

IT&CM

Incentive Travel & Conventions, Meetings **india**

Incorporating Luxury Travel

In Collaboration with



20 - 22 August 2013
Kempinski Ambience Hotel Delhi, India

EVENT BROCHURE



www.itcmindia.com

Promoting India To The World And The World To India

About IT&CM India 2013

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". The event delivers an equal mix of international and Indian delegates across exhibitors, buyers and media categories, thus promoting business opportunities on all fronts – inbound, outbound and domestic.

Launched in 2012, it is the first in the IT&CM series of events to offer international and leading India 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 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.



Venue ^{NEW}

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

Kempinski, Europe's oldest hotel group ignited the rich traditions of this heritage city with its newest landmark - Kempinski Hotel, Delhi. Encased within the two towers are 480 well endowed rooms and suites, dual swimming pools, extensive banqueting and world class dining options. It is home to India's largest banquet hall accommodating upto 6,000 guests and backed by a host of facilities that use state-of-the-art technology for the ultimate in luxurious hospitality.

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 July 2013 | 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 20 and 21 August 2013 | Via Two Organised Appointment
Scheduling Sessions

- **Sellers-Meet-Buyers (SMB)**
- **Buyers-Meet-Sellers (BMS)**



Education

Seminar Sessions ● ● ●

Through ICPB's CIC, IT&CM India delegates can take advantage of 8 complimentary seminar sessions including the opening keynote address. Topics cover a multitude of pertinent and practical MICE and general industry topics 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)

ICPB's 8th CIC 2013 is organised as a prelude to IT&CM India, complementing IT&CM India's 3-day programme. CIC is a forum to share information and opinions of the Indian conventions industry with a view to encourage key decision makers to organise more conferences in the country. The event features educational sessions with world class speakers, social networking events and much more.

CIC Seminar Highlights | 19 to 20 August 2013

19 August 2013	1100 – 1230hrs	Inaugural Session
	1230 – 1330hrs	Session 1
	1430 – 1500hrs	Ice Breaker / Motivational Session
20 August 2013	1500 – 1600hrs	Session 2
	1630 – 1730hrs	Session 3
	1000 – 1030hrs	Session 4
	1130 – 1230hrs	Session 5
	1230 – 1315hrs	Valedictory Session

IT&CM India delegates are also entitled to attend CIC's cocktails and dinner on 19 August from 1900hrs onwards

MICE And Luxury Travel Exhibition ● ● ● ●

A diverse showcase featuring the best of international and Indian MICE and Luxury Travel brands sought-after by both 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.

Certification Courses

Look out for certification opportunities offered by our international partners, available in India only through this event. This includes GBTA's Fundamentals of Business Travel Management™ - Associate Level, perfect for travel managers looking to earn an accreditation for their professional role.

Networking

Luncheons, Dinners and Late Night Functions ●●●

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

All delegates are invited to official events such as the Opening Reception 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 Destinations) ●●

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.



Programme as at 1 August 2012

● Exhibitors ● Buyers ● Media ● Trade Visitors

19 August 2013, Monday

1030 – 1700hrs	Exhibitors, Buyers & Media Registration	● ● ●
1030 – 1930hrs	Special Design Booth Setup Only	●
1000 – 1800hrs	CIC Programme: India Showcase, Business, Seminar and Networking Sessions	● ● ●
1400 – 1800hrs	Pre-Show City Tour 1	● ● ● INTERNATIONAL DELEGATES ONLY
1830hrs onwards	Transfer To CIC Cocktails & Dinner	● ● ●

20 August 2013, Tuesday

0830 – 1700hrs	Exhibitors, Buyers & Media Registration	● ● ●
0900 – 1300hrs	Pre-Show City Tour 2	● ● ● INTERNATIONAL DELEGATES ONLY
0900 – 1700hrs	Booth Setup	●
1000 – 1315hrs	CIC Programme: Business, Seminar and Networking Sessions	● ● ●
1230 – 1430hrs	IT&CM India 2013 Official Press Conference & Keynote Address	● ● ●
1600 – 1700hrs	Sellers-Meet-Buyers (SMB) Appointment Scheduling Session	● ●
1830 – 2100hrs	IT&CM India 2013 & ICPB Reception Dinner	● ● ●

