

micebook.

Campaign and Membership
Opportunities



The world has changed and micebook has evolved to support you in these challenging and unprecedented times.

We now offer more digital **content, more **live** experiences and increased **community** reach.**

**what
is
micebook ?**



CONTENT



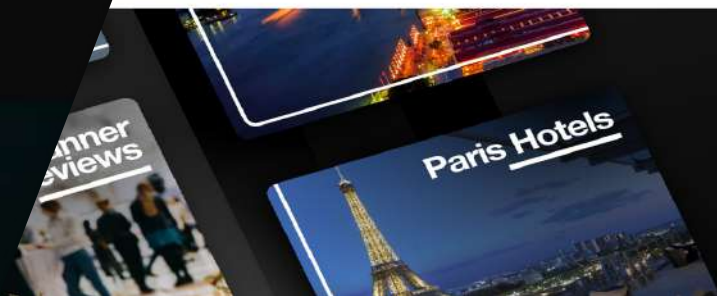
LIVE



.COM

CONTENT.

Opportunities



For everything
M.I.C.E.

CONTENT

Overview

micebook's content provides opportunities to connect with our vast audiences through our online content marketing initiatives.

16K *reach*

Departure Lounge

Featured article in our weekly bulletin to event pros covering the latest industry news

2K *views / month*

Experience Guides

Appear in our new dedicated virtual event guide as a member

12K *followers*

Social Reach

Regular posts across all channels

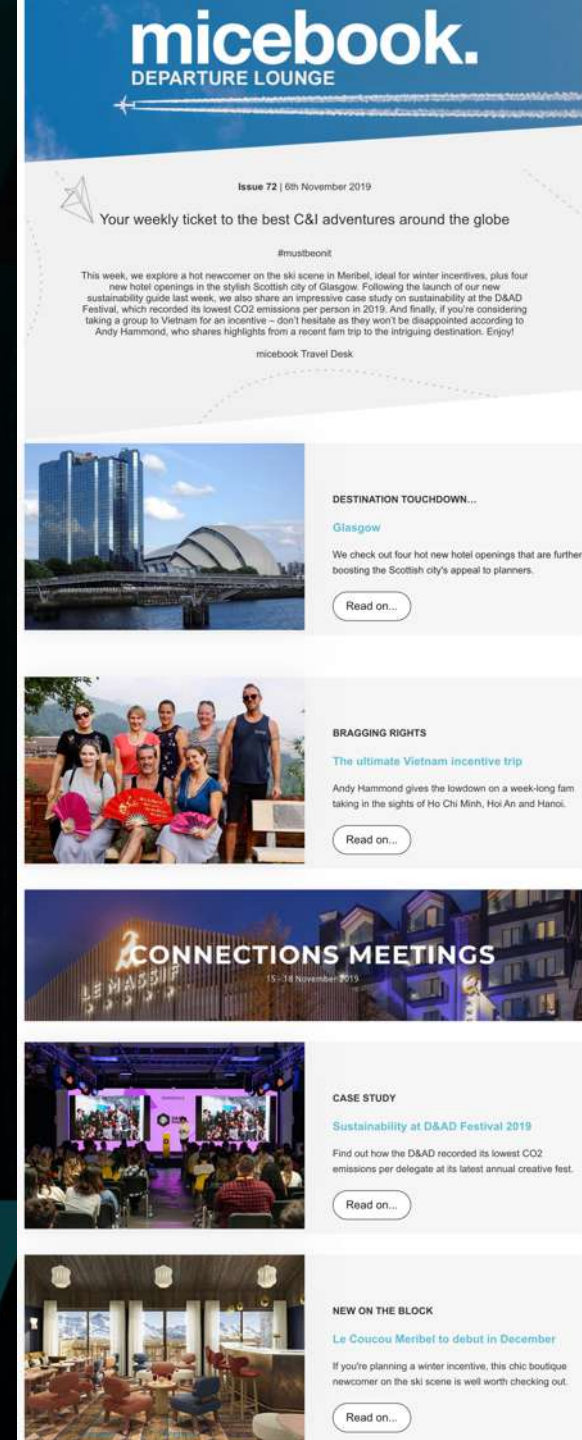
CONTENT

Featured or Sponsored Editorials

Departure Lounge

Departure Lounge is our weekly news bulletin going out to over 16,000 event pros 9,000+ of whom are registered agency & corporate planners. We will publish a featured series on a topic which sets Abu Dhabi apart.

