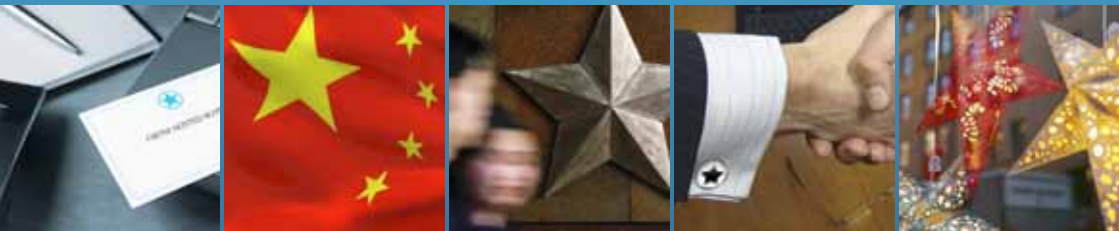




The China Incentive, Business Travel & Meetings Exhibition  
30 August – 1 September 2011  
China National Convention Centre, Beijing, China



# Five Star Hosted Buyer<sup>®</sup> Programme



[www.cibtm.com/hosted](http://www.cibtm.com/hosted)

Organised by



Reed Travel Exhibitions



Reed Exhibitions China



北京市旅游发展委员会  
Beijing Municipal Commission of Tourism Development

Co-hosts ( Official Endorsement )

CHINA NATIONAL TOURISM ADMINISTRATION  
BEIJING MUNICIPAL GOVERNMENT

# A Five Star Business and Networking Opportunity



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 the China National Convention Centre (CNCC), Beijing, China.

CIBTM is part of the Reed Travel Exhibitions global meetings and events portfolio. The show is co-hosted by Beijing Municipal Commission of Tourism Development (formerly Beijing Tourism Administration) and officially endorsed by China National Tourism Administration and Beijing Municipal Government.

## What's involved?

CIBTM provides a dedicated three day business platform for international and regional industry professionals to meet and conduct business whilst keeping up-to-date with the industry through a variety of education and networking opportunities.

Education is an important element of CIBTM and this year is no exception. Offering an extensive tailored programme of seminars and panel discussions CIBTM aims to provide high quality content for meetings professionals eager to learn about the developing China market and the opportunities that exist on an international scale. The CIBTM Professional Educational Programme will run alongside the exhibition, and play a crucial part in China Meetings Week.

Through an array of networking events at CIBTM there are several occasions for Hosted Buyers and Exhibitors to build and cement relationships outside of the Pre-Scheduled Appointments and away from the hustle and bustle of the show floor.





## Who exhibits at CIBTM?

Over 300 leading Global industry suppliers will exhibit at CIBTM from a variety of industry sectors:

- ☆ Airlines/Air Charters
- ☆ Attractions & Entertainment
- ☆ Conference & Meeting Venue
- ☆ Convention & Visitor Bureau
- ☆ Cruise Lines/Luxury Trains
- ☆ Destinations & Destination Management Services
- ☆ Event Management Companies
- ☆ Event Support Services
- ☆ Hotel, Resorts & Serviced Apartments
- ☆ Incentive Specialists
- ☆ Media
- ☆ National Tourist Organizations
- ☆ Technology Providers
- ☆ Transport Providers
- ☆ Travel Agencies

View the full exhibitor list at [www.cibtm.com/exhibitors](http://www.cibtm.com/exhibitors)

## What is the CIBTM Hosted Buyer Programme & how does it work?

The Hosted Buyer Programme is a unique opportunity for you to meet with over 300 international and regional suppliers for focused one-to-one appointments.

The CIBTM Pre-Scheduled Appointment system allows you to efficiently manage your meeting schedule, networking events, education sessions, and all travel arrangements during your visit.

