

7 - 9 April 2010
ShanghaiMart Expo
www.itcmchina.com

IT&CM
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS
China
中国(上海)国际奖励旅游
及大会博览会



Bridging the Global MICE Business

Organised by



Local Host



Endorsing & Supporting Associations

Shanghai Municipal
Tourism Association
上海市旅游行业协会



IAPCO
International Association of Professional Congress Organisers
MEETING
QUALITY

PATA
Pacific Asia Travel Association



Site | China



Promoting China to the World and the World to China

China is currently the third largest business travel market, behind UK and USA. With foreign investment in China increasing and local companies expanding their businesses offshore, the MICE travel sector is gearing itself for a dynamic future.

IT&CM China is a spin-off from IT&CM Asia, the region's premier meetings and incentive travel show. With a successful track record since 2007, IT&CM China returns to Shanghai in 2010, to continue its effort in Promoting China to the World and the World to China.

Get Ahead with the IT&CM China Advantage

IT&CM China 2010 is the one-stop business and networking platform where international and leading Chinese players in the MICE industry converge to explore new opportunities and generate new business partnerships.

Engage

Through the online Pre-Scheduled Appointments (PSA) system, buyers and sellers will be able to select who they would like to meet based on their predetermined list of criteria and preferences. This allows participants to get right down to business, hold quality discussions with their selected counterparts, and achieve greater ROI out of their attendance.

Connect

Key decision makers who influence the purchase process of MICE activities will be invited to attend IT&CM China. The hosted buyers programme will provide exhibitors and buyers the chance to network and exchange information on the latest products in the market. As our participant, you will be eligible to nominate the buyers whom you wish to meet at the event.

Explore

Get the most out of your IT&CM China experience and learn from eminent speakers as they discuss hot topics and debate on pertinent issues affecting the MICE industry in China and the region. Participants are invited to attend the daily morning seminar sessions before the exhibition starts.



Tentative Programme

7 April 2010, Wednesday

0830 – 1700hrs	Exhibitors, Buyers & Media Registration
0900 – 1300hrs	Morning Pre-Show City Tour
0900 – 1700hrs	Booth Set Up
1100 – 1200hrs	IT&CM China 2010 Official Press Conference
1430 – 1515hrs	Keynote Address
1515 – 1530hrs	Briefing for Exhibitors & Buyers
1530 – 1600hrs	Coffee Break for Buyers
1600 – 1700hrs	Sellers-Meet-Buyers Appointment Scheduling Session
1830 – 2100hrs	Opening Ceremony & Welcome Dinner

8 April 2010, Thursday

0830 – 0930hrs	IT&CM China Seminar 1A
	IT&CM China Seminar 1B
0900 – 1700hrs	IMEX-MPHT&CM China Future Leaders Forum 2010
0930 – 1000hrs	Buyers-Meet-Sellers (BMS) Session
1000 – 1200hrs	Exhibition & Appointment Sessions
1000 – 1700hrs	Trade Visitors Registration
1230 – 1330hrs	Hosted Luncheon
1400 – 1445hrs	Trade China Seminar 1
1445 – 1530hrs	Trade China Seminar 2
1410 – 1730hrs	Exhibition & Appointment Sessions

9 April 2010, Friday

0830 – 0930hrs	IT&CM China Seminar 2A
	IT&CM China Seminar 2B
1000 – 1700hrs	Trade Visitors Registration
1000 – 1045hrs	Trade China Seminar 3
1045 – 1130hrs	Trade China Seminar 4
0940 – 1200hrs	Exhibition & Appointment Sessions
1230 – 1330hrs	Hosted Luncheon
1400 – 1700hrs	Exhibition & Appointment Sessions

Bridging the Global MICE Business



The potential of the global meetings, incentives, conventions and exhibitions (MICE) industry is evident. Statistics indicate a total of 400,000 conferences and exhibitions are organised worldwide every year, at the total outlay of US\$280 billion. [Source: International Congress & Convention Association (ICCA)]

With the meetings and incentive travel industry growing at an unprecedented rate, China has been identified as one of two countries in Asia making a big impact on the global MICE stage. The organisation of mega events like the Beijing Olympics in 2008 and the Shanghai World Expo in 2010, has put the country on the map as a choice MICE destination, and major Chinese cities have become an increasingly popular option for international and local companies.



Despite the global financial crisis, Chinese travellers display strong enthusiasm for outbound travel, with 85 per cent of 4,000 respondents indicating they would "definitely" or "probably" travel overseas within the year either for leisure or business, a similar percentage as that in 2008, in a recent AC Nielson survey. [Source: China Outbound Travel Monitor 2009, ACNielson China].

With its long history and rich cultural heritage, China is an ideal destination for MICE travellers and an excellent source of potential business for outbound incentive travel.