Direct Reach	16,000 event pros who receive weekly bulletins
Indirect Reach	Articles published on micebook media site mustbeonit.com (receiving 10K pageviews per month).
Social Reach	Articles posted on social channels with 12K combined followers



CONTENT

Featured Supplier & Sponsorship Opportunities

Destination & Experience Guides

Over 300 guides featuring vital information, articles and engaging facts to assist CVB's, tourism authorities and airlines in promoting destinations.

eXperience guides allow planners to gain inspiration from 'hot' areas of interest such as Sustainability, Wellness, Safari and Virtual.

With our guides receiving 2K pageviews a month, members get featured as suppliers. Additionally, we offer various advertising and sponsorship opportunities for guides including:

Homepage Spotlight Advertising (10K pageviews)
Advertising on micebook.com and mustbeonit.com



CONTENT

Advertising & Sponsorship rates

Item	Detail	Cost
Featured article on Departure Lounge	Departure Lounge sent weekly to £16k event professionals	£450
Single Bulletin banner	Linked to a content of your choosing or your micebook profile	£450
Departure Lounge takeover	Content curated with our editor	£950
Solus e-mail	Content curated or supplier	£950
Destination Guide	Curated destination guide with 3 dedicated articles, planner viewpoint, partner banner and videos	£1200
eXperience Guide	Curated eXperience guide with 3 dedicated articles, planner viewpoint, partner banner and videos	£1800

LIVE.

Opportunities



LIVE

Event Sponsorship, exhibiting & bespoke services

Since the beginning, we have established a reputation of attracting the best buyers to our multi-activity events; live, hybrid and virtual!

Our events are all original but common themes exist within them:

Industry leader buyer panels

Opportunities for our members to promote their services

Third party activities designed to further engage and delight attendees

Our legendary networking evenings 'Just Mingle' (*live)

LIVE

micebook. LIVE offers exposure through event sponsorship, attendance, MICE trailers or as host venue, a guest speaker or exhibitor.

Join VOICE

1000+ strong online community for networking/sharing best practice etc.

Exhibit @‘talks’ extended

Our extended expo-style virtual ‘talks’ include keynote speaker sessions, booths, content, breakout sessions and more

*average attendance 500

Take part in ‘talks’

Weekly live session with industry figures on trending topics (average attendance 100) Listen for free. Become a panelist as a member

Host Live . Hybrid

As Talks but with a ‘live’ panel at a top event location. Host a micebook ‘talks’ through your platform and create an unforgettable experience

LIVE – ‘talks’

“I just wanted to say I LOVE what you and Chetan are doing with the micebook ‘talks’- they’re really excellent, and I love how informed and in-touch I feel after listening to them.” Roisin Carolan - Wallace travel Group

Our industry programme of ‘talks’ allows agency leaders and suppliers to talk together to share their experiences and to hear from industry leaders in a series of inclusive, involving ‘talks’.

We are evolving as the situation evolves and are now offering training programmes, one-guest interviews as well as panel discussions with audience participation chaired by our Founder Chetan Shah.

