

FACT SHEET (as at 1 April 2010)

Fast Facts on IT&CM China 2010

4th IT&CM (Incentive Travel & Conventions, Meetings) China

7 – 9 April 2010
ShanghaiMart Expo, China

ABOUT THE EVENT

- Jointly organised by TTG Asia Media and MP International Pte Ltd (MPI)
- IT&CM China promotes “China to the World” and “the World to China”, serving as the platform for international and leading Chinese players in the MICE industry to explore exciting business opportunities, generate new sales leads and strengthen business partnerships with existing clients.
- 2010 theme – “Bridging the global MICE business”
- A spin-off from IT&CMA (Incentive Travel & Conventions, Meetings Asia), the region’s premier meetings and incentive travel show.
- Open to members of the trade only – hosted and trade buyers, exhibitors, media and trade visitors

FEATURES

- Buyer and Media Hosting Programmes
- Presence of both Chinese and international buyers in the tradeshow
- Pre-scheduled on-site appointments between IT&CM China Buyers and Exhibitors
- Third IT&CM China Keynote Address – “Empower your people and business with art of war” by Khoo Keng-Hor, Speaker & Author, Stirling Training & Management Consultants.
- Educational seminars on:
 - Strategic destination marketing
 - New market creations
 - Effective event management
 - Staff motivation by injecting fun and teambuilding
 - Skilled manpower recruitment and retention
 - Recovering and coping with crises
 - Negotiation and contracting
 - New events and meetings technology and trends
- IT&CM China Official Press Conference and Media Briefings by NTOs and industry organisations
- Third Future Leaders’ Forum at IT&CM China by IMEX, MPI (Meeting Professionals International) and TTG Asia Media.
- IT&CM China Opening Ceremony & Welcome Dinner
- Hosted Luncheons
- Pre-Show Shanghai city tours for international buyers and media by Shanghai Tourism Trade Association
- Post-show Tour to Hangzhou by “Presenting City”, Hangzhou Tourism Commission, for international buyers and media.

WHAT’S NEW

- The return of China Trade Seminars, which were introduced in 2009, on show days, with 4 educational morning sessions on 8 & 9 April 2010 (Thursday & Friday) by industry professionals and veterans.
- Hangzhou Tourism Commission, IT&CM China’s first “Presenting City”, to host 65 international buyers and media to a 3 Days/2 Nights City Tour to scenic Hangzhou from 9 to 11 April 2010 (Friday to Sunday).
- Hosted Networking Hour by Shanghai Municipal Tourism Administration on 8 April 2010, Thursday
- New Supporting Association – Society of Incentive Travel Executives (SITE) – China Chapter
- New Supporting Media – China BT MICE, China Hospitality News, MICE Magazine (China), Tourism Around the World (United Kingdom).
- New Online Media – Emice (China), Travel Link Daily (China)

EXHIBITORS

- Exhibition area (gross): 5,200 square metres (sqm)
- 230 exhibiting companies and organisations

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- New exhibiting companies and organisations from: Chinese Taiwan, Vogue Model Agency & Event Management (Macau), Singex Venues Pte Ltd (Singapore), Tokyo Convention & Exhibition Bureau (Japan), Thomas Cook Overseas Ltd (Egypt).
- Pavilions with the largest exhibiting space: Macau (340 sqm), Shanghai (150 sqm), Japan (108 sqm)
- Types of Exhibitors: Adventure / Incentive Travel Suppliers, Airlines and Cruise Lines, Convention / Exhibition Venues, Destination Management Companies, Hotels & Resorts, National / State Tourism Organisations, Information Technology Vendors, Event Companies, Theme Parks / Leisure Attractions and Entertainment Venues, Travel Management Companies, Global Distribution Systems, Car Rental, Trade Publications/Media, Trade Associations, Suppliers of Gifts and Premiums.

BUYERS

- 300 buyers from 39 countries from Asia-Pacific, China, Europe, North & South America and other countries
- Largest number of International buyers from: Singapore, (19), Hong Kong (16), Germany (12), Malaysia (12)
- First-time participating buyers: Belarus, Brazil, Israel, Lebanon, Qatar, Slovenia, Sri Lanka, Tunisia, Ukraine
- Types of Buyers: Companies with Incentive programmes, Destination Management Companies, Event Planners, Incentive / Motivation Houses, International Associations, Meeting Planners, Professional Conference Organisers, Travel Agents Handling Incentives.