World Expo 2010 to boost China MICE activities

The World Expo in 2010 serves as an additional boost to the already flourishing China MICE industry. Some 238 international organisations and countries from around the world have confirmed their participation as of May 2009, and an expected 70 million international and local visitors are expected to visit the bustling city of Shanghai over the 184-day Expo, which starts 1 May.

MICE activities are expected to increase with so many international visitors attending the World Expo extravaganza. Businesses should maximise the opportunities prior, during, and post- World Expo to further extend their footprint in the Middle Kingdom.

To cater to the increase in expected visitor arrivals, detailed plans have been implemented in the host city of Shanghai. Hotels are also gearing themselves to meet the increased demands with over 500 star-rated hotels and 4,000 non-star rated hotels to provide up to 500,000 beds by 2010.

[Source: Shanghai Municipal Tourism Administration Commission, International Tourism Promotion Department]



Showcase Your Best

MICE suppliers from China and the world will have a dedicated platform to showcase their products and services to local and international buyers all under one roof. It is an excellent opportunity to feature new and diverse range of exciting destinations, products, services, itineraries and ideas.

Exhibition Rates

Exhibitors can choose RAW SPACE or SHELL SCHEME packages. Exhibitors may also participate as a Corporate Exhibitor or with other organisations under their respective Country/State Pavilions.

Make your presence felt at the only international MICE show in China.

Raw Space	US\$480 per sqm
Shell Scheme	US\$510 per sqm

The above listed rates are not inclusive of US\$500 registration fee.

Contact us today!

International sales: itcmchina@ttgasia.com

China sales: sales-sh@mpinetwork.com

Sponsorship Opportunities

Increase mileage from your participation through the various sponsorship and marketing opportunities available.

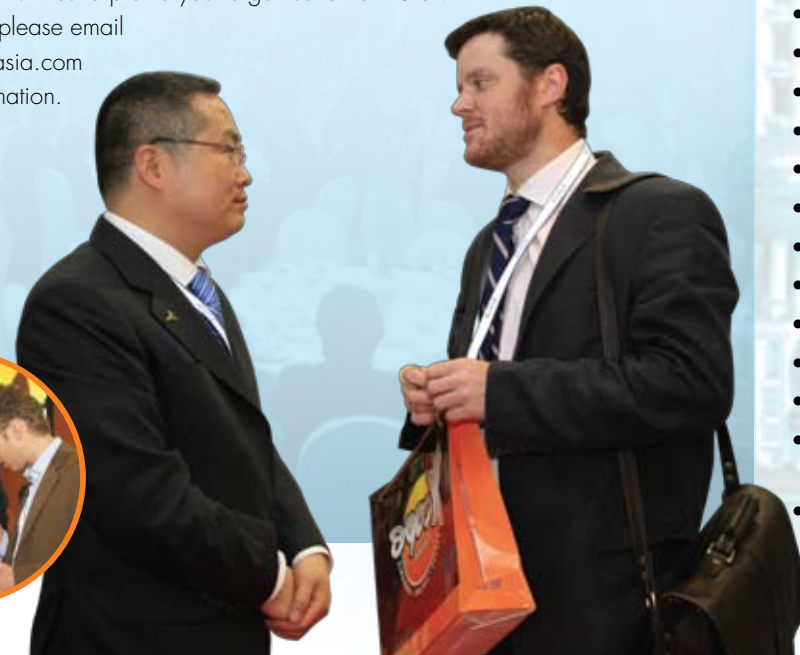
- Exclusive sponsor of delegate bags/lanyards/show diary
- Promote of your destination/country to trade visitors through Post-show Familiarisation Tours
- Co-host a special event/function

For more opportunities to profile your organisation at IT&CM China 2010, please email itcmchina@ttgasia.com for more information.

Who Should Exhibit?

IT&CM China will showcase exhibitors from these industries:

- Adventure & Incentive Travel Suppliers
- Airlines and Airline Alliances
- Airports
- Audio Visual and Technical Companies
- Coach, Car and Railway Operators
- Convention & Exhibition Venues
- Credit/Charge Card Companies
- Cruise Lines
- Destination Management Companies
- Event Management Companies & Entertainment Suppliers
- Global Distribution Systems
- Hotels & Resorts
- National/State Tourism Organisations
- Professional Conference Organisers
- Service Apartments
- Spas
- Speaker Bureaus
- Suppliers of Gifts and Premiums
- Theme Parks
- Trade Associations
- Travel Management Companies
- Trade Publications/Media
- Travel/Meeting Technology & Multimedia Companies
- Travel-related Suppliers



An Invitation to Leading Buyers

If you organise, influence or make budgetary decisions for business travel, meetings, incentive travel and conventions, you could be eligible to attend IT&CM China 2010 as our hosted buyer.

