



The China Incentive, Business Travel & Meetings Exhibition

30 August – 1 September 2011

China National Convention Centre, Beijing, China



The five star event for the meetings and events industry in China and Asia

www.cibtm.com/exhibit

Organised by



Co-hosts (Official Endorsement)

CHINA NATIONAL TOURISM ADMINISTRATION
BEIJING MUNICIPAL GOVERNMENT

CIBTM is the leading international exhibition for the meetings, incentive, business travel and events industry in China taking place from 30 August to 1 September 2011 at China National Conventional Center (CNCC), Beijing, China.

CIBTM is part of Reed Travel Exhibitions' global meetings and events portfolio and is co-hosted by **Beijing Tourism Administration (BTA)** and officially endorsed by **China National Tourism Administration** and **Beijing Municipal Government**. The event provides a dedicated 3 day business platform for exhibitors to meet and conduct business with international and regional senior level buyers who have the authority to place **real** business.

Ideally situated in Beijing – home to the largest group of meetings professionals in China – exhibitors at CIBTM benefit from an impressive mix of formal business opportunities, networking events and an extensive education programme, all aimed at delivering the most effective environment in which to develop and win business.

Who Exhibits?

Over **300** companies from across the world will exhibit at CIBTM 2011.

Exhibitors come from a diverse range of organisations including:

- Airlines/Air Charters
- Attractions & Entertainment
- Conference & Meeting Venues
- Convention & Visitor Bureaux
- Cruise Lines/Luxury Transport Companies
- Destinations & Destination Management Services
- Event Management Companies/Support Services
- Hotels, Resorts & Serviced Apartments
- Incentive Specialists
- Media
- National Tourist Organisations
- Technology Providers
- Trade Associations
- Transport Providers
- Travel Agencies



Exhibiting at CIBTM for the first time in 2010 was a great experience. We were able to establish some excellent contacts as well as learning new things about the market.

[Sebastian Fritsche, M Events, Germany](#)



A Global Audience of Industry Buyers

CIBTM attracts a global community of buyers with serious purchasing power. In 2010 the event brought together **over 4200** business professionals, buyers and trade visitors, including 256 senior level Hosted Buyers[®] from over 40 countries – an increase of 14% on the previous year.*

Top 20 Visiting Countries:

 China	 Thailand
 Hong Kong	 Malaysia
 Singapore	 Switzerland
 United States	 Germany
 United Kingdom	 Italy
 Australia	 Belgium
 South Korea	 Canada
 United Arab Emirates	 India
 Japan	 Poland
 Russia	 Spain

Visitors to CIBTM include international and local trade visitors and Hosted Buyers who are professionals from the meetings, conference, incentives, business travel and events industry.

They include decision makers and buyers from:

- Corporate Organisations
- Destination Management Companies
- Event Management Companies
- Incentive Agencies
- Independent Meeting Planners
- International Associations & Societies
- Live Events & Experiential Agencies
- Non for Profit & Government Organisations
- Professional Conference Organisers
- Venue Finding Agencies

Hosted Buyer Programme

The CIBTM Hosted Buyer Programme is a unique initiative which guarantees senior level international and local buyers come directly to your stand.

Hosted Buyers are top level decision makers with real purchasing power who are approved via a strict qualification process conducted by our teams all over the world.

In exchange for complimentary flights and accommodation in Beijing, all Hosted Buyers formally commit to attending at least eight appointments per day with exhibitors that they are looking to place business with. Appointments are confirmed in advance of CIBTM providing exhibitors with a full diary of meetings before the event has opened its doors for business.

Who Visits?

Below is a selection of companies who attended CIBTM:

- Adidas Services
- American Express
- Astrazeneca
- Bard Medical Device (Beijing) Co.
- Bayer Health Care
- BCD Meetings & Incentives
- Bosch Security Systems
- CCPIT Shenzhen
- China CYTS MICE Co
- China Electronic Chamber of Commerce
- China Sonangol
- Chinese Medical Association
- Citibank (China) Co
- CITS International M.I.C.E Co
- DHL
- First Incentive Travel
- HP Co
- HRH Communications Group
- HSBC Bank
- Huawei
- Infinitus China Company
- ING-BOB Life Insurance Co
- Kuoni Destination Management
- Lenovo
- MCI China
- Merrill Lynch International Bank
- Motorola
- PackChina Corporation
- PriceWaterhouseCoopers
- Pro-Health (China)
- Schneider Electric (China) Investment Co
- SG International Services Co
- Siemens
- Sino Rail Engineering Co
- Taikang Life Co
- Walmart China Co



CIBTM takes place in the most prolifically fast moving market in the world. We are here for the long term – 150% we will not survive as a destination without business from China and CIBTM will help us deliver it.

