



# MEDIA PACK

**micebook.**

# micebook. rate card

Partner Content (100 views)	£750
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
micebook ventures	From £3,250
nineteen Leaders Retreat Partnership	From £10,000
micebook LIVE events	From £450
Guide Sponsorship	From £1,500
Directory Listing	From £225



# micebook events calendar

2022 / 2023	
<b>January</b>	micebook EXPO re-Engineered
<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)
<b>Q3/4 (TBC)</b>	Retreat (nineteen Agency Leaders)

LIVE venue showcases	micebook hosts 4 LIVE showcases / year Host, sponsor or join a quarterly micebook LIVE venue showcase.
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FAM Trips	Showcase your destination to a quality audience
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# 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'



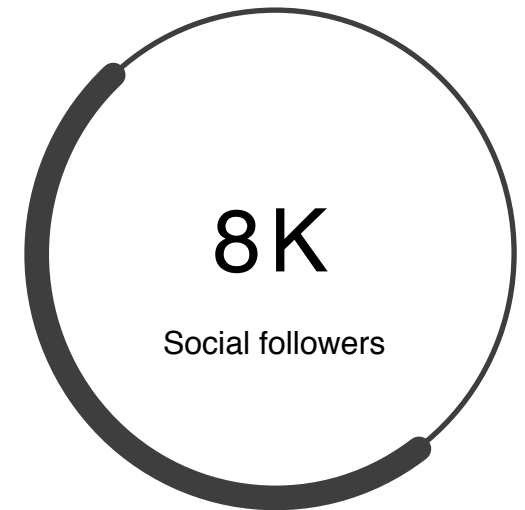
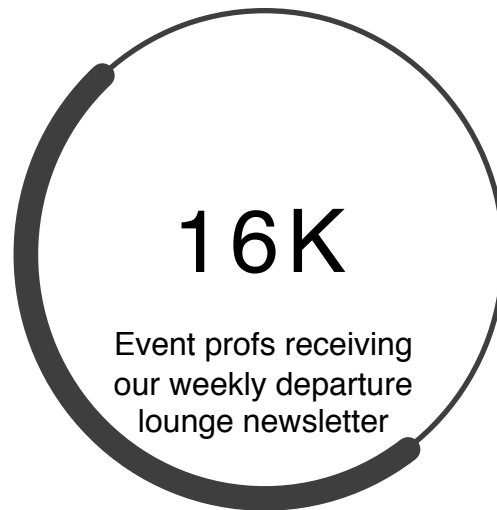
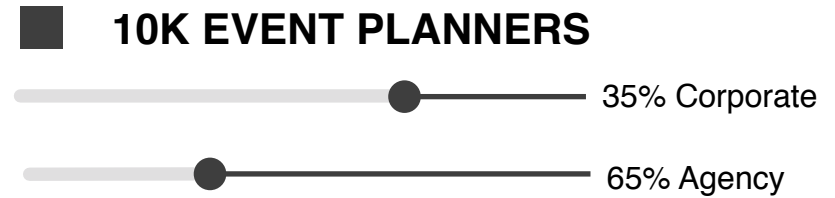
micebook.boards

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)



# 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



Experience . Better with micebook ventures and create shared experiences over transactional connections

# 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



*Celebrating the Best  
in Virtual Events*

# 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 ventures – supplier benefits

- An engaging, experiential event designed around the value of long-term business relationships
- Change-making MICE leaders, share sustainable and societal Solutions for Better
- Experience the 1:1 meeting show model redefined for C21
- 2 nights fully hosted programme; transfers, accommodation, F&B and 20 top buyer meetings
- 50 corporate & agency buyers, mainly from **UK & Ireland** - with 50 suppliers
- Further sponsorship opportunities as keynote livestream +/- or programme activation partner

Delegates	Rack	Early Bird 2022 <i>Ends 31st Jan 22</i>	Saving
Single	£5.5k	£4.5k	18%
Double, same company	£7.0k	£6.0k	14%
Share, 2 companies	£4.0k	£3.25k	19%
<b>Member discount</b>	<b>5%</b>	<b>5%</b>	

Rates excl VAT

micebook.

