

2nd Annual GLOBAL M.I.C.E. SUMMIT



11th - 13th
September, 2019



trademark
Nairobi, Kenya

Theme: Enhancing Africa's Competitiveness
as a Business Events Destination

#BusinessEventsAfrica

#GMS2019

CONVENED BY:



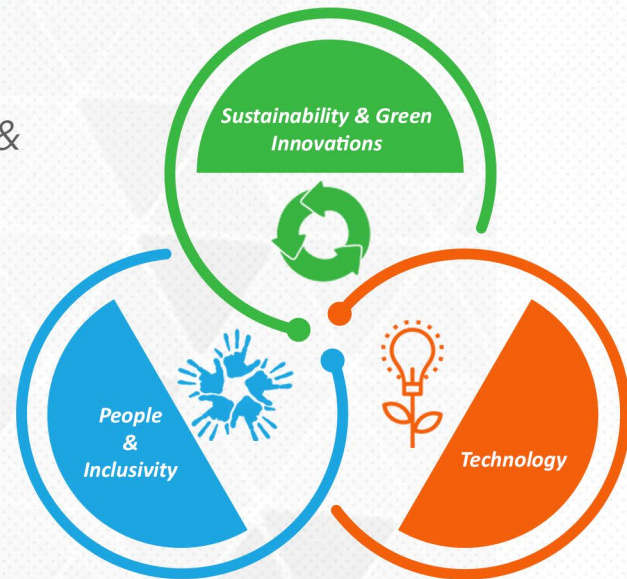
What is the Global M.I.C.E Summit?

The Global M.I.C.E Summit is an *annual conference and expo that brings together experts and industry stakeholders in the Meetings & Business Events Industry (Meetings, Incentive Travel, Conferences & Exhibitions).*

The summit focuses on analyzing the global trends and opportunities in the Meetings & Business Events industry. The event showcases innovative and sustainable products and solutions that are driving forward Africa's MICE industry.

The 2019 summit will take place on 11-13th September, 2019 at Trademark Hotel

3 Pillars for #GMS2019



Let's Look Back for a While



The 1st edition of the Global M.I.C.E Summit was held between 29th & 30th November, 2018 at Intercontinental Hotel. It brought together **150 delegates from 6 countries** who shared perspectives on the theme: **Leveraging Sustainable M.I.C.E Practices for Economic Development.**



[CLICK TO VIEW MORE](#)



#GMS2018 Partners & Sponsors



Sustainability Partners



Industry Partners



Registration Partner



Digital Marketing Partner



Tours & Travel Partner



Venue Partner



Magazine Publishing Partner





#GMS2019 in Numbers



30
Speakers

8
Experiential
Demos

30
Exhibitors

200
Delegates

15
Countries

12
Panel
Discussions



Target

The Global M.I.C.E Summit will host **200 professionals, investors and industry experts drawn from 15 countries.**



It's a MICE World!

*It's A MICE World! is a **digital magazine** that carries articles and features from MICE industry leaders across the African continent.*

The magazine is a business focused publication designed to enable the stakeholders in the Meetings & Events industry to explore industry trends and news. It is specifically formulated to showcase the diversity, potential and vast capacity of the Business & Events industry on the African continent.

The magazine will enable readers to explore new meeting and conference venues, find event organisers and suppliers, and keep abreast with the latest news and trends in the global MICE space.

[DOWNLOAD MAGAZINE](#)



Africa M.I.C.E Awards

The Africa MICE Awards were launched in 2018. The Awards are intended to **recognise corporates, individuals, venues and small businesses in the MICE industry** who are playing a leading role in driving sustainable growth and change across Africa.

The first nominees will be announced in June 2019 and the awardees feted at the 2nd Global MICE Summit.