MEDIA

- 4 Official Media: TTGmice, TTG-BTmice, TTG Asia, TTG China
- 17 Supporting Media from: Australia, Belgium, China, Germany, India, Poland, Turkey, United Kingdom
- 7 Online Media Partners from: China, Turkey, Germany, Singapore
- 11 Chinese media partners(include print and online media)
- Number of media attending the event: 100 media from 26 countries

EVENT SUPPORT & SPONSORSHIP

- Endorsing & Supporting Associations
 - Shanghai Tourism Trade Association (STTA)
 - Shanghai Conventions & Exhibitions, Industry Association (SCEIA)
 - International Association of Professional Congress Organisers (IAPCO)
 - Pacific Asia Travel Association (PATA)
 - International Congress & Convention Association (ICCA)
 - Society of Incentive Travel Executives (SITE) – China and Hong Kong Chapters
- Official Hotel: Sheraton Shanghai Hongqiao Hotel
- Supporting Hotel: Millennium HongQiao Hotel Shanghai
- Presenting City: Hangzhou Tourism Commission
- Official Media: TTGmice, TTG-BTmice, TTG Asia, TTG China
- Supporting Media:
 - Asian Traveller
 - China BT MICE
 - China Hospitality News
 - China Travel Agent
 - CIM Australasia
 - events Magazine
 - Grand Hotels
 - MeeTurkey
 - MICE2
 - MICEBTN
 - MICE China
 - MICE Magazine
 - MICE Poland
 - Tourism Around the World
 - Trav Talk
 - Travel Magazine
 - Travel Times
- Online Media Partners: Emice, Focus on Travel News, Tourism-Insider, Travel Link Daily, Travel World China, TTGTravelHub.Net, World Travel Online.
- IT&CM China 2010 Opening Ceremony & Welcome Dinner, co-hosted by Presenting City, Hangzhou, and Venue, Sofitel Shanghai Sheshan Oriental.
Date & Time: 7 April 2010, Wednesday, 1830 – 2100hrs
- Hosted Luncheon by MEHK (Meetings & Exhibitions Hong Kong)
Date & Time: 8 April 2010, Thursday, 1230 – 1330hrs
- Hosted Networking Hour by Shanghai Municipal Tourism Administration (SMTA)
Date & Time: 8 April 2010, Thursday, 1500 – 1600hrs
- Hosted Luncheon by Millennium HongQiao Hotel Shanghai from Millennium Hotels and Resorts
Date & Time: 9 April 2010, Friday, 1230 – 1330hrs

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- Delegate Bags: Seoul Tourism Organization
- Delegates' Badges and Lanyards: MEHK (Meetings & Exhibitions Hong Kong)
- Pillar Wraps: Shanghai Municipal Tourism Association
- Official Technology Partner: Info Salons China

SEMINAR SPEAKERS

- Akapol Sorasuchart, President, Thailand Convention & Exhibition Bureau
- Anthony Wong, Group Managing Director, AOS Conventions & Events Sdn Bhd
- Brett Henry, Vice-President, Marketing, Abacus International
- Gu XueBin, Managing Director, Info Salons China
- Jenny Xu, Partner/Senior Consultant, Keylogic Consulting Co. Ltd
- Khoo Kheng Hor, Speaker & Author, Stirling Training & Management Consultants
- Michael Lum, Trainer & Author, HardKnocksCollege.com
- Rhett Fraber, General Manager, IWNC China
- Roger Tondeur, President, MCI
- Stefano Ritella, Director, HLD Events

IT&CM CHINA MEDIA CENTRE

7 – 9 April 2010 (Wednesday – Friday) | 0830 – 1730hrs
Venue: Room 3, Level 2, ShanghaiMart Expo

(Please note that due to the slow Internet connection at the Media Centre, which is beyond the organisers' control, you may encounter problems when transferring large files (e.g. photographs, pictures, graphics) over the Internet. You may be able to access higher speed Internet connection at your hotel's business centre or in your room. However, the organisers will not be responsible for all charges incurred from Internet usage outside the Media Centre)

IT&CM CHINA OFFICIAL PRESS CONFERENCE

Venue: Room 2, Level 2, ShanghaiMart Expo

IT&CM CHINA MEDIA BRIEFINGS

Venue: Room 2A, Level 2, ShanghaiMart Expo

ORGANISER'S OFFICE

Venue: Exhibition Hall, Level 1, ShanghaiMart Expo

PRE & POST-SHOW TOURS COUNTER | TRANSPORTATION COUNTER

Venue: Registration Counter Area, Level 1, ShanghaiMart Expo

REIMBURSEMENT OFFICE

Venue: Seminar Room 2B, Level 2, ShanghaiMart Expo

Date: 8 April 2010 (Thursday)

Time: 1200 – 1730hrs

Date: 9 April 2010 (Friday)

Time: 1030 – 1730hrs

REGISTRATION

- Registration Hours
 - 6 April 2010 (Tuesday), 1030 – 1800hrs *Exhibitors/Buyers/Media/Speakers*
 - 7 April 2010 (Wednesday), 0830 – 1700hrs *Exhibitors/Buyers/Media/Speakers*
 - Registration Counters, Level 1, ShanghaiMart Expo
- Exhibition Hours
 - 8 April 2010 (Thursday), 1000 – 1730hrs | 9 April 2010 (Friday), 0940 – 1700hrs
- Badge Categories
 - Red - Exhibitor - Purple - Media - Orange - Trade Visitor - Yellow - Organiser
 - Blue - Buyer - Pink - Speaker - Green - VIP - Clear - Service Staff & Future Leaders Forum

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