CMIC 2013
The 6th China Meetings Industry Convention
The Most Influential Business Platform in China Meetings Industry

Beijing · China National Convention Center  12.02-04, 2013
Invitation

Dear Guests,

We, the Committee of CMIC 2013, are now cordially inviting you to the CMIC (China Meetings Industry Convention) 2013 taking place from 2-4 December 2013 at the China National Convention Centre (CNCC), Beijing, China.

CMIC 2013, hosted by Beijing Municipal Commission of Tourism Development and China Convention and Exhibition Society (CCES) and organized by MeetingsChina Magazine, has entered its sixth year and become the largest event in China meetings Industry. And our team has gained rich experience through its previous 5 editions, which allows us to provide you excellent service.

At CMIC 2013 you will meet top-level China local meeting planners and hosted buyers with strong purchasing power, both of whom are responsible for organizing and planning meetings, events and business travel, both in China and abroad.

The model of “On-Site Matchmaking and Pre-Arranged Appointment Program” will enable attendees make best use of their business hours at CMIC 2013. And we have a variety of networking events (seminar, forum, etc) to let you share insights on meetings industry and network with your Chinese peers.

Besides business opportunities and networkingings, CMIC 2013 is also a unique opportunity of promotion and exhibition for you as there will be totally 1,700 attendees here in the convention, who are all key meeting planners, CVBs and suppliers.

We herby again invite you and your organization representatives to attend CMIC 2013 and it would be our great honor to meet you here and establish long-term business relations with you in future.

Best Regards,

CMIC 2013 Committee
Sept. of 2013
Introduction to China Meetings Industry Convention (CMIC)

China Meetings Industry Convention (CMIC), the largest annual business platform in China meetings industry, is initiated and organized by MeetingsChina magazine at the end of each year at China National Convention Center (CNCC).

The 6th CMIC (CMIC 2013) will be held from 2-4 December 2013 at the China National Convention Centre (CNCC), Beijing, China, where you could meet a large number of meetings buyers with strong purchasing power and appetite for long-term business relationship, and have a lot of chances of networking with your peers from around the world, all of which We believe will bring you and your organization to a more prosperous stage in meetings industry.
Why CMIC 2013?

- The Most Influential Business Platform for China Meetings Industry
- Over 200 Exhibitors Covering All Industry Sectors
- Professionals Networking and Industry Trend Forecasting
- Meetings, Exhibitions, Matchmakings and Educations
- 1,700 Attendees, of Whom 1,300 Are Meeting Planners
- Perfect Fusion of “On-Site Matchmaking and Pre-arranged Appointment Program”
- 30 Top-Level Events
- China Certified Meetings Professional (CCMP) Program
CMIC—A Step Higher Every Year!

2008
The 1st of CMIC

2009
The 1st Edition of the Convention, Laying the Foundation

2010
CMIC
Attendance Exceeded 1,000

2011
CMIC
More Outstanding Performance and Going International

2012
CMIC
Over 1,700 Attendees and 30 Professional Events and Upgraded “Double-Matchmaking” Model

2013
CMIC
The Model of “Double-Matchmaking” Initiated

The Official Name Changed to China Meetings Industry Convention (CMIC)
# Agenda of Key Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
<th>Note</th>
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<tbody>
<tr>
<td>11.28-12.02</td>
<td>CCMP Program</td>
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<tr>
<td></td>
<td>Annual Conference of CCMP Alliance</td>
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<tr>
<td>12.02 (Mon)</td>
<td>Booth Setting-Up</td>
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<td></td>
<td>Registration</td>
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<td></td>
<td>★ Convention Centers and Hotels Forum</td>
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<td>★ Forum on Development of China MICE Industry</td>
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<td></td>
<td>Reception for GM of Convention Centers &amp; Hotels</td>
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<td>Reception for Buyers Based Outside Beijing</td>
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<tr>
<td>12.03 (Tue)</td>
<td>Registration of Beijing Meetings Planners and Hosted Buyers</td>
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<td>★ CMIC 2013 Plenary Session</td>
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<td></td>
<td>★ Meetings and Incentives Fair</td>
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<td></td>
<td>★ China Meetings Industry Leaders Forum</td>
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<td>Forum on Corporate Meetings Planning &amp; Management</td>
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<td>Networking Event on Outbound Meetings</td>
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<tr>
<td>12.03-12.04</td>
<td>Meetings and Incentive Fair(On-Site Matchmaking and Pre-arranged Appointment Program)</td>
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<td>2013 MICE Achievements Photo Gallery</td>
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Note: 1. **Important Events**
2. Different Colors Indicate Different Types of Meetings and Events
   - Governments (Convention and Exhibition Industry Development Office, Tourism Administration, etc.)
   - Suppliers (Venues, Meeting Management Corporations, Equipment and Technology Suppliers, etc.)
   - Meeting Planners and Hosted Buyers
   - Media
The Largest Annual Gathering of China Meetings Planners