The IT&CM China hosted buyers programme is unique for its high percentage of Chinese buyers who originate from all parts of China. In 2009, over 50 per cent of the 300 buyers present were from China, while the remaining buyers came from 32 countries, including parts of Europe, Asia Pacific, and North America.

Be selected as our buyer and enjoy the following privileges:

- Reimbursable return economy class air fare to/from Host Destination (valid for Fully-Hosted Buyers only, conditions apply)
- Complimentary 4/5* nights' hotel accommodation during the event
- Pre-Scheduled and On-site Appointment sessions with exhibitors
- Entry to seminars and workshops
- Entry to all official events and functions
- Complimentary airport transfers and local coach transfers from Official/Supporting Hotels to Exhibition Venue and Official Events/Functions
- Complimentary City Tours
- Participation in Post-Show Tours at special rates

* Terms and conditions apply.

"IT&CM China is certified as a MICE travel trade show which was included in the Yearbook of Shanghai Tourism. We are pleased to see that the event was very professional and well-organised."

Huang Guang Rong, Shanghai Tourism Trade Association, *China*

"It is rare to see a MICE show in the China market with the presence of such highly-qualified MICE suppliers and buyers. We see great potential in this show and would like to establish a long-term relationship with the organisers. Meanwhile, we are pleased to introduce this show to our MICE clients from all over the world."

Yu Lin, Travel World China

Who Should Attend

- Companies with Incentive Programmes
- Corporate Travel Managers
- Destination Management Companies
- HR/Marketing Managers
- Event Planners
- Incentive/Motivation Houses
- International Associations
- Meeting Planners
- Procurement Managers
- Professional Conference Organisers
- Training Managers
- Travel Agents Handling Incentives
- Travel Management Companies
- Trade Publications/Media

Fully-Hosted International Buyer

– US\$300 (US\$150 will be refunded subject to buyer fulfilling terms and conditions)

Semi-Hosted International Buyer

– US\$250 (non-refundable)

To qualify for our hosted buyers programme, kindly register at the online Buyer Validation Form available on the event website - www.itcmchina.com

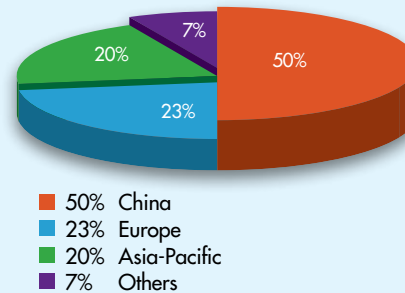


Making the Right Connections

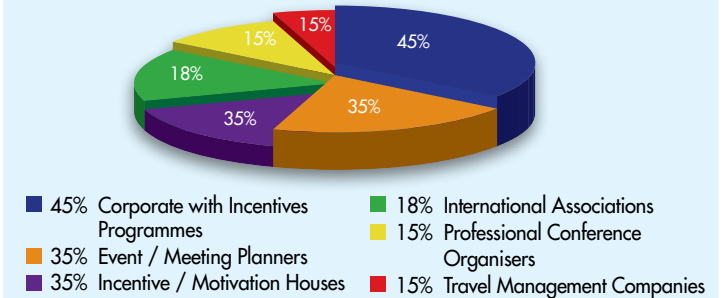
2009 Key Show Statistics

- **202 exhibiting companies from 20 countries**
- **300 buyers from 32 countries**
- **Over 83 media from 21 countries**
- **Over 2000 delegates from 44 countries**

Target buyers by region



Target buyers by industry



"It's great! I would like to express my appreciation to the organiser for them to provide both of us a good platform in MICE industry. We are willing to take this opportunity to explore exciting business opportunities and generate new leads as well." **Han Tao**, Deluxe MICE Tour

"My attendance was very fruitful as I got to meet and make contact with DMCs and travel agents beneficial for the groups I organised." **Adrienne Macrina Queenie Borromeo**, Grand Holidays Travel & Tours Inc, *The Philippines*

"IT&CM China is one of the top regional MICE trade shows in China which allows participants to achieve greater ROI out of their attendance. For three years consecutively, Hangzhou has showcased our destination to international industry players, while keeping abreast of the industry demands and better serving our tourism enterprises. We are satisfied with our participation at the show." **Han Xiao**, Hangzhou Tourism Commission, *China*



"Effective way to touch base with overseas clients and provide product updates. A good platform for creating awareness among industry players." **Paul Stocker & Soh Moi Ling**, Marina Bay Sands, *Singapore*

"It was a perfect platform to learn about the China MICE market and China's role in the industry." **Traude Becker**, ICJmice Magazine, *Germany*

"I think this show is well-organised that both exhibitors and buyers can take this platform to get right down to business and achieve greater ROI. We feel satisfied with this show." **Martin Ma**, C&D Tourism and Hotels

Contact us

International Exhibitors, Buyers and Media

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