

Meeting and Incentive Industry Exhibition for Central, South Eastern and Eastern Europe

2nd edition
Willbrook Platinum
Business & Convention Center
Bucharest/ ROMANIA
08/10.11.2013

OVERVIEW





Meeting and Incentive Industry Exhibition for Central, South Eastern and Eastern Europe

This project - MICEPRO - was born in order to cover some real and so obvious needs: a need for transparency and to develop ways of communication and business in MICE industry in this part of Europe (Central, SE and E Europe).

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MICEPRO 2012 / facts & figures

- inaugural edition of MICEPRO Exhibition
- period: 15/18.03.2012
- Host: World Trade Center/ Pullman Bucharest
- Exhibition area: in WTC Plaza - aprox 450 sqm
- 15 exhibitors from 5 countries
- 25 hosted buyers from 7 countries (Europe)
- more than 125 business meeting over 2 days of event
- online system of pre-reservation of one2one meetings available
- formal/ informal agenda
- post event tour offered for hosted buyers & exhibitors
- welcome reception, gala dinner & club night for hosted buyers & exhibitors
- press invited: national & international

<http://www.micepro.eu/>

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What's new this year?

- brand new state of art conference center as host: [Willbrook Platinum Bucharest](#)
- exhibition area increased with 40%
- 2 regional forums (IT & tourism) plus MICERO Academy Conference 2.0 added
- 60 hosted buyers (3 times more comparing to 2012). From Europe and Asia
- over 600 business meeting will be held (4 times more as 2012)
- MICEPRO TV / web - pay TV
- acces to trade visitors
- eco friendly

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The schedule of MICEPRO 2013:

08.11.2013/ Friday

- 10:00 - IT & Tourism Forums presentations
 - MICERO Academy Conference 2.0 / 2013
- 15:00 - Press conference
- 15:30 - Official Opening Ceremony
- 16:00/17:00 - Networking Hour
- 19.30/22.30 - Welcome reception & dinner

09.11.2013/ Saturday

- 10:00/12:30 - OneZone meetings & Presentations
 - IT & Tourism Forums Presentations
 - MICERO Academy Conference 2.0 / 2013
- 13:00/14:00 - Happy Hour
- 14:30/16:30 - OneZone meetings & Presentations
- 17:30 - Official Closing Ceremony
- 20:00/22:30 - Gala Dinner
- 23:00/MicePRO Club Night

10.11.2013/ Sunday

- 09:00 - Power breakfast offered by organizing committee
- 10:30 - Post event tour - Sinaia/ Brasov/ Bran (Dracula Castle)

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WILLBROOK PLATINUM BUSINESS & CONVENTION CENTER

Embraced by Baneasa woods and also excellently connected with the city center through the main access routes, Willbrook Platinum Business and Convention Center is an exquisite business card for you and your company.

Located close to the office developments on DN1, Bucuresti-Ploiesti Road, Willbrook Platinum Business and Convention Center is at the heart of an area rapidly becoming the leading office location in Bucharest. At only seven minutes away from the airport and the Baneasa commercial area the location is very close to the city center as well.

The Willbrook Platinum Business and Convention Center provides, besides the office area, a brand new up-to-date Convention Center with 12 conference rooms that can accommodate up to 2400 seats with the latest technologies for conference in place.

Web: <http://www.willbrookplatinum.ro/#/home>

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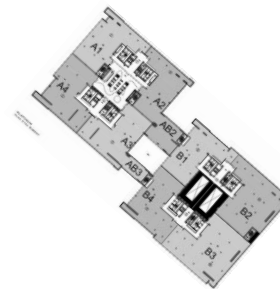
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Why exhibit in MicePRO?

MicePRO Exhibition should not be missed by any means by any of the players in Mice industry in this area of Europe.

This is because of its inner QUALITY. Quality of the concept, quality of the team, quality of the buyers invited, quality of the destination and of course, quality of the other exhibitors.

Who exhibits in MicePRO?

