



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 North America

01/01/2024 – 12/31/2024	SwissRead (eNews) 3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment. This SwissRead is sent to approx. 5,000 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.	Comments SCIB NA partners will be contacted in December 2023.	Cost CHF 0
01/01/2024 – 12/31/2024	Virtual Sales Calls 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 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.	Comments	Cost CHF 0
01/07/2024 – 01/10/2024	PCMA Convening Leaders in San Diego, CA 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. In 2023, PCMA's Convening Leaders gathered 3,300 meeting professionals in Columbus, Ohio for three days of education, networking and some transformative ideas.	Comments	Cost CHF 0 Registration via organizer directly.

03/11/2024 – 03/13/2024	<p>19th Successful Meetings University (SMU) International - NYC</p> <p>This is a Norhstar Meeting Group event.</p> <p>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. 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>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.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	Comments	<p>Cost CHF 4'500</p> <p>Approximate prices: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,500 each / total of US\$9,000 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
10/08/2024 – 10/10/2024	<p>IMEX America in Las Vegas, NV</p> <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>The 11th edition of IMEX America, held October 11 - 13, 2022 drew more than 4,339 buyers to the Mandalay Bay Convention Center in Las Vegas.</p> <p>A local booth contractor has been appointed since post pandemic due to the high shipping costs. 11 Swiss Partners joined the SCIB NA booth (12 registered).</p>	Comments	<p>Cost CHF 8'600</p> <p>Approximate prices: CHF 8'600 per SCIB partner CHF 4'000 per additional person of same SCIB partner CHF 5'900 per local partner at same booth CHF 9'000 per local partner (for example a hotel representing a destination)</p>
11/04/2024 – 11/07/2024	<p>Global Incentive Summit (GIS) - Ireland</p> <p>This is a Norhstar Meeting Group event.</p> <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. Each partner receives full planners profile including past/future programs.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	Comments	<p>Cost CHF 4'750</p> <p>Approximate prices: Single table: US\$8,000 Two partners sharing an appointment table: US\$4,750 each / total of US\$9,500 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>

04/28/2024 – 04/30/2024	<p>IncentiveLive, Las Vegas</p> <p>This is a Norhstar Meeting Group event.</p> <p>SCIB NA will re-evaluate if they will attend IncentiveLive 2024. SCIB did not participate in 2022 and 2023.</p> <p>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>Registering via SCIB NA benefits in a more cost effective participation.</p>	<p>Comments</p>	<p>Cost CHF 3'700</p> <p>Approximate prices: Single table: US\$6,000 Two partners sharing an appointment table: US\$3,700 each / total of US\$7,400 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
01/01/2024 – 12/31/2024	<p>Personalized SCIB Webinars</p> <p>The new format of personalized SCIB Webinars aka Switzerland Refresher to event planners and their teams were a success in 2022. SCIB decided to continue with this format in 2024. The goal is to present Switzerland at clients' team meetings and possibly to there direct clients. SCIB will include partners whenever possible.</p> <p>In 2022, SCIB had a total of 5 personlized Webinars and so far 2 in 2023.</p>	<p>Comments</p>	<p>Cost CHF 0</p>
01/01/2024 – 12/31/2024	<p>Ad-hoc new activity, TBC</p> <p>SCIB NA is always evaluating new potential platforms and is looking for new collaborations/partnerships for 2024 where partners who are interested could participate. SCIB NA is willing to discuss any ideas with the partners.</p>	<p>Comments</p>	<p>Cost CHF 0</p>
06/23/2024 – 06/26/2024	<p>M&I Miami 2024</p> <p>This event takes place in Miami, USA.</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 North 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/.</p> <p>Summary:</p> <ul style="list-style-type: none"> - 3 days event with pre-scheduled appointment - top qualified buyers from North America (USA & Canada) - 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. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 	<p>Comments</p>	<p>Cost CHF 8'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>

10/01/2024 –
10/31/2024**M&I Leaders Costa Mujeres, Mexico 2024****Comments****Cost CHF**

8'900

This event takes place in Costa Mujeres, Mexico.

M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.

3 days / 30 meetings / 80 North American buyers (Event agencies, incentive houses and Corporates) / 70 suppliers (Hotels, CVB's, DMC's and Congress Centres).

More information: <http://www.mi-forums.com/>.

Summary:

- 3 days event with pre-scheduled appointment
- top qualified buyers from North America
- Every supplier has 15 (for half table) to 30 (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.

Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.

Travel and hotel accommodation need to be paid extra.