Identify Outstanding ventures in the M.I.C.E Industry



Reward Sustainable M.I.C.E Players



Recognise young and upcoming M.I.C.E Entreprises



Promote awareness on Sustainability issues in the M.I.C.E Industry

[CLICK TO VIEW MORE](#)



Business Events Masterclass Program



The Business Events Masterclass Program is a *6 week highly interactive, intense and inspirational course* which is fit for meeting & event professionals seeking a career in business events & conference Management

UNIQUE SELLING OPPORTUNITY

You get a head start into business events management by learning from industry leaders



Get exposed to some of Kenya's best business meeting venues



Guaranteed placement opportunities for those seeking a career in Business Event & Convention Management



Practical skills and exposure that you can leverage to start or build a thriving MICE enterprise



Learn global and emerging trends to help you beat your competition



Network and learn in a fun environment!

Rates



DELEGATES*		
*Exclusive of V.A.T		
	EARLY BIRD (1st June, 2019 – 30th July, 2019)	STANDARD TICKET (August 2019 – September, 2019)
SINGLE TICKET	\$ 450	\$ 500
GROUP TICKET (3 PAX)	\$ 1215	\$ 1350
CORPORATE TICKET (8 PAX)	\$ 3168	\$ 3520

EXHIBITORS	
BOOTH TYPE	COST
KNIGHT: 2M BY 2M	\$ 870 (Inclusive of V.A.T)
KING: 3M BY 3M	\$ 1160 (Inclusive of V.A.T)
CUSTOMISED	From \$ 2320 (Inclusive of V.A.T)

The event program is available online - www.globalMICEsummit.com

Floorplan



KEY

- 4SQM BOOTHS (\$870 Inclusive of V.A.T)
- 9SQM BOOTHS (\$1160 Inclusive of V.A.T)
- PILLARS



Sponsorships & Partnerships



We work with corporate organisations, sponsors and partners to customize their own partnership and/or sponsorship packages which fit their brand strategies.



PLATINUM PARTNER	<p>The Global MICE Summit is emerging as the leading platform for the Business Events & Meetings Industry in East and Central Africa. As a Platinum Sponsor, you get exclusive branding rights during the entire pre-conference and conference period and showcase your brand to a fast growing industry.</p>	<ul style="list-style-type: none"> • Logo on Event Backdrop • Logo on the Event Badge • Stage Branding throughout the Conference • Media Interviews before, during and after the event • Speaking Opportunity • Feature and advert on the <i>It's a MICE World Magazine</i> • Logo on all event collateral • 3 Complimentary tickets • 9msq Expo /Activation booth 	\$ 50,000
EXPO PARTNER	<p>Sponsor the entire Expo setup and get unlimited visibility at the entire exhibition area</p>	<ul style="list-style-type: none"> • Logo on Event Badge • Branding on all the common areas of the expo floor • 2 Complimentary tickets • 9msq Exhibition booth • Branding rights on the Expo Booklet • Feature and advert on the <i>It's a MICE World Magazine</i> 	\$ 25,000
TRAVEL SPONSOR	<p>Sponsor the on-ground and air travel for our key speakers. Our key speakers are reputable industry icons drawn from around the world. The travel sponsor gets an opportunity to market themselves as the exclusive travel partner for the Global MICE Summit 2019.</p>	<ul style="list-style-type: none"> • Logo on Event Badge • Recognition as the exclusive travel partner for the Global MICE Summit • Logo on event website and event collateral • 9msq Exhibition booth • 2 Complimentary tickets • Feature and advert on the <i>It's a MICE World Magazine</i> 	\$ 20,000
LIVE STREAMING PARTNER	<p>Sponsor the Live Stream for the 3 day conference</p>	<ul style="list-style-type: none"> • Logo and advertising on the livestream which will be streamed on You Tube, Facebook and Twitter • Logo on Event Badge • Logo on event website and event collateral • Feature and advert on the <i>It's a MICE World Magazine</i> 	\$ 20,000
CUSTOMIZED SPONSORSHIP	<p>Your Organisation can customize benefits applicable as per the Terms and Conditions of the Global MICE Summit</p>	<ul style="list-style-type: none"> • Benefits are customized to fit the brand strategy of the sponsoring brand 	\$ 20,000