All the providers of services in Mice industry that look for a proper place and opportunity to get in touch with the market in this region are welcome in MicePRO Exhibition. Just to give some examples:

Convention and Visitor Bureaux/ Tourist Offices/Trade Associations
Destination Management Companies/Event Management Specialists/PCOs
Car Rental/ Airlines/ Transportation Companies/ Cruise Lines
Conference Venues/ Exhibition Centres/ Hotels/Hotel Chains
Education/Training/Incentives/Team Building
Publications/Service Suppliers/Technology Providers



MicePRO Exhibition Packages

Space Package - free space at 200/sqm / 8 sqm min.

includes: space on demand/ electricity source/ wireless/ 1 representative access in the stand/ logo + basic info in the MICEPRO 2013 catalogue/ access to pre-scheduled appointments system
does not include access to informal agenda / extra payment



Apple Package - 8 (2X4) sqm shell scheme/ up to 2 representatives in the stand with access to

events agenda/ half page in Exhibition's catalogue/ access to pre-scheduled appointments system and 4 meeting settled by system/ free wireless internet/ database with contact details of hosted buyers

2120 E if CVB or Tourism Board / 2240 E if other



Fish Package - 10 (2X5) sqm shell scheme/ up to 3 representatives in the stand with access to

events agenda / full page in Exhibition's catalogue/ access to pre-scheduled appointments system and 6 meeting settled by system/ free wireless internet/ database with contact details of hosted buyers

2500 E if CVB or Tourism Board / 2600 E if other



Star Package - 15 (3X5) sqm shell scheme / up to 4 representatives in the stand with access to

events agenda / full page in Exhibition's catalogue/ access to pre-scheduled appointments system and 10 meeting settled by system/ free wireless internet/ database with contact details of hosted buyers / banner on event's website

3600 E if CVB or Tourism Board / 3750 E if other

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Early bird: book your stand until 01.06 and U get 10% discount!



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In order to give a powerful boost to the development of business relations and process during the MicePRO exhibition, we have prepared a very good Hosted Buyer System.

For the edition in Bucharest it includes:

- complimentary accommodation and economy air ticket from Bucharest to selected destinations within Europe/ Asia
- transfers from and to the airport (official shuttle)
- full access to the Hosted Buyer Lounge during the exhibition and to all the moments in the daily agenda
- networking opportunities
- dedicated MicePRO support before and during the event
- full access to the system of pre-scheduled appointments
- fam trip post-exhibition

Hosted buyers have the obligation to participate to a minimum number of 10 meetings during the event with the exhibitors at their choice.

Our Hosted Buyer programme is available to the leading Mice industry buyers in Europe and Asia, such as: associations, corporations and agencies organizing events, PCOs etc

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Send your applications for
MICEPRO2013 hosted buyers program
by mail, at office@micepro.eu
until 01.09.2013



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Sponsorship opportunities (brief):

We have prepared some packages of sponsorship opportunities in order to add full impact to your participation to MicePRO.

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Here are some of these:

OUTDOOR

- 3 X tower banner - 4 sides/ size per side 4 X 1,2m - 200E /side/banner
- 2 X official shuttle for Hosted Buyers transfers - 200E/vehicle
- 3 X exterior banner/ entrance/ size 4,5 X 1,5 m - 300E / banner

INDOOR

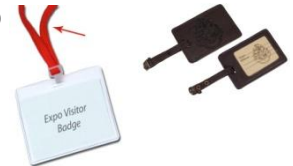
- 3 X registration desk (2X roll-up/ desk and 500 customized pens) - 1500 E
- Hosted Buyers Lounge: 4X rollup - 300 E/roll-up; banner in F&B area/ 2X2 m - 500E/banner

- 6 X roll-up (2 pieces in each 3 meeting rooms) - 150 E/roll-up
- Hosted Buyer luggage tags (X 200 pieces) - 600 E
- Welcome bags (X500 pieces) - 2500 E
- badges and badge lanyards (X200 pieces) - 1500 E

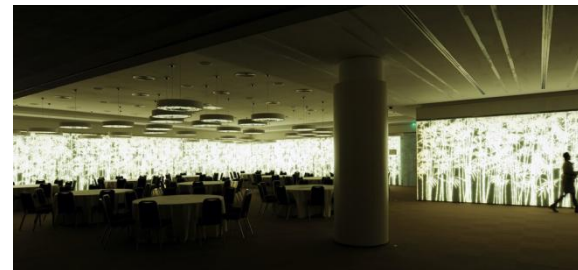
WEBSITE

- banners: large size (X3) - 600 E/banner / small size (X6) - 300 E/banner

Main sponsor package: starting from 5000E.



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Contact details for MicePRO 2013 (website available soon)

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Vali Constantin/ project manager
president of Association of MICE Professionals in Romania (APIER)
+40723685748

vali@micepro.eu

office@micepro.eu



Thank you and look forward to have you in Bucharest!



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