

Registration for SCIB membership

1. Overview Partner Model

	Additional activities within the chosen packages			
Basic Package CHF 18'000	Europe Package CHF 10'000	North America Package CHF 10'000	Asia Package CHF 10'000	Association Package CHF 10'000

The partner model includes a basic package which can be combined with various add-on packages.

Basic package:

- Required (for all regions, destinations, service suppliers, service companies)

Individual add-on packages are also available based on the following criteria:

- Certain destinations, service suppliers, service companies (one organisation for each selected package), provided a basic package has been taken out or the region in question has purchased a basic package
- The add-on packages allow members to take part in marketing activities in the each of the markets covered

Basis Paket Light CHF 5'000

Basic package Light:

- Only available for individual service suppliers (hotels, convention centres, companies) that are not integrated in a region or destination partnership
- No access to packages or additional activities

2. Services

2.1. Basic packages

	Europe	North America	Asia	Associations
Marketing Activities	A la carte	A la carte	A la carte	Research Selected <u>markets</u>
Additional Packages	CHF 10'000 "Europe"	CHF 10'000 "North America"	CHF 10'000 "Asia"	CHF 10'000 "Selected markets"
Basic Package (compulsory)	Digital – Switzerland – Development of new business areas CHF 18'000 for all partners (Regions, Destinations, Service partners, Suppliers) CHF 5'000 for individual suppliers (without the option of additional packages)			

Digital basic package – Switzerland – Development of new business areas

The digital basic package – Switzerland – Development of new business areas for all partners (regions, destinations, service suppliers and service partners) includes the following services:

- Listing of the entire offer of a region, destination and the individual service suppliers – including text, photos, film clips, address and contact info – on MyS.com/meetings (international version) in German, French, English and Italian
- Organic Social Media Posting on SCIB channels
- Access to business intelligence – market situation report, MICE dashboard, Personas
- Special offers, venue finder and favorites feature, focused on the Swiss market
- Development of new business areas and markets until they are ready for a separate package (e.g. Asia, Destination Weddings)
- One vote for every CHF 5,000 spent (basic and other packages, excluding activities)
- Access to various add-on packages

Cost per year:

CHF 18,000 for regions and destinations and for individual service suppliers and service partners that want access to add-on packages

CHF 5,000 for individual service suppliers. No access to add-on packages.

2.2. Ad-on Packages

	Europe	North America	Asia	Associations
Marketing Activities	A la carte	A la carte	A la carte	Research Selected markets
Additional Packages	CHF 10'000 "Europe"	CHF 10'000 "North America"	CHF 10'000 "Asia"	CHF 10'000 "Selected markets"
Basic Package (compulsory)	Digital – Switzerland – Development of new business areas CHF 18'000 for all partners (Regions, Destinations, Service partners, Suppliers) CHF 5'000 for individual suppliers (without the option of additional packages)			

Europe

The Europe package includes the following services:

- Representation by the SCIB specialists of Switzerland Tourism in the markets of **Germany, the UK and Ireland, France, Belgium and Luxembourg, the Netherlands and the Nordic Countries** as well as access to their market expertise
- Integration in communication to meeting and incentive planners in these markets based on interesting content in e-newsletters, in-house presentations, sales calls, social media posts and print media
- Listing on MyS.com/meetings (market versions), including text, photos, film clips, address and contact information
- Search engine marketing and search engine optimization, venue finder and favorites feature in Europe
- Digital marketing and social media posts
- Quotation requests by meeting and incentive planners in Europe
- Reports and market studies
- Individual participation in marketing activities available for a fee in the markets (educational trips, networking events, trophies, trade fairs, sales calls, etc.) depending on the participant's focus

North America

The North America package includes the following services:

- Representation by the SCIB specialists of Switzerland Tourism in the markets of **the USA and Canada** as well as access to their market expertise
- Integration in communication to meeting and incentive planners in these markets based on interesting content in e-newsletters, in-house presentations, sales calls, social media posts and print media
- Listing on MyS.com/meetings (market versions), including text, photos, film clips, address and contact information
- Search engine marketing and search engine optimisation, venue finder and favourites feature in North America
- Digital marketing and social media posts
- Quotation requests by meeting and incentive planners in the USA and Canada
- Reports and market studies
- Individual participation in marketing activities available for a fee in the markets (educational trips, networking events, trophies, webinars, trade fairs, sales calls, etc.) depending on the participant's focus

Asia

The Asia package includes the following services:

- Representation by the SCIB specialists of Switzerland Tourism in the markets of **China, India, Southeast Asia** as well as access to their market expertise. Additional ad hoc measures in other Asian markets
- Integration in communication to meeting and incentive planners in these markets based on interesting content in e-newsletters, in-house presentations, sales calls, social media posts and print media
- Listing on MyS.com/meetings (market versions), including text, photos, film clips, address and contact information
- Search engine marketing and search engine optimization, venue finder and favorites feature in Asia
- Digital marketing and social media posts
- Quotation requests by meeting and incentive planners in Asia
- Reports and market studies
- Individual participation in marketing activities available for a fee in the markets (educational trips, networking events, trophies, trade fairs, webinars, sales calls, etc.) depending on the participant's focus

Associations

The Associations package includes the following services:

- Research and qualification of leads according to cluster and potential by SCIB specialists at head office and in the markets, as well as by various external lead researchers in potential markets
- Integration in communication to congress organisers based on interesting content and best practice examples in e-newsletters, in-house presentations, sales calls and print media
- Forwarding of leads including all relevant information (requirements, decision-making criteria/process) for putting together a congress bid
- Coordination, support and coaching during the bid with various services (flights, welcome desk, promotional material, lobbying, etc.)
- Access to and use of the Oxford Economics "Event Impact Calculator" for analysing the value and impact of a potential event for the destination/region, including the option to include local parameters
- Representation of the association partner during various marketing and sales activities in Switzerland in the relevant markets
- Reports and market studies
- Individual participation in marketing activities available for a fee for congress organisers and decision-makers

Extra benefits for partners with the maximum number of add-on packages

- Exclusive option to organise an additional activity in a chosen market in partnership with the SCIB. If the number of participants in an activity is limited, priority is given to partners with the maximum amount of add-on packages.

3. Representation of Destinations via Regions

The following maximum criteria apply to the representation of smaller destinations via regions:

- Max. 300 rooms in 3–5* hotels
- Professional plenary room seminar seating for up to 250 people

Once both limits have been reached (hotel rooms and plenary room size) or exceeded, the event is considered to be a “large MICE destination” and full membership is then required. The final decision of the Board of Directors is based on these parameters.

Smaller destinations represented via regions can access markets with their own brand by purchasing an add-on package. Otherwise, they are represented by their region.

4. Duration of membership

Membership lasts for two years and is automatically renewed unless written notice is given six months before the end of the contract. This applies to basic and other packages.

5. Voting rights

Every CHF 5,000 (basic and add-on packages, excl. activities) paid by a member entitles them to one

(1) vote at the general assembly.

Registration for SCIB membership.

As of _____ (DD/MM/YYYY)

Contact

Organisation

Address

E-mail

Phone

Packages	Price in CHF	Please select the services (X)
Basic package	18'000	
Basic package light	5'000	
Europa package	10'000	
North America package	10'000	
Asia package	10'000	
Association package	10'000	

Place and date

Signature

Please return this form to: barbra.albrecht@switzerland.com