



**micebook.**

# **MEDIA PACK**

# micebook. rate card

Partner Content (100 views)	£450
Dedicated E-Shot (16,000 distribution)	£2,500
Live event broadcast / podcast	From £1,500
Female Leaders Annual Partnership	£10,000
Social Media Competition	£5,000
micebook dedicated FAM	£10,000
V Awards Sponsorship	From £5,000
micebook EXPO	From £1,500
nineteen Leaders Retreat Partnership	From £10,000
micebook LIVE events	From £450
Guide Sponsorship	From £1,200
Directory Listing	From £225



# micebook **events** calendar

## 2022 / 2023

<b>January</b>	micebook EXPO re-Engineered
<b>February</b>	Retreat (nineteen Agency Leaders)
<b>June (TBC)</b>	Ventures (1-2-1 meeting and content)
<b>July</b>	micebook V Awards 2022
<b>August (TBC)</b>	Ventures (1-2-1 meeting and content)

### LIVE venue showcases

micebook hosts 4 LIVE showcases / year  
Host, sponsor or join a quarterly micebook LIVE venue showcase.

### FAM Trips

Showcase your destination to a quality audience

# micebook portfolio

CONTENT

LIVE

HUB

[www.micebook.com](http://www.micebook.com) / [www.micebookhub.com](http://www.micebookhub.com)

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Knowledge, inspiration, news and updates shared to promote and feature members & planners

Live and virtual events to facilitate networking opportunities

Digital Hub with supplier directory - store notes, proposals and work efficiently within team

micebook.guides  
eXperiences



micebook.'talks'

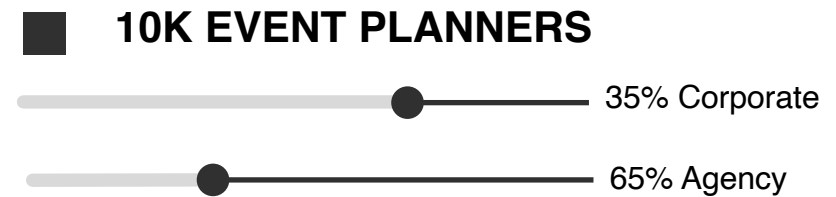


micebook.boards

search micebook.

# We don't have an audience. We have a community!

- Event planners, global suppliers, micebook members and more....
- Nineteen Agency Leaders members group, Female Leaders group, BALM (Boutique Agency Leaders Meets)



16K

Event pros receiving  
our weekly departure  
lounge newsletter

24K

Registered eventpros

8K

Social followers



# Event Partnerships



Celebrate with us at the micebook V Awards – partner opportunities range from category to headline sponsorship



Dedicated face time with senior buyers at the EXPO re-Engineered – guaranteed face time with high profile buyers



Raise your profile with micebook LIVE at our venue showcases around the UK and international FAM trips



All Event partnerships include branding and promotional opportunities on and offline. Contact for more....

# micebook V awards – partner inclusions

- Logo and branding placement on the registration portal and event website
- Credits on all marketing and promotional \*
- Opportunity to present award to a category of your choice
- Attendance at the LIVE awards evening with over 200 eventprofs
- Profile inclusion in event app as an event partner
- Additional content marketing opportunities \*
- Full page advert in winners book (1,000 views) \*

Category Sponsor	From £1,500
Main Event Sponsor	From £5,000
F&B / Digital / Disrupt Sponsor	From £5,000
V Awards Headline Sponsor	From £10,000

\* Subject to value of sponsorship. Rates excl VAT

# micebook EXPO – partner inclusions

- Limited availability and priority given to micebook members
- 10% micebook member discount
- Exhibitor promotion on social, newsletters and all content marketing
- Logo placement on event assets
- Credits on all marketing and promotional
- Prices exclude any stand experience activation costs
- Table, WIFI, electricity, appointment diary for all stands included

Table for One	£1,500
Table for Two (up to 2 exhibitors)	£2,000
Petit Zone (up to 4 exhibitors)	£5,500
Grand Zone (up to 8 exhibitors)	£11,000
Sponsor Packages	From £1,500

\* Subject to value of sponsorship. Rates exl VAT



# micebook LIVE event showcases

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:

## **‘Talks’**

Our content-focused ‘talks’ sessions allow event planners and suppliers to talk together to share their experiences and to hear from industry leaders in a series of inclusive, engaging and educational ‘talks’.

## **‘Showcase and evening networking’**

With an average attendance of over 100 eventprofs, micebook LIVE events are the ‘go to’ pace for event profs to stay in touch with the latest developments.

MICE Trailer	£450
LIVE event sponsor	£950
Just Mingle (ticket only)	From £109





# Content Content Content

**Guaranteed 100 views.**

Get your message to the right people with partner content using our content marketing mediums; Departure Lounge, website and social media amplification.

Departure Lounge is our weekly news bulletin going out to over 16,000 event pros 9,000+ of whom are registered agency & corporate planners. Articles are hosted as partner content on micebook.com and are guaranteed 100 views.

