



ibtm®

ibtm® arabia

abu dhabi, uae
7 - 9 february 2017

incentives, business travel & meetings expo

Exhibitor Brochure

Connections mean everything.

www.ibtmarabia.com



ibtm® events
connections mean everything




Connections mean everything


ibtm® arabia, part of ibtm events, is where meetings, events and incentives industry decision makers meet for global business adventures. Taking place at the 5-star Jumeriah at Etihad Towers, ibtm arabia delivers a world class event experience for those looking to do business in the Middle East.

Going into our 11th edition, we are trusted for uniting leading Middle East and international suppliers with elite meetings and events planners across 3 days, through our 1-to-1 Hosted Buyer® Programme and exciting show activity schedule.


How can we add value to your business?




Business
Generate valuable sales leads through pre-scheduled appointments with top level buyers.



Connections
You'll be part of an exclusive community for 3 days, so there will be plenty of time to develop long lasting relationships to help grow your business.



All-inclusive
Everything is included in the price with our all-inclusive package; no additional stand costs, freight or build costs.



Networking
Break the ice at Discovery Day, find inspiration at the Knowledge Forum and make meaningful connections through 9 other networking opportunities.



Knowledge
Our knowledge programme provides innovative, creative and cutting edge sessions delivered by industry experts.



Unique community experience with **300** elite industry professionals

22 media titles from **11** countries



Exclusive **1-to-1** ratio between exhibitors and Hosted Buyers



9 exclusive networking opportunities



Diary of up to **30** pre-scheduled appointments



11 year history of running ibtm events in the region



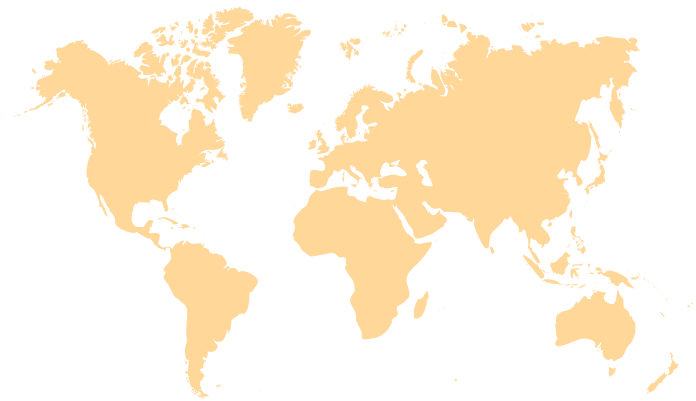
96% of exhibitors were satisfied with ibtm arabia 2016

No.1 event for high value business in the Middle East

Unite with leading meetings, events and incentives planners

At the centre of ibtm arabia's success is the Hosted Buyer Programme which guarantees the presence of prestigious and highly qualified buyers from the Middle East and across the globe. With access to over 30,000 global meetings, events and incentive industry buyers; our team of experts rigorously pre-qualify, and personally invite the finest buyers to ensure you meet with relevant industry professionals and achieve maximum return on investment.

Meet pre-qualified elite buyers with proven budget and business to place



Connect with the world's elite
Hosted Buyers from over **30** countries

3,000
appointments of which

79%

were mutually
matched

Hosted Buyers represent:

- ◆ Business Travel Management Companies
- ◆ Corporate Organisations
- ◆ Destination Management Companies
- ◆ Event Management Companies
- ◆ Incentive Agencies
- ◆ Independent Meeting Planners
- ◆ International Associations & Societies
- ◆ Live Events & Experiential Agencies
- ◆ Not For Profit Organisations
- ◆ Professional Conference Organisers



100% of
Hosted Buyers
were satisfied by
ibtm arabia 2016

100%
New
Hosted
Buyers



\$5.1 million is
the average annual budget for our
Hosted Buyers

“ Most of the buyers I had meetings with were looking for exactly what my hotel has to offer. Great and professionally organised show. Loved the exploration day. The one on one meetings were very useful for future connections. ”

Tamara Davis, The Ritz-Carlton, Bahrain

Join us at ibtm arabia 2017!

Our focus is on creating an environment for meaningful business connections and high return on investment. We've made it simple but dynamic, removing the hassles and costs associated with exhibiting by designing a unique all-inclusive exhibiting solution - one price covers all, allowing you to focus on mutually-matched appointments, knowledge and networking.

It's easy! With an all-inclusive package



Bespoke meeting pod package including walls, flooring, furniture, branding and WiFi



Personalised diary of up to 30 pre-scheduled appointments



Production of company graphics and logo



1 delegate badge - unlimited opportunities and access to all areas



Entry to the Knowledge Forum, Discovery Day and 9 networking events



Special accommodation rates at the Jumeirah at Etihad Towers

Connect with us...

Meeting pods are limited so get in touch with the ibtm arabia team today to find out how you can be part of this exclusive community.

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“ Good quality guests who are interested in our products. ibtm arabia has managed to attract key decision makers, who are key to the development of our business in the region. ”

John Coll, Snoozebox



ibtm world is organised by Reed Travel Exhibitions, the world's leading travel and tourism events organiser with a growing portfolio of more than 20 international travel and tourism trade events in Europe, the Americas, Asia, the Middle East and Africa.

Our events are market leaders in their sectors, whether it is global and regional leisure travel trade events (WTM portfolio), or specialist events for meetings, incentives, conference, events (MICE) industry, business travel (ibtm events portfolio), luxury travel (ILTM portfolio) travel technology as well as golf, spa and ski travel. We have over 35 years' experience in organising world-leading travel exhibitions and delivering global market places.