Shane Jameson, Jebel Ali International Hotels, Dubai

256

Hosted Buyers attended CIBTM 2010

4246

attendees at CIBTM 2010

Top 10 Products & Services Attendees were Interested in Buying:

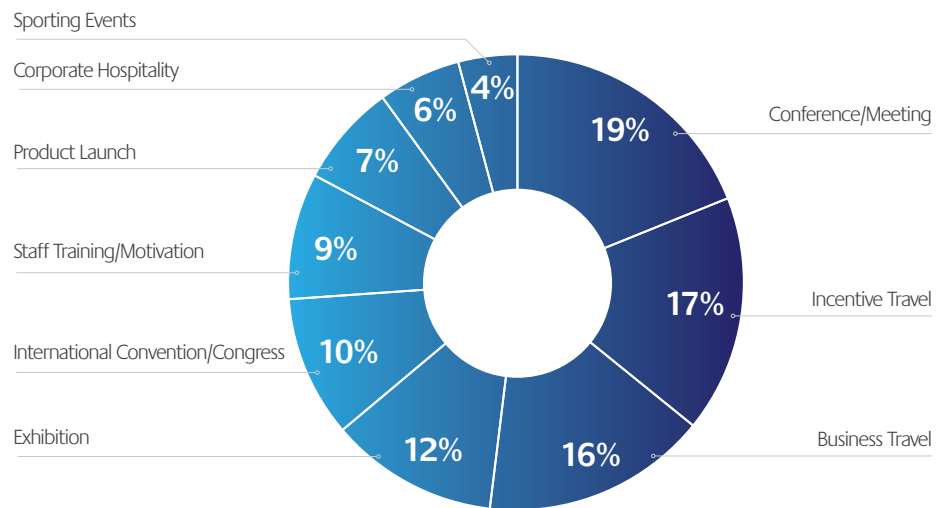
- | | |
|--------------------------------|---|
| 1. Hotel Services | 6. Special Interest Tours |
| 2. Airline Services | 7. Professional Conference Organiser (PCO) Services |
| 3. Travel Agencies Services | 8. Attractions & Entertainment |
| 4. Conference / Meeting Venues | 9. Car Rental Services |
| 5. Ground Handling Services | 10. Technology Services |



Main Business Activity of Attendees:



Types of Event Organised by Attendees:



77%

of Hosted Buyers rated their experience at CIBTM 2010 as Good / Excellent

US\$30m

approximate value of business placed by Hosted Buyers who attended CIBTM 2010



What appeals to us about CIBTM is that everyone here sees the potential in this market. We are building brand awareness, finding potential partners, and as China is the No 1 market in Asia for us, we have a serious strategy for our business here.

Sean Mahoney, Silversea Cruises, USA

Benefit Your Business

Exhibiting at CIBTM provides real benefits to your business allowing you to meet current clients, make new contacts and gain new business.

5448

pre-scheduled appointments took place between exhibitors and Hosted Buyers at CIBTM 2010 (a 17% increase on 2009)



Participating at CIBTM will allow you to:

Generate New Business Leads

At CIBTM 2011 you can meet with over **4500 business professionals** including over **300 senior level industry buyers** as part of the Hosted Buyer Programme. All exhibitors receive a schedule of one-to-one meetings confirmed before the event with Hosted Buyers who have requested to meet with them.

Meet Customers Face-to-Face

The face-to-face nature of exhibitions allows you to do a year's worth of business in just 3 days. In addition to business conducted on the show floor our programme of post-show networking events will allow you to carry on conversations in a more informal environment.

Raise Your Brand Awareness

We have a number of brand marketing and sponsorship packages designed to help you stand out from the crowd.

In addition, all exhibitors receive free exposure via the CIBTM Event Catalogue which buyers use as a year round reference tool.

Assess Competitors & Carry Out Market Research

Many of your competitors will participate at CIBTM, ensure you stand out in a competitive market place and use the opportunity to carry out market research.

Gain International Exposure

Our international Marketing and PR campaign provides your company with year round exposure via the CIBTM website, newsletters, press releases, direct mail and email campaigns and even onsite in the Event Catalogue and Show Daily.

All exhibitors receive a full company profile on the CIBTM website at www.cibtm.com. Use this tool to promote your company and your presence at the show – upload your company contact details, profiles, press releases, images and logos. The website is dual language (Chinese-English) and in 2010 attracted over 25,000 unique users.

Update Your Industry Knowledge

All exhibitors are invited to attend the extensive **education programme** of seminars and panel discussions delivered by an impressive list of international and regional speakers from the meetings industry.

The China and Asia Meetings Industry Research Report forms part of the overall education programme covering current trends and challenges facing the industry. View the 2010 research report at www.cibtm.com/research



CIBTM has been exciting and really useful. Excellent new venues have been discovered and some good relationships have been formed.

[Les Sinclair, Global Cynergies, UK](#)

Next Steps to Exhibiting at CIBTM

There are a variety of ways that your organisation can participate as an exhibitor at CIBTM 2011 ensuring successful return on both investment and company objectives.

Stand Options

Main Stand Holder: Exhibit at CIBTM with your own unique stand design, or select a purpose built shell scheme stand with a choice of furniture packages provided and built for you by CIBTM.

Exhibiting Partner: As an exhibiting partner, you could benefit from sharing a stand with a Main Stand Holder such as a Hotel Chain, Convention Bureau or National Tourism Organisation. This is a cost effective opportunity to enhance your brand and present your services to a relevant and targeted audience.

Specialist Areas

The specialist exhibiting areas at CIBTM are a showcase for technology providers and events services companies, looking to promote their brand to the global audience of meetings planners and buyers.

Sponsorship and Brand Awareness Opportunities

All exhibiting companies at CIBTM have the option to enhance their presence through an extensive variety of sponsorship and brand marketing opportunities. Our dual language website, focused media campaigns and press attendance at the exhibition ensure brand exposure at the highest level for participating exhibitors. The CIBTM team can create bespoke business solutions to satisfy even the most targeted and cost effective marketing strategy.

Contact Us Today!

For more information and advice on exhibiting at CIBTM 2011 contact a member of the team today:

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Partners and Supporters

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