21 August 2013, Wednesday

0900 – 1700hrs	Fundamentals of Business Travel Management™ – Associate Level by Global Business Travel Association (GBTA)	TRAVEL MANAGERS
0930 – 1000hrs	Buyers-Meet-Sellers (BMS) Appointment Scheduling Session	● ●
0930 – 1700hrs	IMEX - MPI - MCI Future Leaders Forum 2013	INVITED DELEGATES
1000 – 1200hrs	Exhibition And Appointment Sessions	● ● ● ● ENTRY TO EXHIBITION ONLY
1000 – 1700hrs	Trade Visitors Registration	●
1030 – 1200hrs	Media Briefing Sessions	●
1230 – 1330hrs	Hosted Luncheon	● ●
1400 – 1730hrs	Exhibition And Appointment Sessions	● ● ● ● ENTRY TO EXHIBITION ONLY
1400 – 1630hrs	Media Briefing Sessions	●

22 August 2013, Thursday

0900 – 1030hrs	Fundamentals of Business Travel Management™ – Associate Level: Exam by Global Business Travel Association (GBTA)	TRAVEL MANAGERS
0930 – 1200hrs	Media Briefing Sessions	●
0940 – 1200hrs	Exhibition And Appointment Sessions	● ● ● ● ENTRY TO EXHIBITION ONLY
1000 – 1700hrs	Trade Visitors Registration	●
1230 – 1330hrs	Hosted Luncheon	● ●
1400 – 1700hrs	Exhibition And Appointment Sessions	● ● ● ● ENTRY TO EXHIBITION ONLY
1415 – 1445hrs	Media Feedback Session	●

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.
- Expanded business opportunities with the **incorporation of a luxury travel dimension.** Up to 30% of MICE buyers who attend IT&CM India also procure and serve clientele demanding up-market products and services.
- **Enhanced programme components** with activities presented by partnering industry associations. This includes the **8th Conventions India Conclave (CIC)** by India Convention Promotion Bureau, and the **Fundamentals of Business Travel Management™ – Associate Level course** by GBTA. Delegates get more out of their time at IT&CM India with more opportunities to do business, learn and network.
- 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.

IT&CM India 2012 Stats & Figures

Exhibitors

By Industry

43%	Hotels and Resorts
19%	Travel Management Company
9%	Destination Management Companies
9%	National / State Tourism Organisations and Convention Bureaus
8%	Theme Parks
4%	Professional Conference Organisers
4%	Travel-Related Suppliers
2%	Event Management Companies & Entertainment Suppliers
2%	Trade Associations



Selected Exhibitor List

Organisation

Abu Dhabi National Exhibition Centre

Abu Dhabi Tourism & Culture Authority

Bukit Gambang Resort City

Busan Metropolitan City Hall

Conrad Bali

Cox And Kings Limited

Grand Hyatt Bali

Hong Kong Disneyland Resort

Hong Kong Sky Deck Ltd

Hong Kong Tourism Board

HPL Hotels & Resorts

Malaysia Convention & Exhibition Bureau (MyCEB)

Mandarin Orchard Singapore

Marina Mandarin Singapore

Ministry Of Tourism And Creative Economy, The Republic Of Indonesia

Ocean Park Hong Kong

Pacto Ltd Indonesia

Pan Pacific Hotels Group

Country

United Arab Emirates

United Arab Emirates

Malaysia

South Korea

Indonesia

India

Indonesia

Hong Kong SAR

Hong Kong SAR

Hong Kong SAR

Singapore

Malaysia

Singapore

Singapore

Indonesia

Hong Kong SAR

Indonesia

Singapore

Organisation

Regal Hotels International

Renaissance Kuala Lumpur Hotel

Resorts World At Sentosa Pte Ltd

Resorts World Genting

Rhombus International Hotels Group

Samabe Leisure Bali (A Collection Of Resorts, Spa And Theatre)

Singapore Association Of Convention, Exhibition Organisers And Suppliers (SACEOS)

Singapore Flyer Pte Ltd

Singex Venues Pte Ltd

Sunway Resort Hotel & Spa

Country

Hong Kong SAR

Malaysia

Singapore

Malaysia

Hong Kong SAR

Indonesia

Singapore

Singapore

Singapore

Malaysia

Incorporating Luxury Travel

IT&CM India successfully attracted leading luxury travel brands to its first-ever edition. With the burgeoning luxury travel market in India, IT&CM India's offerings are slated to magnify exponentially with every year.

