



Exclusive Krakow Convention Bureau Partnership

I am pleased to announce, after lengthy negotiations with your convention bureau, an exclusive offer to all partners of Krakow Convention Bureau to attend our European Meeting & Incentive Forums this year.

This is the first time *ever* we have opened up spaces to exhibitors from Poland.

What is a Meeting & Incentive Forum?

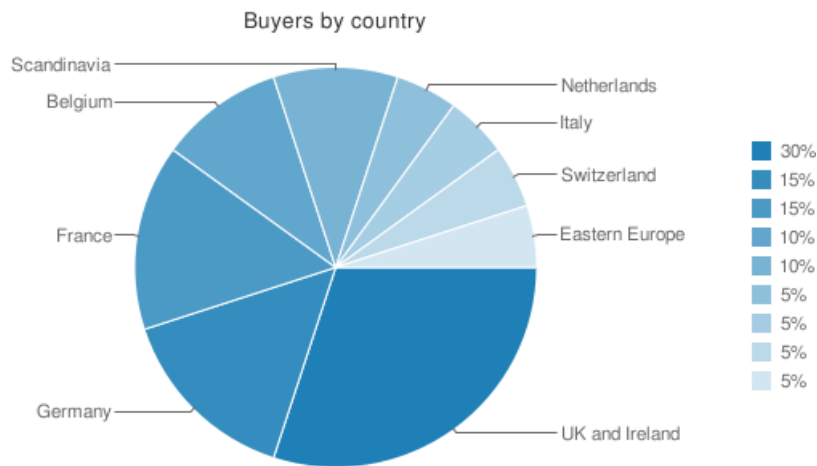
The *Meeting & Incentive Forums* is the largest and most sophisticated series of workshops for the international MICE industry. This is the only model that **guarantees** exhibitors 50 prescheduled appointments with *real* MICE buyers in Europe. This industry leading model has resulted in the **highest average enquiry number per exhibitor** in the industry and our exhibitors have returned back to us **97% of the time**.

The format is simple and efficient:

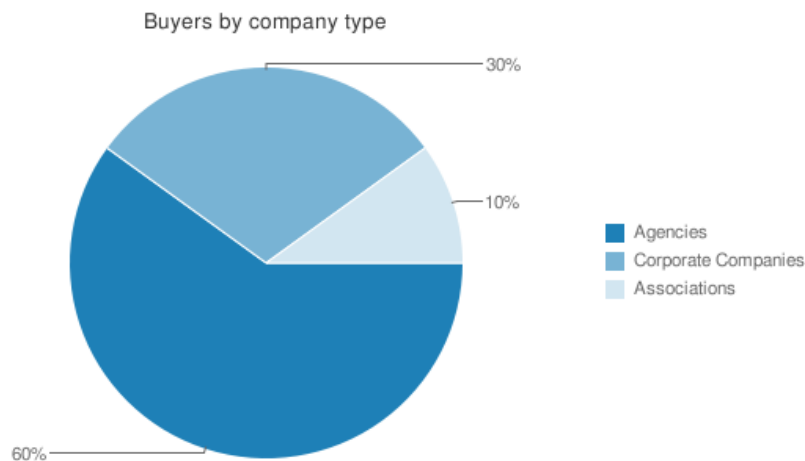
- M&I Forums are **4-day events**.
- At each Forum you'll have **50 guaranteed one-to-one pre-scheduled meetings**.
- The opportunity to network with **200+ European buyers** in an intimate and enclosed environment per forum.
- **Appointments are chosen by the buyers**, ensuring high relevance
- Intensive business and networking sessions will allow you to build lasting business relationships in a relaxed atmosphere.
- Your appointments schedule is organised for you and sent in advance to allow you to prepare.
- You will get a free profile page in the *Show Guide* containing detailed profiles of all participants.
- After the event, we'll send you an electronic database of all hosted buyers who attended.

The buyers – Who are they?

In regards to the buyers, this chart will give you an idea of their geographic representation:



And the company types represented:



Each buyer is carefully selected, pre-qualified and reference-checked to ensure you only have meetings with buyers who have a genuine interest in your products and services.

All applicants are asked to supply:

- References for past and future events
- Their business type
- Their client base
- Their buying power

References are cross referenced with the suppliers they claim to have used by contact and company name.

The Offer

As a result of a recent presentation of the MICE services in Krakow by the Krakow Convention Bureau, I am honored to offer positions at our European forums this year at exclusively reduced rates.

2011 dates and venues:

Europe Summer Forum: Grand Hotel Huis Ter Duin, Noordwijk, Netherlands, July 5-9
Europe Autumn Forum: Hesperia Tower, Barcelona, Spain, October 25-29

Participation Costs

Package	Full Table	Sharing Table
Standard Rate 2 European Forums Total	€9,500 + (€9,500 X 60%) €15,200	(Full table + Sharing supplement) X 2 €9,600 per partner
Standard Rate 1 European Forum Total	€9,500	€5,750 per partner
My Offer 2 European Forums Total	Additional 5% discount €14,440	Additional 20% discount €7,680 per partner
My Offer 1 European Forum Total	15% discount €8,075	15% discount €4,885 per partner

A full table refers to a table with one exhibitor with one delegate

A sharing table refers to a table split with 2 exhibiting partners in attendance (for example a hotel & DMC)

For further details about our prices and what they include please visit our website.

As standard 2nd forum bookings are discounted at 60%

In return you'll receive the following:

- ***Presentation table***
- ***50 pre-scheduled meetings per forum***
- ***Lunches, cocktails, dinners and team-building activities during the Forum***
- ***An electronic database of buyers attending the Forum***
- ***1 full page company profile in the show guide per forum***

Spaces are limited this year so you will need to confirm as soon as possible in order to secure your place.

Further details about our industry leading forums can be found on our website @ www.mi-forums.com or you can contact your dedicated Sales Manager by using the details below:

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