With an average attendance of over 90 event planners and suppliers micebook ‘talks’ are becoming the ‘go to’ place for event pros to stay in touch with the latest developments.



micebook.
‘talks’

LIVE

Advertising & Sponsorship rates

Area	Item	Detail	Cost
virtual	Virtual events expo	Expo stand at our quarterly virtual events	£200 - £600 / stand
	Virtual events sponsorship	Brand sponsorship across the virtual event site.	£950
	Virtual event headline sponsorship	Brand sponsorship across the virtual event site and through the event content.	£1800
	'talks' takeover	Dedicated to you and your brand. Involving your speakers and the content of your choosing.	£1500
	Dedicated extended 'talks'	Dedicated to you and your brand. Involving your speakers and the content of your choosing. Option to include expo, breakout sessions, entertainment and more.	From £2500
live / hybrid	'talks' broadcast from	Live broadcast from your hotel or destination	From £1500
	Live event sponsor	Brand sponsorship across the live event.	£2500
	Live event headline sponsor	Brand sponsorship across the live event site and through the event content.	£950
	Live event ticket (member price)	Attendance at the live event.	£89 - £189
	MICE Trailer	3 minutes to showcase product in front of our planner audience	£450

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Opportunities



micebook .COM

Overview



micebook. offers a smarter way to engage with event planners and generate new business: clear, concise, media-rich pages to showcase your brand

7,000

Unique visitors per month

10,000

Supplier page views per month
(micebook.com)

micebook .COM

Premium Listing Benefits



10,000

Page views per month (micebook.com)

Marketing Opportunities:

- Premium Supplier Listing
- Increased search visibility
- Featured Supplier on micebook Guides
- Homepage spotlight features
- Further advertising opportunities & discounts

ADVERTISING

Opportunities



HOMEPAGE VIDEO

micebook.com

Take advantage of our prime real estate by placing your videos on our homepage.

Whether you want to market your brand in general or have specific initiatives planned, we can tailor our video player to your needs

