



Switzerland.

MarketingActivities SCIB

North America - SCIB Planning 2023

01/01/2023 – 12/31/2023	Ad-hoc new activity, TBC	Comments	Cost CHF 1'000
	With the unprecedented times, SCIB NA is evaluating new potential platforms for 2022 where partners who are interested could participate.		Depending on activity this price will be adjusted. Should you express an interest (or have an idea) for a 2022 new platform, please register and SCIB NA will keep you posted.
01/01/2023 – 12/31/2023	SwissRead (eNews)	Comments	Cost CHF 0
	3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment. SCIB NA partners will be contacted in December 2022. This SwissRead is sent to roughly 4,000 North American corporate, agency planners and press. Association clients as well as wedding planners receive a specific eNews from HQ targeting that segment, however association clients may be included if there is no overlap with their eNews.		Included for SCIB NA partners. A full overview with details will be sent to all SCIB NA partners in December.
01/01/2023 – 12/31/2023	Online Platform Cvent	Comments	Cost CHF 0
	Cvent is still used by many planners and remains consistent in generating leads. SCIB NA plans to renew its profile with Cvent to promote Switzerland as a meetings & incentive destination as it is the most widely used sourcing platform. In 2023, SCIB will continue the 3-diamond listing in order to keep great visibility on the destination guide. SCIB HQ may do an additional campaign with Cvent.		Included in the SCIB NA membership. Important to all partners to confirm receipt of RFP and to answer accordingly.
	Statistics SCIB worldwide as per 31.12.2021: - Total RFPs: 39 (2020: 30) - Total Room Nights: 80,571 (2020: 17,287) - Total RFPs Value: \$22,374,790 (2020: \$7,548,894) - RFPs from North America: 33 (2020: 21)		
	Statistics Switzerland (incl. SCIB) as per 31.12.2021: - Unique RFPs: 293 (2020: 369) - Unique room nights: 147,211 (2020: 87,321) - Awarded RFPs: 61 (2020: 148) - Awarded room nights: 4,438 (2020: 12,241) - Awarded value: \$4,604,186 (2020: \$4,419,586)		

01/01/2023 – 12/31/2023	SITE / PCMA / MPI Greater New York Chapters	Comments	Cost CHF 0
	SCIB NA will remain an active member of the above chapters and attend social and networking events whenever possible.		Partners are welcome to join these informal gatherings if they happen to be in town for another activity and can combine it. Cost to be determined depending on format and event.
			1. Date - Organization - Name of event
01/01/2023 – 12/31/2023	Virtual Sales Calls	Comments	Cost CHF 0
	The current work environment has changed and due to the increasing 'work from home' options, office time is very limited and office spaces become smaller/less frequented. Therefore, it will not only be more difficult but also less productive to organize traditional in-person sales calls week. SCIB NA therefore suggests to combine visits with any other events. SCIB NA plans to organize virtual face-to-face meetings between clients and Swiss partners as a follow up option with clients after receiving RFPs/RFIs, submitting proposals and to connect with them.	Partners will be invited on an ad-hoc basis when suitable.	SCIB NA will contact partners when/if relevant on a ad-hoc basis.
01/08/2023 – 01/11/2023	PCMA Convening Leaders in Ohio, CL	Comments	Cost CHF 0
	The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.		Approx CHF 1'200 for PCMA registration plus approx. USD 485 PCMA Membership fee. Price TBC. Registration via PCMA directly.
03/13/2023 – 03/15/2023	18th Successful Meetings University (SMU) International - NYC, Marriott Marquis	Comments	Cost CHF 4'400
	This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies.		Approximate prices: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,400 each / total of US\$8,800 per table Included for both a single and shared table option: - The shared appointment table - All F&B, networking and education sessions with the planners - Half page ad in the March/April issue of M&C – Passport section - Contact list on all the planners approved to attend
	Each supplier and planner get to share their "meeting preferences" prior to the event on a ranking platform, which will set up automatically their appointments schedule.		
	Each supplier gets to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as networking events. Each partner receives full planners profile including past/future programs.		
	This is a Norhstar Meeting Group event.		
	Registering via SCIB NA benefits in a more cost effective participation.		Please specify if you prefer to share a table with SCIB, another partner or to have your own.