**12K**

monthly pageviews

**16K**

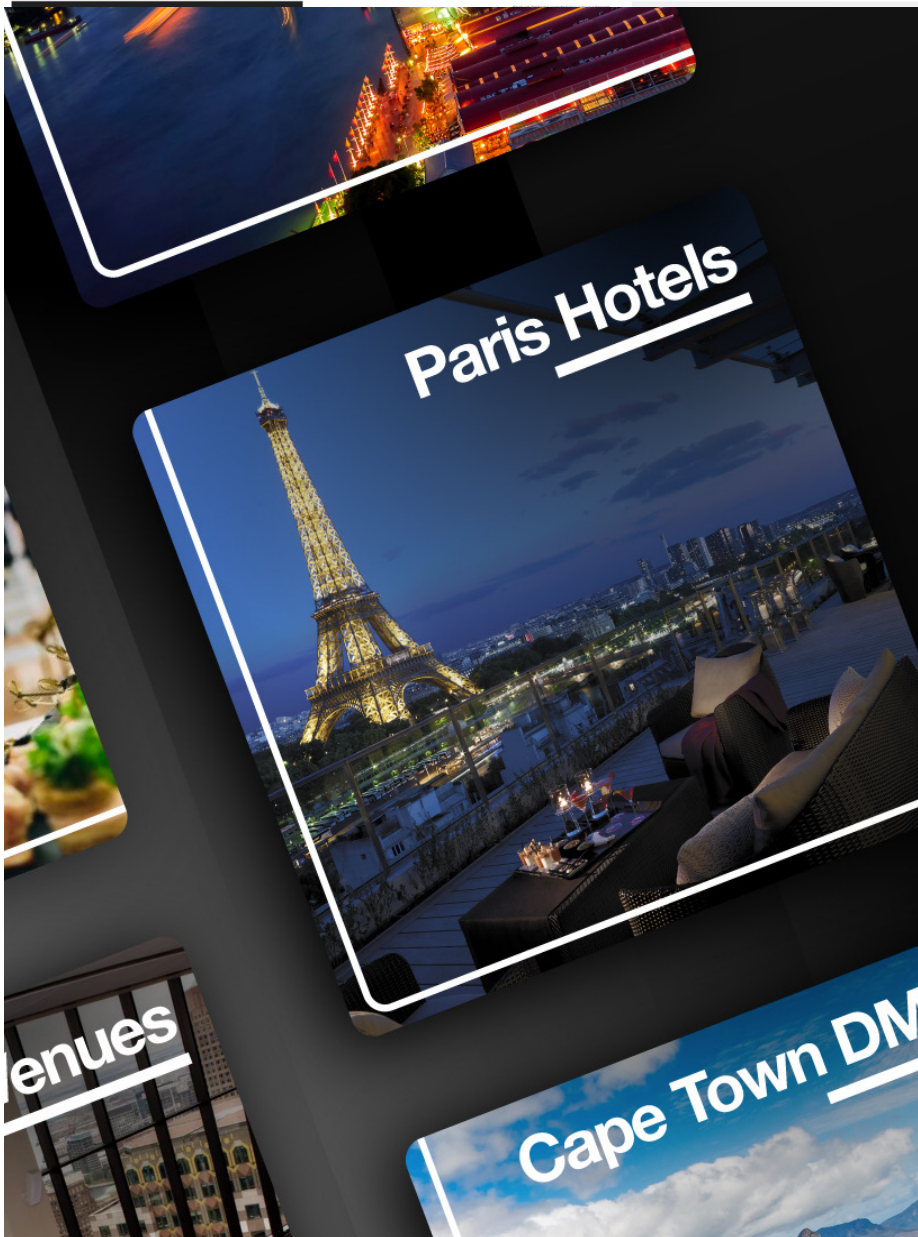
email distribution

**8K**

social reach

Rates from

£450



# Guide Sponsorship

Be an official sponsor with one of our 300+ guides, which feature vital information, articles and engaging facts to help event planners worldwide.

Includes:

- Banner ad within the guide
- Video
- Planner viewpoint
- Partner content with social media amplification

**300**

published guides

**2K**

visitors using  
guides/month

**+ + +**

more promotion on  
content and social

Rates from

£1,200



# Directory

[www.micebookhub.com](http://www.micebookhub.com)

- Premium Supplier Listing
- Increased search visibility
- Featured Supplier on micebook Guides
- Homepage banner ad (worth £450)
- Partner content (worth £750)
- Further advertising opportunities & discounts

Premium membership	£225 / yr
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All Access membership	£450 / yr
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Tailor Made	
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\* Bespoke packages for maximum reach

POA





# The micebook way....

micebook's content, live and hub interlink throughout your campaign giving you maximum exposure with flexibility and variety.

## **Quality over quantity!**

Our community is engaged, quality and growing - this is our core USP.

## **We built strength in our own relationships**

We are here to help you do the same.



# micebook campaign / package examples

## SILVER

V Awards / EXPO / Guide	£1,500
1 x MICE trailers UK LIVE showcase event)	£450
2 x Partner Content	£1,500
2 x newsletter banner ad	£900
Website Banner Ad (1 month)	£450
Homepage video (1 month)	£450

TOTAL	£5,250
<b>15% discount</b>	<b>£4,462.50</b>

## GOLD

V Awards Event Sponsor	£5,000
EXPO (table top)	£1,500
1 x MICE trailers UK LIVE showcase event)	£450
2 x Partner Content	£1,500
2 x newsletter banner ad	£900
Website Banner Ad (2 month)	£900
Homepage video (1 month)	£comp

TOTAL	£10,250
<b>15% discount</b>	<b>£8,712.50</b>

## PLATINUM

Fam Trip (12 senior buyers)	£10,000
V Awards Category Sponsor	£1,500
EXPO (table top)	£1,500
2 x MICE trailers UK LIVE showcase event)	£900
Social Media Competition	£5,000
2 x Partner Content	£1,500
Website Banner Ad (3month)	£comp
Homepage video (1 month)	£comp

TOTAL	£20,400
<b>15% discount</b>	<b>£17,340</b>



# micebook.

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