**VENTURES** →

# 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’**

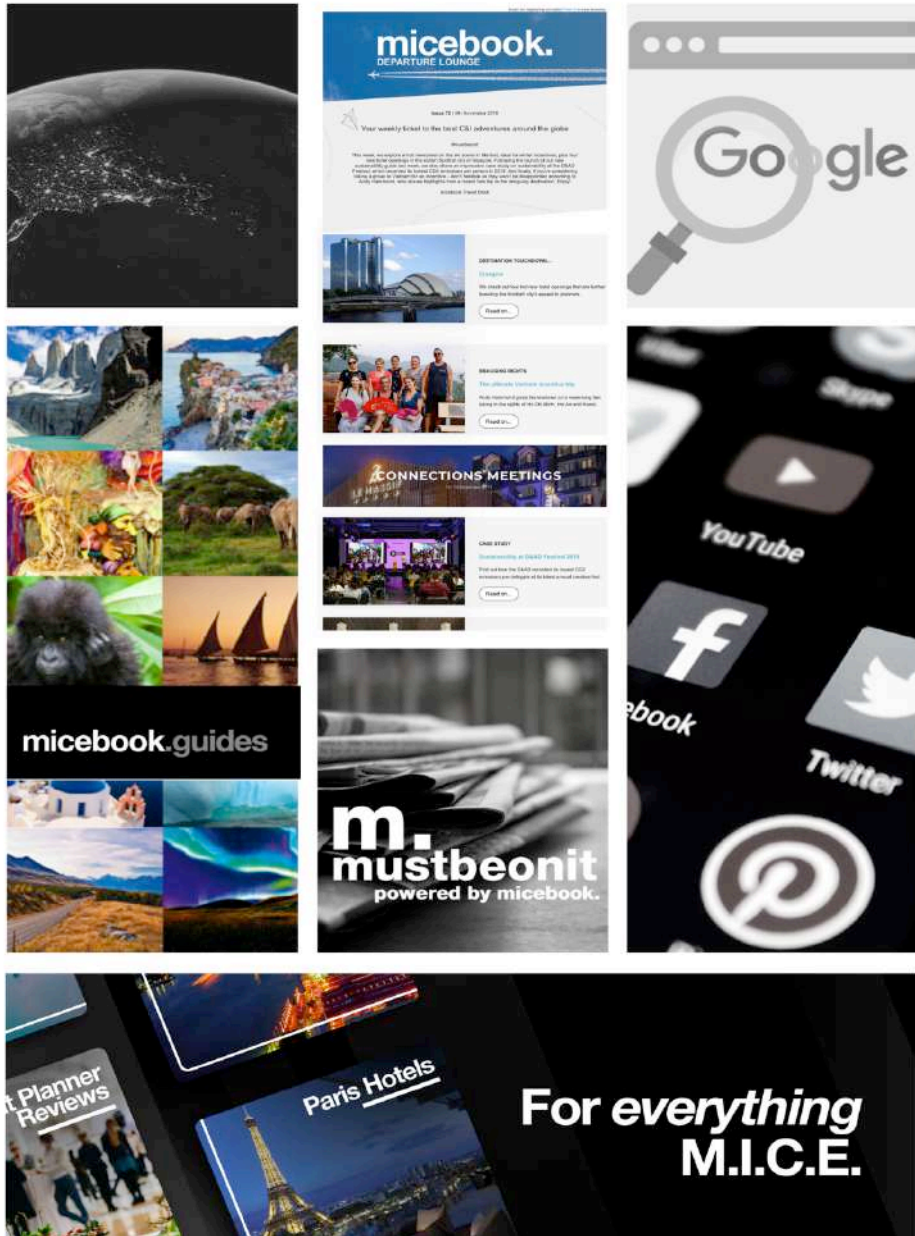
Our content-focused ‘talks’ sessions allow event planners and suppliers to talk together to share their experiences and to hear from industry leaders in a series of inclusive, engaging and educational ‘talks’.