AFRICA M.I.C.E AWARDS PARTNER	Sponsor the 1st Ever Africa M.I.C.E Awards (AMA) Cocktail. The Africa MICE Awards seek to recognise industry leaders and companies that promote and practice sustainability consciousness in the Meetings & Events Industry across Africa	<ul style="list-style-type: none"> • Speaking Opportunity at Awards Program • Exclusive Branding during Awards Ceremony • Logo on event website and event collateral • Feature and advert on the <i>It's a MICE World Magazine</i> • 3 complimentary tickets 	\$ 15,000
WOMEN IN M.I.C.E COCKTAIL	Day 1 of the conference will feature a unique "Women in MICE Networking Cocktail" which seeks to honor Women who are the movers and shakers in the Meetings and Events Industry on the continent. This is in recognition that the industry is vastly a women-driven industry with vast potential to enhance the economic growth of Women in Africa.	<ul style="list-style-type: none"> • 2 Complementary Tickets • Speaking Opportunity • Exclusive Branding during Women in MICE Event • Logo on event website and event collateral • Feature and advert on the <i>It's a MICE World Magazine</i> 	\$ 10,000
CONFERENCE PROGRAM SPONSORS			
FUTURE LEADERS PROGRAM	The conference has included a special session which will address emerging leaders in the Meetings & Events industry. The audience will be student, recent graduates and young professionals in the Tourism sector	<ul style="list-style-type: none"> • 4 sqm Exhibition Booth • Advertisement on the <i>It's a MICE World" digital Magazine</i> • Stage Branding during the <i>Future Leaders Program</i> • 2 Complimentary tickets 	\$ 5,000
SPORTS EVENTS PANEL	This year's program includes a unique panel discussion on Africa's untapped potential in Sports Event Management. The audience includes sports management agencies, companies in the sports industry, sports facilities management executives and investors within the sports industry.	<ul style="list-style-type: none"> • 4 sqm Exhibition Booth • Advertisement on the <i>It's a MICE World" digital Magazine</i> • Stage Branding during the <i>Sports Events Panel</i> • 2 Complimentary tickets 	\$ 5,000
TECH & INNOVATION SESSION	The Global MICE Summit acts as a platform for showcasing emerging technologies and innovations driving the Meetings & Events Industry	<ul style="list-style-type: none"> • 4 sqm Exhibition Booth • Advertisement on the <i>It's a MICE World" digital Magazine</i> • Stage Branding during the <i>Technology & Innovation Panel</i> • 2 Complimentary tickets 	\$ 5,000
SUSTAINABILITY SESSION	As a Sustainable Event, the Global MICE Summit presents an opportunity for Forward-Thinking and Sustainable Brands to showcase trends that have an impact on business, people and environment. The audience is vast and diverse.	<ul style="list-style-type: none"> • 4 sqm Exhibition Booth • Advertisement on the <i>It's a MICE World" digital Magazine</i> • Stage Branding during the <i>Sustainability & Green Innovations</i> • 2 Complimentary tickets 	\$ 5,000
EXCURSION PARTNER	Every year, the Global MICE Summit provides an opportunity for delegates to experience the vast and unique offerings of the host destination. As a sponsor, you get to engage the audience during the excursion	<ul style="list-style-type: none"> • 4 sqm Exhibition Booth • Advertisement on the <i>It's a MICE World" digital Magazine</i> • 2 Complimentary tickets 	\$ 2,500
SPEAKING OPPORTUNITY	We offer an opportunity for thought-leaders and industry icons who wish to join the speakers' list at the Global MICE Summit	<ul style="list-style-type: none"> • 1 Complementary Ticket • Featured Article on the <i>It's a MICE World Magazine</i> • Featured on the Event Website 	\$ 1,500

Let's Talk

We are available 24/7 to progress the conversation further

📍 M.I.C.E Centre, Jacaranda Brook, Off Kiambu Rd

☎ +254733761112 or +254782761112

✉ partnerships@globalmicesummit.com

🌐 www.globalmicesummit.com

🐦 @MICESummit