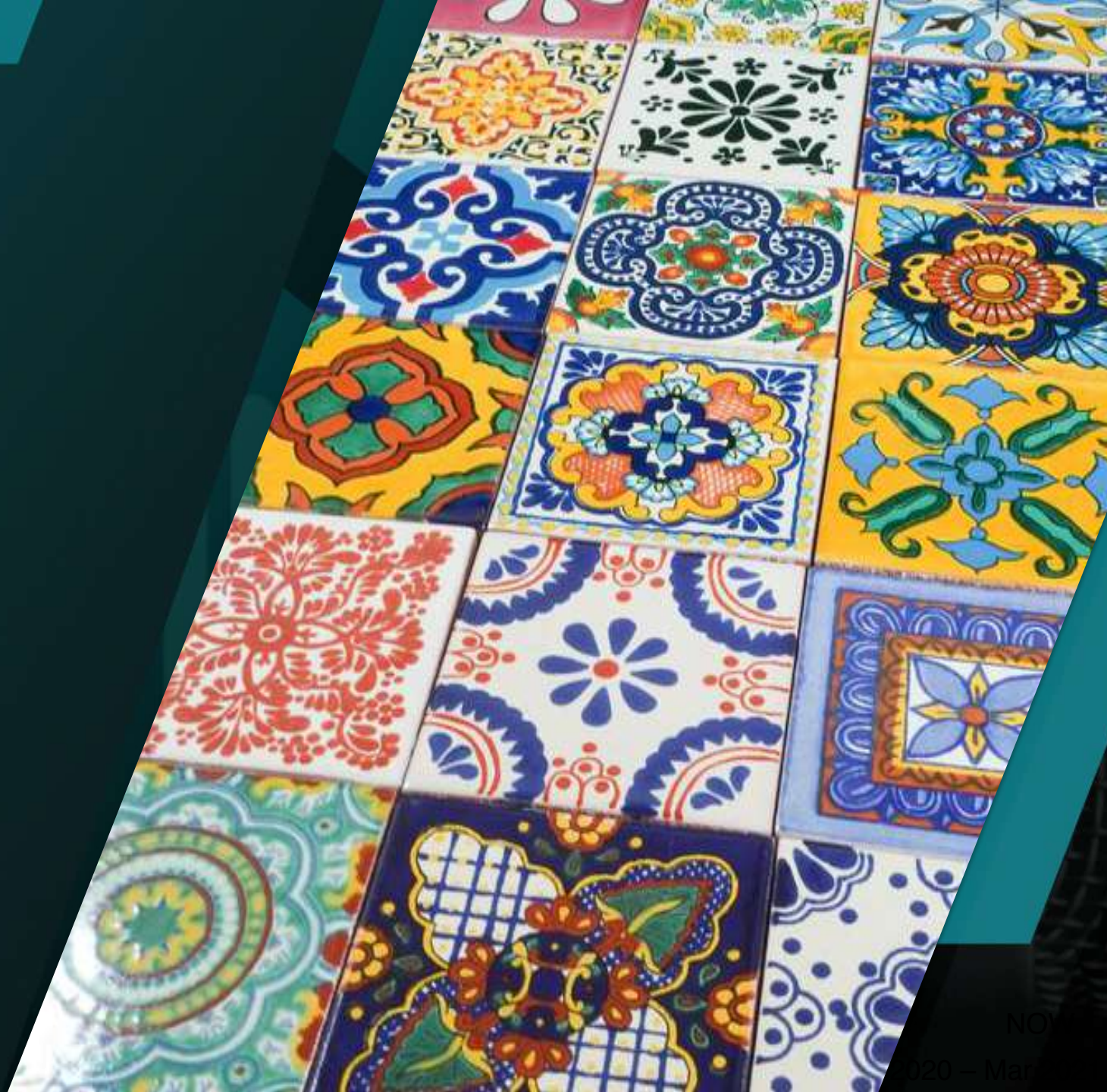


HOMEPAGE TILES

micebook.com

Put your profile at the very start of our planners search.

You'll benefit from a large homepage tile featuring your page fully in the spotlight



Added-Value Advertising

Area	Item	Reach
micebook directory site micebook.com	Home page video (micebook.com) – 1 month	2,000 homepage views per month (in current climate)
micebook media site mustbeonit.com	Articles Banner Ad*	4,000 news/article page views per month (in current climate)
	Leaderboard Ad* (site-wide)	8-10,000 page views per month

* Advance offer: Our articles pages receive weekly traffic driven by inbound links from social media channels, Departure Lounge click-through and organic traffic from google searches. We are therefore opening up advertising opportunities on our media site mustbeonit.com to offer more promotional value to our memberships.

.COM

Advertising & Sponsorship rates

Item	Detail	Cost
All Access membership	See membership page for inclusions	£350
Multiple All Access membership	2 – 5	£300
	6 – 20	£250
Premium membership	See slide 6 for inclusions	£175
Homepage video	Video shown on homepage and linked to micebook profile or an external site *multiple month discount available	£450 per month
Homepage tile	Tile shown on homepage and links to micebook profile *multiple month discount available	£350 per month

Become a micebook. member

Join our community as a micebook member and benefit from increased interaction, exposure and connection with our global MICE eventprofs

Our All Access membership offers additional opportunities and discounts.

