

ibtm[®] AMERICAS
CENTRO CITIBANAMEX, MEXICO CITY
5-6 SEPTEMBER 2018



Guest
Country

The international
trade show connecting
meetings and events
industry across
the Americas

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IBTM Americas is the industry's most exciting exhibition for forward-thinking event professionals looking to expand their business opportunities. Experience an environment dedicated to meeting & event planners throughout the Americas, offering pre-scheduled appointments and unlimited opportunities.

Discover the Unique Value of IBTM Americas

IBTM Americas has integrated the best of **ibtm america** + **ibtm latin america** to create a single, inclusive event.

Extend your reach and discover new opportunities that enable you to meet planners from the United States, Canada and Latin America, all under one roof.

> Achieve fast market penetration

Get a year's worth of business done in just 2 days

> Maximize your sales and marketing efforts with precision

Our 2018 event will attract over **1,000 Hosted Buyers** who have been rigorously qualified to ensure they have business to place and the authority to do so.

Our **Hosted Buyer Program** is what sets **IBTM Americas** apart from the rest. **ibtm** events attract quality Buyers from all sectors and different regions:

REGIONAL BREAKDOWN

Latin America	65%
North America	30%
Europe	5%

CORE BUSINESS

Corporate	40%
Association	25%
Agency	20%
Incentive	15%

Events organized by **IBTM Americas** Hosted Buyers:

- Board Meetings & Conferences
- Conventions & Congresses
- Corporate Hospitality
- Exhibitions
- Festivals & Sporting Events
- Incentive Travel
- Product Launch
- Staff Training/Motivation

By selecting targeted prospects for your pre-arranged appointments, each diary allows for

up to 32 pre-arranged meetings in 2 days

IBTM Americas is presented in a trade show format. In addition to your pre-scheduled one-to-one appointments, you have the opportunity to meet over 3,400 trade visitors offering additional business opportunities.

**+ 1,000 Hosted Buyers
3,400 Trade Visitors**

= Unlimited business opportunities

> **Experience the efficiency of mutually matched appointments**

All one-to-one appointments at **IBTM Americas** are the result of Hosted Buyers and Exhibitors agreeing to meet therefore making all meetings relevant to your business.

Choose. Match. Meet.

> **Establish your company as a key player**

Connect with current, former and potential clients to increase your brand awareness and grow your pipeline. It's no secret that face-to-face meetings are the most persuasive form of selling and building customer relationships. Meeting Professionals International reports that 40% of prospects are converted to new customers via face-to-face meetings, and 28% of current business would be lost without them.

> **Network**

IBTM Americas offers abundant networking opportunities so you may connect with meeting planners outside of your pre-scheduled meetings.

> **Knowledge Program**

Through 9 inspiring knowledge programs, **IBTM Americas** offers a multitude of professional opportunities, attracting every type of event organizer.

- DMOs Day
- Pharma Congress
- Event Marketing Congress
- Sustainable Events Interactive Forum
- Hosted Buyer Conference
- Trends & Innovation for Meetings
- Wedding & Romance Congress
- Event Production Forum
- Sport Events Congress

> **Get added value from the industry's association powerhouses**

With global partnerships with top associations, you know **IBTM Americas** is stepping up the education!



IBTM Americas...Where you'll meet more than your expectations.

www.ibtmamericas.com