



27-28 June 2018 • Olympia London



meetings industry association

For the 6th year, **The Meetings Show** and **The MIA** have teamed up to provide member companies a cost effective platform to be involved with the No1 visited trade show by UK MICE Buyers*.

The MIA Pavilion allows members to target qualified buyers from the **corporate, agency and association** sectors with one on one pre arranged meetings, all of whom have proven business to place within the UK.

Joining the MIA Pavilion allows you to benefit from:

Pre-scheduled appointments with **1000 pre qualified hosted buyers** – each a decision maker with business to place of which **89%** we looking to place business in Hotels in 2017.

Meeting **3,000 other trade visitors and buyers** from the UK

11,000+ Pre scheduled appointments between exhibitors and hosted buyers

An event **endorsed and partnered by leading industry associations** and media.

There are now two options for MIA Pavilion

Basic Option

- 2 chairs
- 1 Table
- Table top signage
- Website and directory listing
- One hosted buyer diary

PRICE:

Early Bird (Until 31st January): £2,920 + VAT

Standard: £3,025 + VAT

Premier Pod

- Aisle Position
- Large Graphics Board
- Counter top
- Two Stools
- Lockable Cabinet
- Website and directory listing
- One hosted buyer diary

PRICE:

Early Bird (Until 31st January): £3,620 + VAT

Standard: £3,750 + VAT

The Meetings Show features a fully Hosted Buyer programme which guarantees the attendance of top-level qualified buyers with big budgets and high level purchasing responsibility.

Delegates on the Hosted Buyer programme meet the strict qualifying criteria including level of purchasing authority, annual budget, number of events held annually and business conducted inbound and/or outbound.

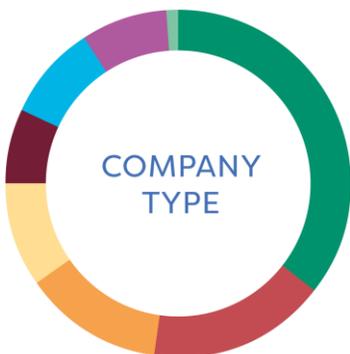
Once buyers are recruited and qualified, The Meetings Show will “host” them at the event by taking care of their flights (or other travel methods) and accommodation. In return, buyers commit to attend pre-scheduled appointments with the exhibitors they are genuinely interested in meeting through a buyer-driven diary system.



1,870
HOSTED AND
VISITOR BUYERS



49%
OF VISITOR BUYERS
WERE NEW FOR 2017



- 36% AGENCY
- 17% VENUE FINDING COMPANY
- 13% INCENTIVE HOUSE
- 10% CORPORATE
- 9% ASSOCIATION
- 8% PROFESSIONAL CONGRESS ORGANISER
- 1% CHARITY/ NOT-FOR-PROFIT/ GOVT ORGANISATION
- 6% OTHER



- 59% UK
- 7% GERMANY
- 6% FRANCE
- 5% ITALY
- 3% SPAIN
- 2% RUSSIA
- 2% POLAND
- 2% SWITZERLAND
- 14% REST OF WORLD