Buyers

By Industry

53% Travel Agent Handling Incentives

37% Travel Management Company

36% Incentive/Motivation House

32% Meeting Planner

30% Destination Management Company

29% Professional Conference Organiser

16% Corporate Company with Incentive Programmes

15% Others

11% International Association

Buyers with spending power of up to
USD 1 million per annum

By Region

51% Asia-Pacific (including India)

36% Europe

9% Others

4% America

1% Middle East

Our Indian Buyers Hail From These Cities:

- Ahmedabad • Amritsar • Bangalore • Coimbatore • Hyderabad
- Jalandhar • Jammu • Kolkata • Mumbai • Nashik • New Delhi • Rajkot
- Trivandrum

Media

By Region

38% India

29% Europe

23% Asia-Pacific (excluding India)

6% Others

2% America

2% Middle East

It was nice meeting potential buyers and it gave our hotel the opportunity for exposure.

Eric Ng, Royal Plaza Hotel, Hong Kong

The event has been helpful to me.
I got fresh contacts and ideas for incentive destinations.

Reyna Arthur, Sun Life GREPA Financial, Philippines

Good event for networking and gathering more product knowledge of India.

Arvind Nayar, Harvey World Vintage Travel Tours, Zimbabwe

Excellent show with a great buyers profile. It gave us the opportunity for networking and promoting our brand.

Ashish Serigal, Creative Travel, India

It is my first time in India. I feel very inspired and I can feel the presence of the Indian market.

Kerstin Hoffman, CIM Germany, Germany

Design and layout was good. Even on the last day, buyers-sellers meetings were serious and continuing. I am confident the show will only grow bigger in future editions.

Shayan Mallick, Aviation & Tourism News, India

CREATIVE TRAVEL
the guru of destination management

HILTON
WORLDWIDE



JAYPEE GREENS

Marriott
HOTELS & RESORTS

TAJ
Hotels Resorts
and Palaces

Travelite (India)

TRAVEL HOUSE
Touch us - See the World

Book Your IT&CM India 2013 Booth Today!

5 Reasons To Exhibit At IT&CM India 2013

- 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 optimise 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*

	Normal Rates
Raw Space :	USD 558 per sqm
Shell Scheme:	USD 588 per sqm

All rates are not inclusive of the USD500 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*	1	1
Sellers-Meet-Buyers (SMB) ticket for On-Site Appointment Scheduling with Buyers*	1	1
Buyer Profiles*	1	1
Entry to all CIC seminars & workshops and IT&CM India official events and functions. Accessible by exhibitor badge Except for functions hosted solely for Buyers and Media only		

* 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)

All Indian buyers will be entitled to a 50% refund of registration fees, upon fulfilling at least 75% of all business appointments.

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

The nature of IT&CM India makes the event a haven for **MICE and Luxury Travel publications covering industry stories in India and the rest of Asia**, to gather the freshest trade stories, news, trends and insights, as well as the latest destinations, products & services.

Other relevant trade and business publications are also welcomed. Eligible media channels include broadcast (TV & Radio), print and online.

Enquire About Our Media Affiliate Programme*. Open to MICE and Luxury Travel publications from around the world. In exchange for the publication's efforts to promote IT&CM India to readers and industry network, media affiliates enjoy a variety of pre-event and on-site publicity and acknowledgement as a result of their year long association with the event.

*Acceptance into IT&CM India's media affiliate programme is subject to validation, terms and conditions.



Buyers

Scan This QR Code

For More Information On The Buyer Programme. Hosting Places Available!



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 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 3/4 nights* hotel accommodation during the event at one of the these prestigious hotels:
 - Doubletree by Hilton Mayur Vihar, New Delhi
 - Hilton Mayur Vihar, New Delhi
 - Jaypee Greens Golf & Spa Resort
 - Radisson Blu Hotel, Greater Noida

*Terms and Conditions Apply

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

IT&CM

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

TTG | Events

Supporting Associations



Industry Partner



Hospitality & Venue Partner



Official Media



Media Affiliates



Other IT&CM Events

The World's Only Doublebill Event
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CIW
Asia-Pacific
Corporate Travel World

IT&CM 中国(上海) CHINA
国际奖励旅游及
大会博览会 | Incentive Travel &
Conventions, Meetings

1 - 3 October 2013

www.itcmchina.com • 17 - 19 April 2013

TTG Events Is A Business Group of

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