£350 All Access Annual Membership

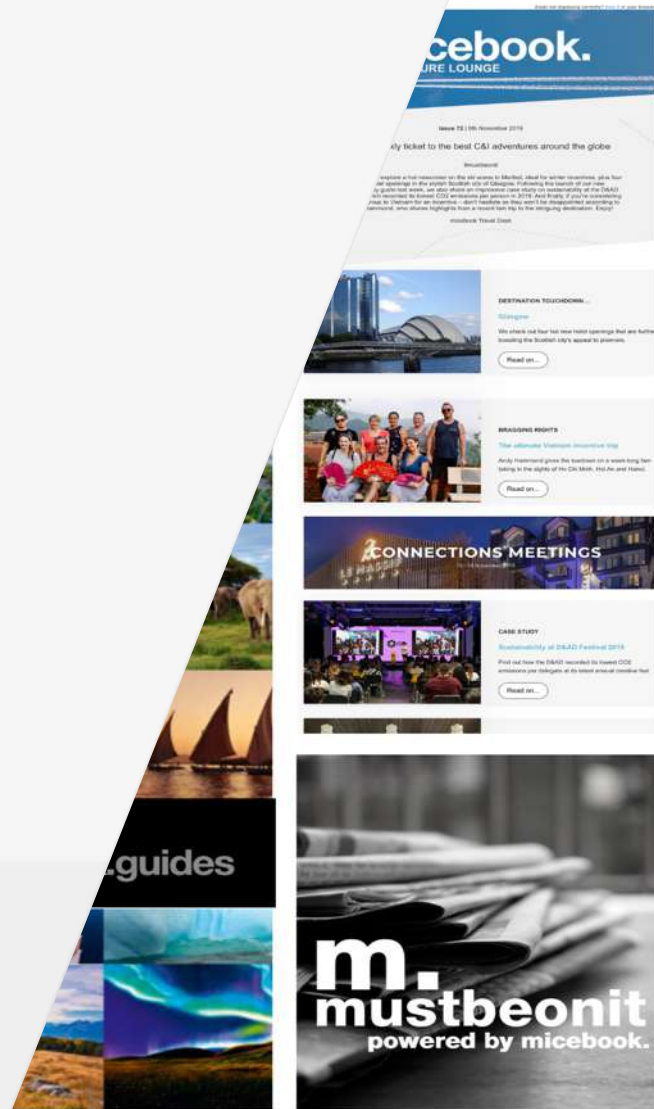
[click for membership](#)

membership packages ...2021

Area	Item	Basic	Premium	All Access
<div>content</div> 	Departure Lounge Featured Article (annual)			✓+
	Departure Lounge Supplier Spotlight (annual)			✓
	Social Media Promotional Post (annual)		✓	✓✓✓✓
	Access to micebook. voice	✓	✓	✓
	Access to micebook. voice influencer programme			✓
<div>live</div> 	Priority access to events			✓
	Early bird membership discount for all events			✓
	Event sponsorship discounts		✓	✓
	Virtual event networking			✓
	Opportunity to participate/host a micebook 'talks' (Hybrid/Virtual)			✓
<div>.com</div> 	Profile listing	✓ Basic	✓ Premium*	✓ Premium*
	Search View	✓ Basic	✓ Premium*	✓ Premium*
	Guides View	✓ Basic	✓ Premium*	✓ Premium*
	micebook.com 3D walkthrough	✓	✓	✓
	Advertising & Sponsorship discounts across all areas (up to)		10% discount	20% discount
<div>* Larger tile, shown higher in search & icons showing profile inclusions</div>		FREE	£175	£350

micebook.

Corporate Information



For everything
M.I.C.E.

Our Community

Whether you're a Hotel, DMC, CVB, Airline, Planner or Rep company, you're very welcome to join our community of event pros on:

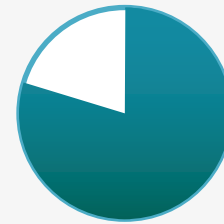
micebook voice forum | micebook.com | social channels | virtual & live initiatives



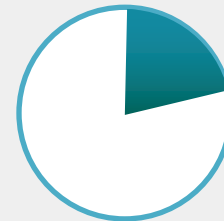
**There are
26,000
registered
members on
micebook.com**

17,000
Event suppliers

9,000
Event planners



65%
Agency planners



35%
Corporate planners

How does the community engage with micebook?

