India

16%

**USA**

7%

**Bangladesh**

4%

**Canada, Germany, France**

12%

**UK**

5%

**Sri Lanka**

3%

**Japan, Australia, Malaysia**

## Diverse Buyer Segments

By Industry\*

92%

**MICE**

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

40%

**Luxury Travel**

28%

**Corporate Travel**

22%

**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.



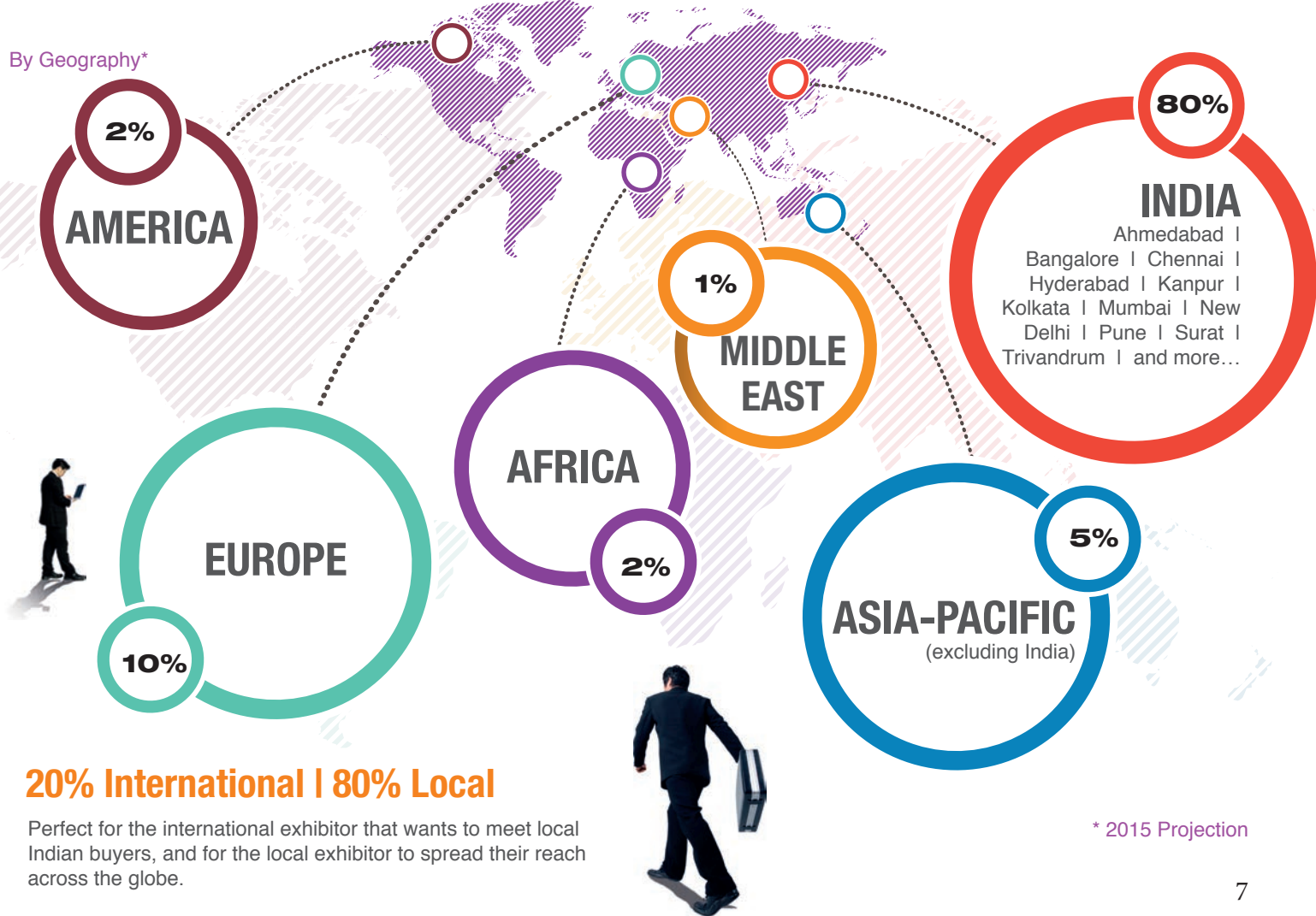
## Track Record of Buyer Attendance

After making it through our stringent validation, all eligible buyers demonstrate their commitment to participate at the event with a registration fee. IT&CM India has a 0% no-show track record, resulting in full appointment schedules for all participating exhibitors.



## Up To 80% Buyers Are Hosted

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



# Entitlements:

- Table located within the exhibition hall: **6ft x 2ft (1.8m x 0.5m)**
- Chairs: **4**
- Exhibitor Badges: **2**
- Buyer Profile: **1**
- Company Profile Listing in Show Directory
- 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

**USD 4,000\***  
**Per Tabletop**





# Over 50

## Business, Education & Networking Events In 3 Days



### 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.



### Corporate Performance Forum

Catered specially for Incentive & Corporate Executives. Consider speaking opportunities to share your expertise and knowledge or get the latest industry insights by simply attending.



### Opening Ceremony & Welcome Dinner

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.



### 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.



### Tours (Pre-Event and Post-Event)

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

"Attending IT&CM India gives me the opportunity to network with Indian hotel suppliers from other regions, and I can share the knowledge I garner with other HelmsBriscoe associates."

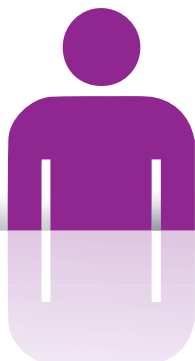
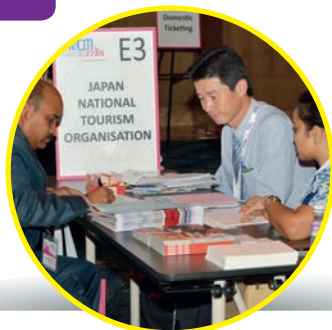
**Vinita Kripalani, HelmsBriscoe, India**

"IT&CM India provides me with the platform to gain access and knowledge so I can offer trips and incentives for my clients according to their interests"

**Jerzy Jaworski, Travel Office & Poland MICE, Poland**

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

**Eric Ng, Royal Plaza Hotel, Hong Kong**



"Attending IT&CM India allows me to establish new relationships and further strengthen current relationships with the Indian suppliers."

**Leona Meadows, Select Incentive Group Travel, South Africa**

"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**

"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**



"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**

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

**Jonathan Baines, Jon Baines Tours, Australia**

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

**Linda Willmott, Willmott Associates, United Kingdom**





Supporting Associations



Industry Partner



Mobile App Partner



Official Media



**TTG Events** Is A Business Group of TTG Asia Media

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