- 1,300 meeting planners
- Bringing you thousands of business opportunities
- Over 20 conferences and networking events
- 60% of attendees have already participated CMIC for three consecutive years

Structure of Attendees:
- 1300 Meeting Planners
- 400 Destinations and Suppliers
- 350 Hosted Buyers
- 950 Potential Buyers
The Most Powerful Buyer Group Ever In History of CMIC

- The powerful buyer group—350 buyers
- High replacement rate—70% are new buyers in 2013
- Purchasing power: over 10,000 meetings and events
- Structure of buyers: corporations and associations, meetings and incentives firms, independent meeting planners, etc.
- Decision Makers: 38% senior executives, 41% executives, 21% direct meeting planners
- 82% from Beijing, 18% from Shanghai and other districts

350

Structure of Hosted Buyers:
- 49% Pre-Arranged Appointment Buyers
- 51% On-Site Matchmaking Buyers
- 21% Direct Meeting Planners
- 41% Executives
- 38% Senior Executives
- 15% Meetings and Incentives Firms
- 5% Independent Meeting Planners
- 34% Corporations and Associations
- 46% Associations

Structure of Hosted Buyers (by industry sectors)

Main Advantages of Hosted Buyers
- Perfect fusion of “on-site matchmaking and pre-arranged appointment program”
- Accurate matchmaking and effective networking
- Annual purchasing plans release
- Searching for long-term partnership
- Special purchase presentations
- A wide range of international purchasing plans
Key Events

Opening Ceremony and Plenary Session
Morning, 3rd of Dec.
Theme: Deeper Exploring, More Opportunities and A Brighter Future of MICE

Meetings and Incentives Fair
Afternoon, 3rd of Dec.
Buyers-Meet-Suppliers: 180 hosted buyers bringing a remarkable array of purchasing plans

Forum on Development of China MICE Industry
Afternoon, 2nd of Dec.
Forum on Development of China MICE Industry:
The professional forum on present status and future prospects of China MICE industry

Networking Event on Outbound Meetings
Afternoon, 2nd of Dec.
Time for destinations to promote themselves and network with peers

Promotion Times for Destinations
Afternoon, 3rd of Dec.
Presentations on advantages and resources of destinations

Key Buyers Promotion Time
Morning, 4th of Dec.
The buyers to present purchasing plans
The private salon for China meetings industry leaders

CCMP Program 28th of Nov-2nd of Dec.
The first education program for China meeting professionals

CMIC 2013 Reception 3rd of Dec.
The networking event for meetings professionals and suppliers

CMIC 2013 Awarding Ceremony Afternoon, 3rd of Dec.
Award for best destinations, meeting planners and venues, etc.

Meetings and Incentive Fair (On-Site Matchmaking and Pre-arranged Appointment Program) 2nd-4th of Dec.
An overall view of the most excellent destinations and meeting firms from around the world
Fees

1. Registration Fee
3,500 Yuan/person, covering meals (lunch and evening reception on 3rd of Dec., and lunch on 4th of Dec.), etc. Admission to all events except Meetings and Incentive Fair (on-site matchmaking and pre-arranged appointment program)

2. Meetings and Incentive Fair Fee
2,500 Yuan/person, one ticket for Meetings and Incentive Fair on the afternoon of Dec. 3

3. Exhibition Fee
28,800 Yuan/ per booth, including one standard booth of 3*3, two admissions to CMIC 2013, and two tickets for Meetings and Incentive Fair, and corporation introduction published on the CMIC 2013 brochure within 500 words

4. Advertising
A. Advertising in CMIC 2013 brochure

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<tr>
<td>Inside Full Page</td>
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B. On-site promotion
Ad. on back of the badge: 10,000 yuan
In-door guiding-sign Ad. (on the ground): 6,000 yuan/ 10 signs
Presentation board: 2,000 yuan/ per board (w1m × h2m)

5. Sponsorship
Specific Sponsorship Fees/ Hosted Buyers Lounge Sponsorship / Tea-Break Sponsorship/ Official Vehicles Sponsorship/ Official Wines Sponsorship (Please contact CMIC organizing committee for more information)

* Meetings and Incentive Fair can only be participated through registration
* Hot line: +86 010-84374926 or 010-64304867
* On-line registration: log on CMIC official website at www.meetingschina.com to register on-line
* Exhibitors paid by Oct. 31, 2013 (the 31st of Oct. included) will be entitled to an exclusive 10% discount of registration fee and exhibition fee
CMIC Committee
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