1. They search for supplier information and inspiration at micebook.com

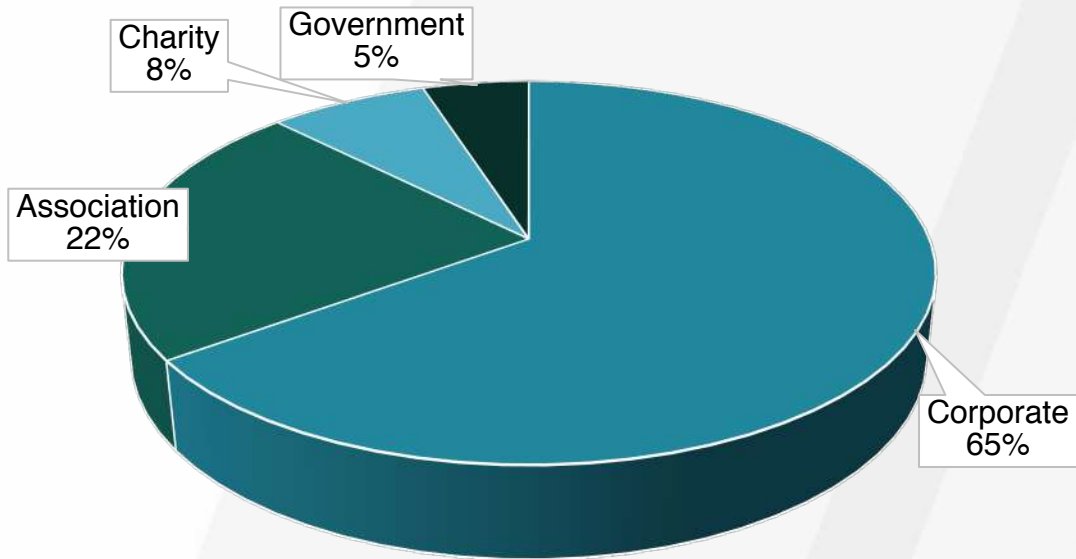
2. They attend our regular virtual & hybrid events

3. They consume our extensive range of digital content

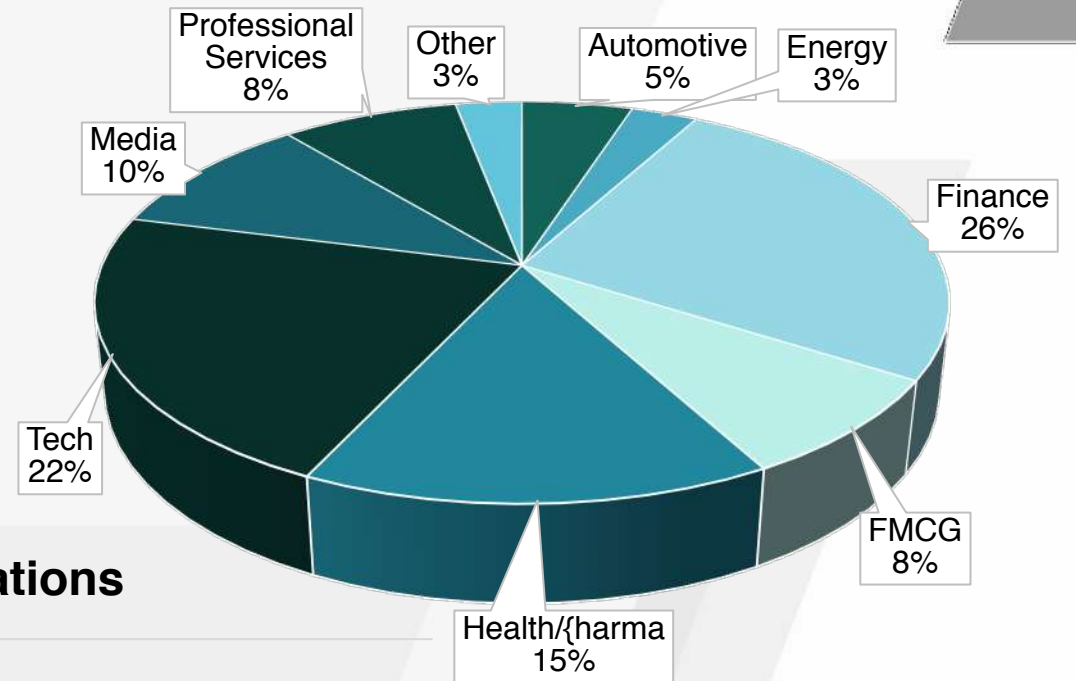
4. They engage with each other on our online forum VOICE

