

# ibtm<sup>®</sup> CHINA

BEIJING, CHINA

26-27 AUGUST 2020

Supported by  Beijing

## Sales Brochure 2020

[www.ibtmchina.com/exhibit](http://www.ibtmchina.com/exhibit)

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# IBTM China is the leading event for the meetings and events industry in China

Brought to you by the most experienced name in MICE exhibitions, IBTM provides a gateway to the Chinese meetings, events and incentives market - connecting you with 1000's of Chinese buyers, and maximising your ROI. Discover a custom-built experience that will generate you new business and connections.

## Why participate?



### Pre-Scheduled Appointment Diary

Choose who you meet, with a personalised diary of **up to 30 one-to-one appointments**. Gain valuable sales leads through mutually matched meetings with Chinese Hosted Buyers, all looking to invest in your business or destination.



### Meet Top Quality Buyers

We're proud to attract the highest calibre of buyers from across China, using strict qualifying criteria to ensure that you are meeting people with the relevant business to place and budget to spend.



### Access the Chinese Market

Attracting over 4000 visitors and buyers from across China and beyond, our event is uniquely placed to act as your conduit to the Chinese meetings, incentives and events market.



### Brand Positioning in China

Our teams will support you before, during and after the show to raise your profile regionally and globally, benefiting from an array of marketing and press opportunities.



### Intimate Networking Opportunities

Join in a number of exclusive networking events around your business appointments, where you'll have the opportunity to engage with new prospects and catch up with industry peers.



# Rates (excluding VAT)

**Stand Space:** space only

**\$738.49/sqm**

**Shell Scheme:** 9sqm minimum, including furniture package

**\$87.34/sqm**

Diary Package	\$250 Standard Package	\$801 Premium Package	\$1,496 Premium Plus Package
Exclusive sponsorship and VAS opportunities	✓	✓	✓
Company Profile: Digital and Print	✓	✓	✓
Up to 30 pre-scheduled appointments	✓	✓	✓
Global press coverage opportunities: feature in case studies, interviews and thought leadership	✓	✓	✓
Pre-show promotion to official WeChat community		✓	✓
Graphic printed in Hosted Buyer Lounge		✓	✓
Exhibitor Presentation Slot (20 minute presentation)			✓
Advertisement in Show Catalogue (Half Page)			✓

## Results at IBTM China 2019:



**8,000**

Matched Appointments



**\$2.44 Billion**

Approx Resulting Business



**97%**

Exhibitors would rebook

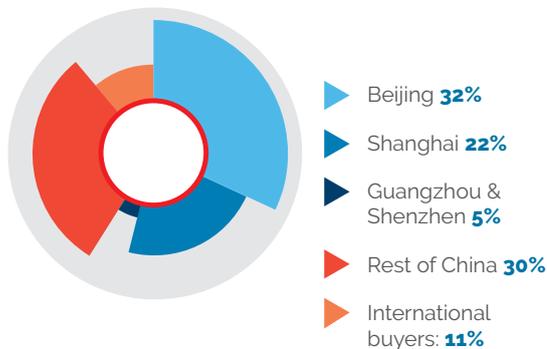
## Join top suppliers & destinations:


# Attracting top buyers for 15 years

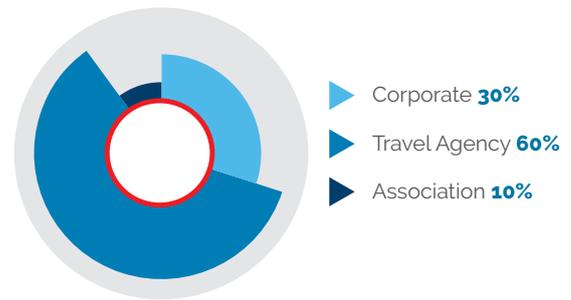
		
		
		

## Discover our Hosted Buyers

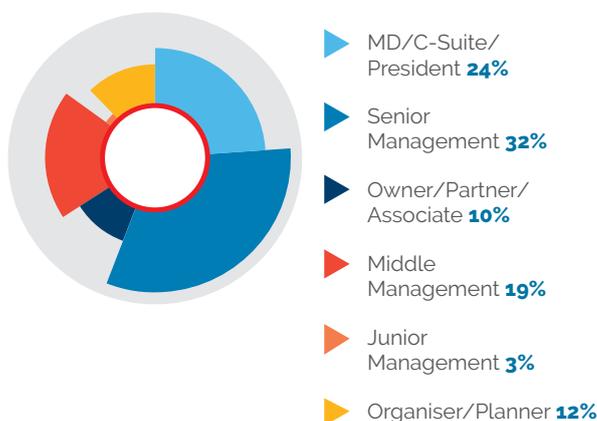
### Representing China and beyond



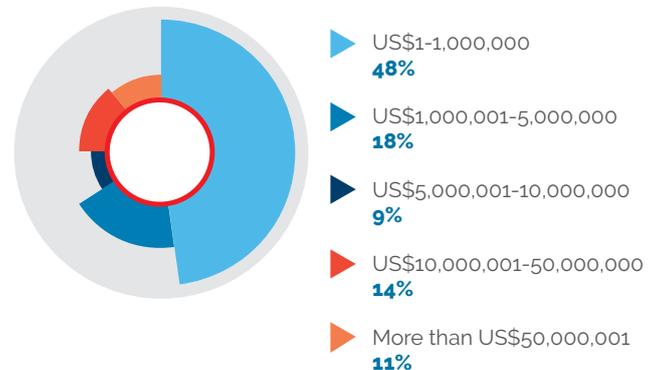
### A variety of MICE buyers



### Decision makers



### Proven budget to spend



Organised by



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