Date Range	Event Name	Comments	Cost CHF
10/17/2023 – 10/19/2023	IMEX America in Las Vegas, NV	<p>IMEX America is the MICE industry's largest show in NA and brings together thousands of exhibitors and quality buyers for a 3-day fair. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <p>In 2021, a total of 3,420 buyers and over 2,200 exhibiting companies attended IMEX America.</p>	<p>8'500</p> <p>Approximate prices: CHF 8'500 per SCIB partner CHF 4'000 per additional person of same SCIB partner CHF 5'800 per local partner at same booth CHF 9'000 per local partner (for example a hotel representing a destination)</p>
07/24/2023 – 07/27/2023	Cvent CONNECT, Las Vegas	<p>SCIB to re-assess if attending Cvent CONNECT is an option in 2023.</p> <p>Cvent CONNECT 2023 will present a reimagined hybrid event experience that blends the best of virtual and in-person gatherings, anticipated to have thousands of registrants globally.</p>	<p>5'000</p> <p>Approximate prices: SCIB can have booth with 2 participants on trade show day for approx 10,000 USD, able to share with partner for 5k each.</p>
11/01/2023 – 11/30/2023	Global Incentive Summit (GIS) - Date + Location TBC	<p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations for incentive programs whether they are corporate, association or independent planners / agencies. Each supplier and planner get to share their "meeting preferences" prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Suppliers get to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as various networking events and offsite activities.</p> <p>Each partner receives full planners profile including past/future programs.</p> <p>This is a Norhstar Meeting Group event.</p> <p>SCIB NA is currently evaluating for Switzerland to host this event in 2024.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<p>4'500</p> <p>Depending on location, these are approx costs: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,500 each / total of US\$9,000 per table Included for both a single and shared table option: - The shared appointment table - All F&B, networking and education sessions with the planners - Contact list on all the planners approved to attend</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
05/21/2023 – 05/23/2023	IncentiveLive - Vinoy Hotel St. Petersburg, Florida	<p>SCIB NA may attend IncentiveLive again as the 2020 virtual edition was a successful event. The event consists of three days with approx. 21 one-to-one in person meetings in a similar format to SMU, except that it is focused on incentive planners. There are also education sessions, some networking as well as other activities.</p> <p>This is a Norhstar Meeting Group event.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<p>4'500</p> <p>Depending on location, these are approximate costs: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,400 each / total of US\$8,800 per table</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>

03/06/2023 – 03/10/2023	SwissBreak	Comments	Cost CHF 1'500
	<p>SCIB NA may repeat the SwissBreak activity initiated in 2022 depending on partner's interest. Since webinars are no longer attractive enough for buyers, this may be the new format where buyers and suppliers can arrange a convenient time to catch up virtually during a dedicated week, for 15 minutes per virtual appointment. This newly adapted format being more interactive, engaging and personal has proven to be more productive as planners have become tired of standard destination promo webinars. Partners can use this platform to (re)connect with existing clients and/or reach new prospects.</p> <p>The SwissBreak is planned to take place from March 6 - 10, 2023.</p>		<p>SCIB NA coordinates the invite, marketing, distribution and online registrations of NA clients to join. Follow-up email to all registered clients is sent by SCIB NA and include partners' contact details. Participating partners receive full contact details of the planners.</p>
02/17/2023 – 02/20/2023	SITE Global Conference in NYC, NY	Comments	Cost CHF 0
	<p>SITE Global Conference is the association's signature annual event, gathering SITE members and incentive travel professionals from all around the globe. After the 2022 edition in Dublin, it comes to NYC.</p>		<p>Price TBC. Registration via SITE directly.</p>
01/01/2023 – 12/31/2023	INTERaction EMEA North America - Date + Location TBC	Comments	Cost CHF 3'000
	<p>INTERaction EMEA is the employee Meeting & Supplier Showcase from American Express Meetings & Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings & Events. Network with Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout.</p> <p>The participation at INTERaction North America is to be evaluated by SCIB NA and depends on the success of INTERaction Europe in February 2023 and the date and location of the event.</p>	<p>-Table (for group appointments) with two chairs for both days. -18 15-minute group appointments. -All social events and meals including breakfast, lunch and dinner for entire event. -Company logo visible on signage. -Maximum of 2 suppliers per table. -Value added: content distributed through the Meetings Source (=global online supplier management)</p>	<p>SCIB will participate with one table and is looking for one additional partner to share the table. Additional tables can be booked.</p> <p>Costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT CHF 3'000 for Partner (2nd person) plus VAT</p> <p>In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited. Please let us know if you are interested asap so that we can check before the deadline of the applications ends.</p> <p>Travel and hotel accommodation need to be paid extra.</p> <p>Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.</p>

10/01/2023 – 10/04/2023	SCIB: M&I Americas 2023	Comments	Cost CHF 7'900
	<p>The event will take place in El Paso, Texas.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 American buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
12/03/2023 – 12/06/2023	SCIB: M&I VIP Connect Americas 2023	Comments	Cost CHF 7'900
	<p>The event will take place in Los Cabos, Mexico.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 4 days / 30 meetings / 100 American buyers (Senior and Decision-making attendees from corporates and event agencies from the US and Canada / 100 Suppliers (only 5* hotels, CVB's and DMC's)</p> <p>More information: http://www.mi-forums.com/. Summary: - 4 days event with pre-scheduled appointment - top qualified elite buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 15 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>