Corporate Data

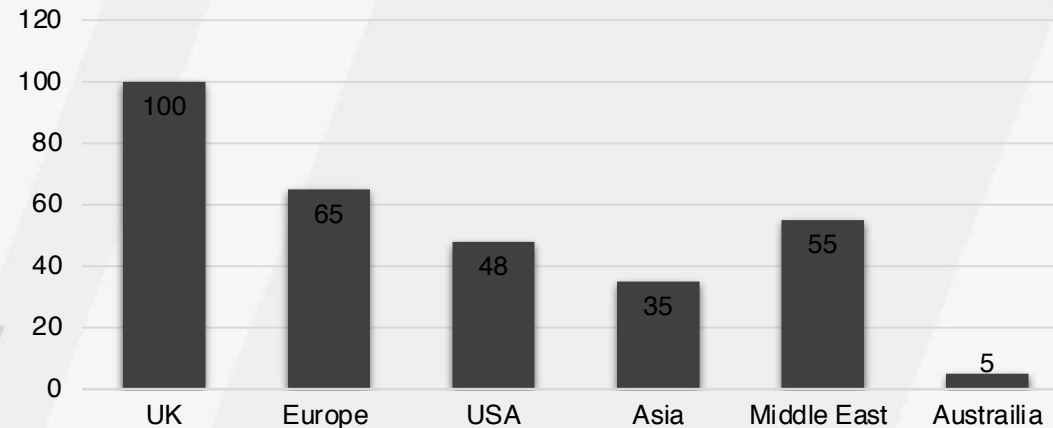
Corporate Type



Corporate Sectors

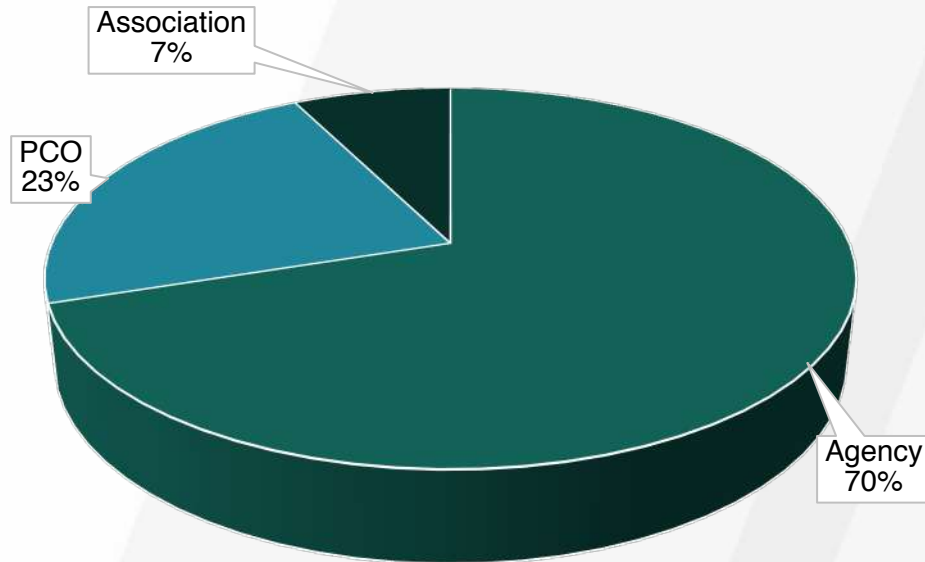


Event Locations

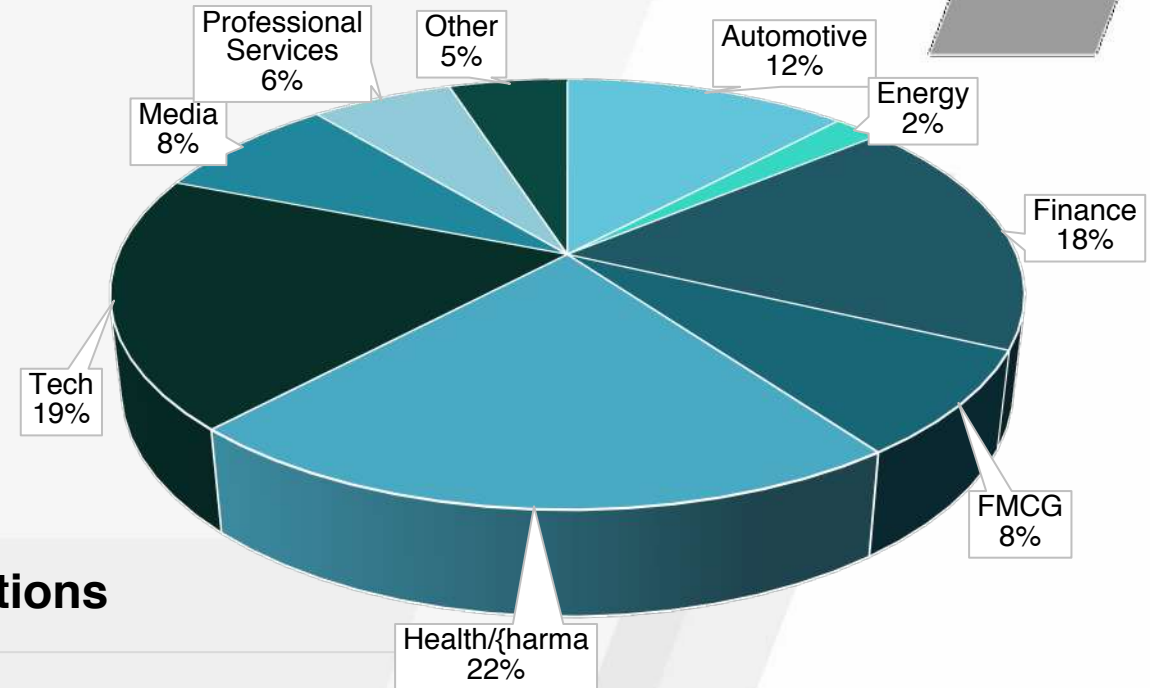


Agency Data