Hosted Buyers are required to attend 8 pre-scheduled appointments per day. Once you have chosen the exhibitors and destinations you are interested in CIBTM will match exhibitor availability and create a customized online schedule of appointments. There is also the opportunity to add other appointments or programmes you want to attend to create a flexible schedule of your own.

Over  
**300**  
Companies  
will exhibit  
at CIBTM 2011

**77%**  
of Hosted Buyers  
rated their  
experience at  
CIBTM 2010  
as good/excellent





## Benefits of being a Hosted Buyer

- ☆ Complimentary flights from selected airports (if required)
- ☆ Complimentary 4/ 5 star accommodation at an official CIBTM hotel in Beijing
- ☆ Coach transfers in Beijing between airport, hotel and CIBTM
- ☆ Refreshments in exclusive Hosted Buyer lounge
- ☆ Pre-Scheduled Appointments with exhibitors of Hosted Buyer's choice
- ☆ Online Diary facility for scheduling additional meetings
- ☆ Exclusive networking functions and evening receptions
- ☆ Complimentary access to the Professional Education Programme

5448

pre-scheduled appointments took place at CIBTM 2010 (17% increase from 2009)

## Who can qualify as a Hosted Buyer?

If you organise, influence or make budgetary decisions for international meetings, conference, incentive and business travel, conventions, product launches, staff training of events then you could be eligible to attend CIBTM as a Hosted Buyer.

Apply today at [www.cibtm.com/hosted](http://www.cibtm.com/hosted)

## Don't miss out!

Keep up to date with all the latest information on education, networking, exhibitor and show news for CIBTM 2011 at [www.cibtm.com](http://www.cibtm.com)



“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

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## How do I qualify?

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Applications for the CIBTM Hosted Buyer Programme are reviewed against a number of qualifying criteria to ensure only true decision makers and budget holders have access to this top level business event.

**Qualification criteria includes (but is not limited to):**

- The number of events you hold annually
- The annual budget you manage
- The potential future business you intend to place (especially in China or the Asia region)
- Your level of authority to procure MICE products and services

Once your online application has been approved you will be assigned an account manager who will work with you to arrange your CIBTM itinerary and travel arrangements.

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## Become a Group Co-ordinator

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Group Co-ordinators are individuals from associations, agencies, publications and hotel groups from around the world who commit to bring 10 or more buyers to the event.

In return we provide Group Co-ordinators with a range of benefits, view more information on these benefits and how to become a Group Co-ordinator at [www.cibtm.com/groupcoordinators](http://www.cibtm.com/groupcoordinators)

**PLUS** – If you bring a group of 10 or more buyers to CIBTM you will receive complimentary accommodation and flights for 1 person nominated by your company as your CIBTM Group Leader.

Approximately  
**£30m**  
of business was placed as a result of pre-scheduled appointments between Hosted Buyers and Exhibitors in 2010

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## How to Apply

There are a variety of ways to apply as a Hosted Buyer at CIBTM.

### Online

Apply to become a Hosted Buyer by completing the online application form at [www.cibtm.com/hosted](http://www.cibtm.com/hosted) or contact a member of the team today for more information.

### Local Office

Ms. Amber Zhang  
Account Manager  
Tel: +86 10 5933 9304  
Email: [cibtmhb@reedexpo.com.cn](mailto:cibtmhb@reedexpo.com.cn)

### International Office

Ms. Desiree Shepherd  
International, Account Manager  
Tel: +44 (0) 208 910 7167  
Email: [cibtm-hosted@reedexpo.co.uk](mailto:cibtm-hosted@reedexpo.co.uk)

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[www.cibtm.com/hosted](http://www.cibtm.com/hosted)



Official Hotel Partners



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ADMINISTRATION

BEIJING MUNICIPAL  
GOVERNMENT

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Official Airline Partner



Official Technology Partner



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北京市旅游发展委员会  
Beijing Municipal Committee of Tourism Development

CIBTM is part of the Reed Travel Exhibitions Meetings and Events Portfolio

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