## **‘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.

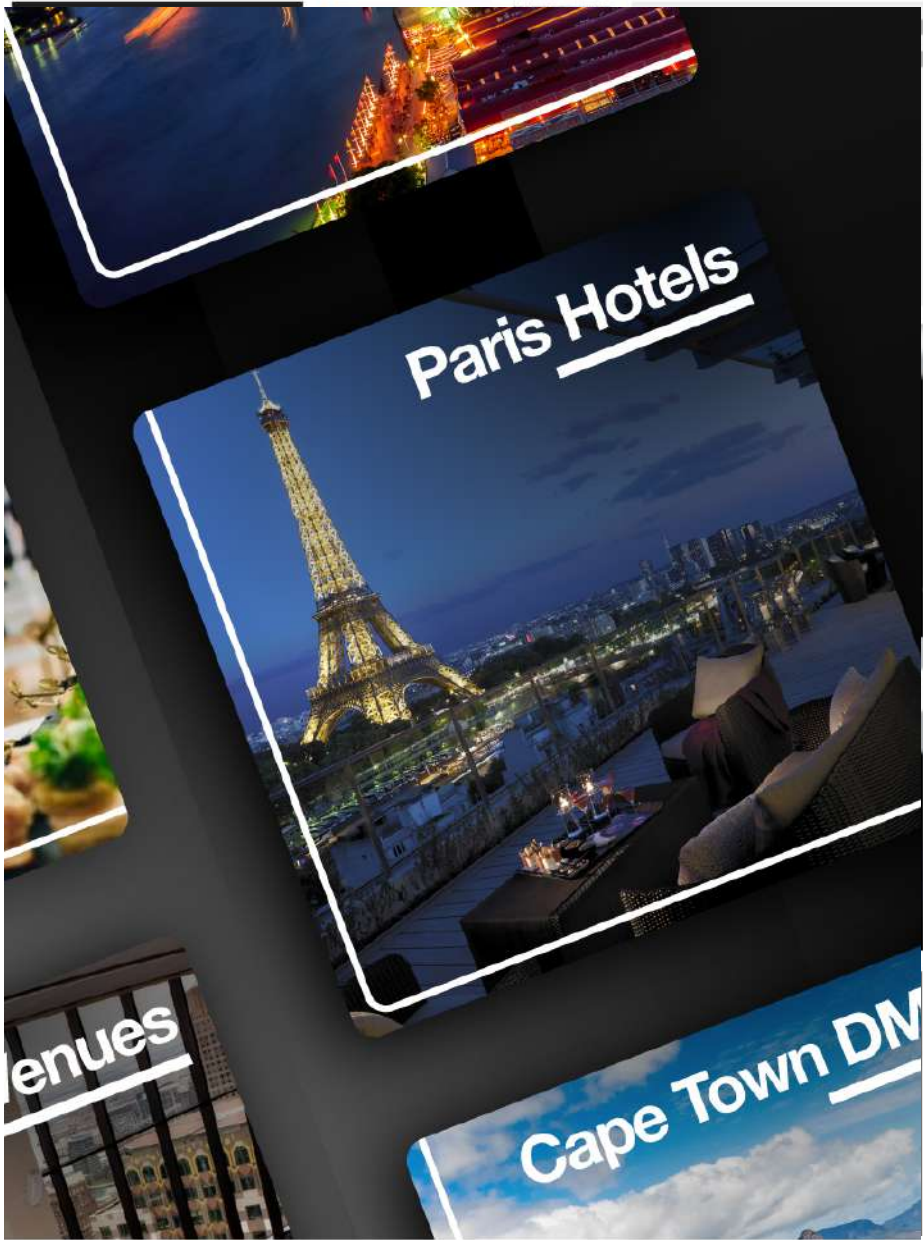
**12K**  
monthly pageviews

**16K**  
email distribution

**15%**  
open rate

Rates from

£750



# 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 £1,500

# 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

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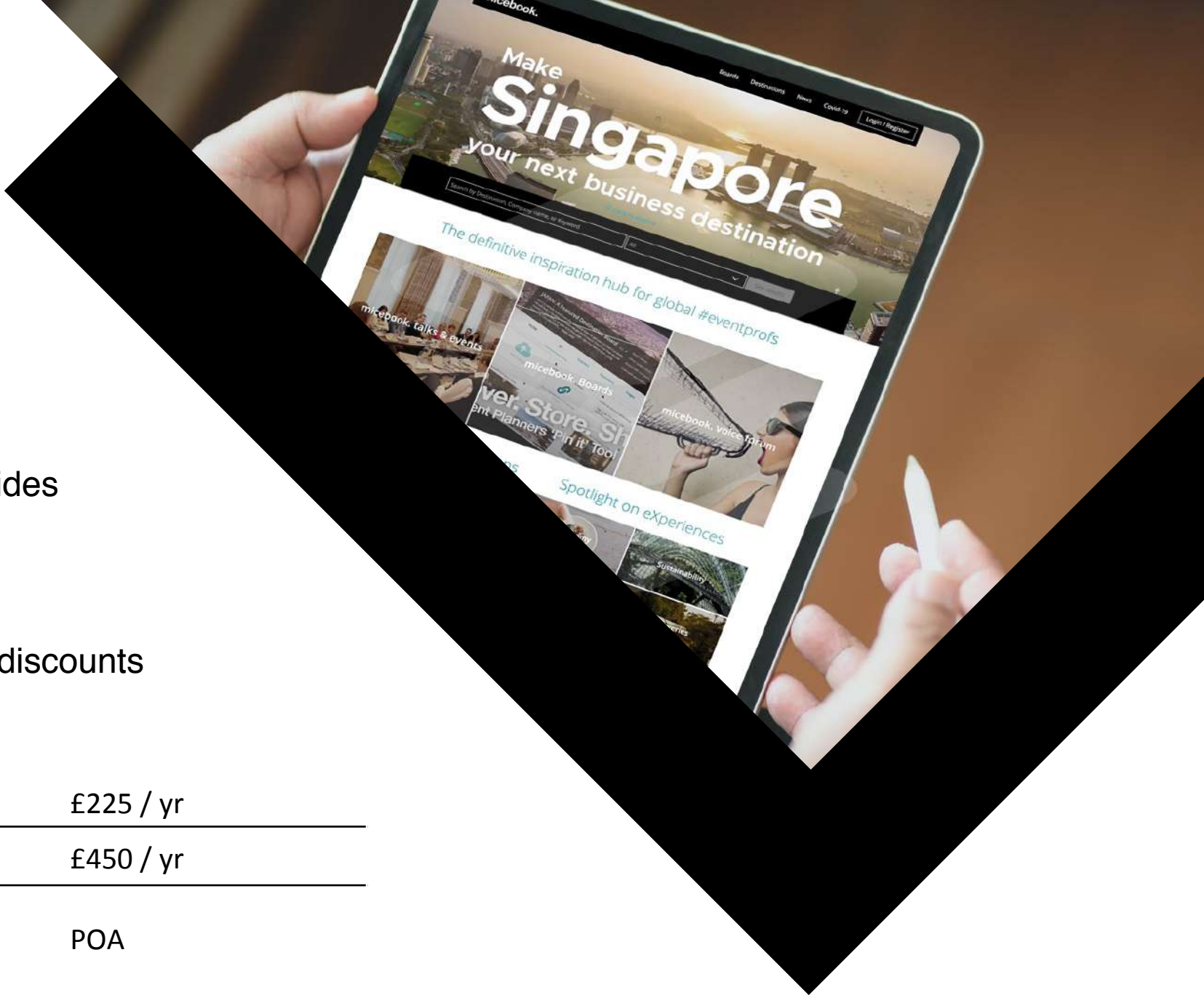
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All Access membership	£450 / yr
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Tailor Made	POA
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\* Bespoke packages for maximum reach





# 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
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1 x MICE trailers UK LIVE showcase event)	£450
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2 x Partner Content	£1,500
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2 x newsletter banner ad	£900
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Website Banner Ad (1 month)	£450
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Homepage video (1 month)	£450
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<b>TOTAL</b>	<b>£5,250</b>
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<b>15% discount</b>	<b>£4,462.50</b>
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## GOLD

V Awards Event Sponsor	£5,000
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EXPO (table top)	£1,500
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1 x MICE trailers UK LIVE showcase event)	£450
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2 x Partner Content	£1,500
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2 x newsletter banner ad	£900
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Website Banner Ad (2 month)	£900
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Homepage video (1 month)	£comp
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<b>TOTAL</b>	<b>£10,250</b>
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<b>15% discount</b>	<b>£8,712.50</b>
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## PLATINUM

Fam Trip (12 senior buyers)	£10,000
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V Awards Category Sponsor	£1,500
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EXPO (table top)	£1,500
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2 x MICE trailers UK LIVE showcase event)	£900
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Social Media Competition	£5,000
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2 x Partner Content	£1,500
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Website Banner Ad (3month)	£comp
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Homepage video (1 month)	£comp
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<b>TOTAL</b>	<b>£20,400</b>
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<b>15% discount</b>	<b>£17,340</b>
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# micebook.

Contact - Nicola Roodt

[nicola@micebook.com](mailto:nicola@micebook.com) - +44 (0) 7729 462556  
[www.micebook.com](http://www.micebook.com)