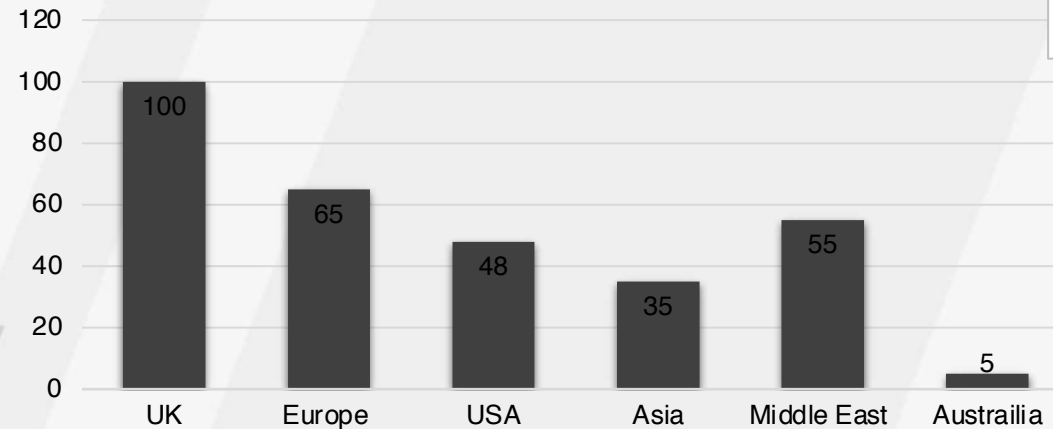
Agency Type



Client Sectors



Event Locations





Contact.

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micebook.com

#mustbeonit

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