

BTMF

September/07/2020

Business Traveller & MICE Fair



**Business
Traveller**



MICE & travel
BUSINESS

About Business Traveller and MICE Travel

TRAVelMedia started 36 years ago as publisher with a first b2b print title. After those early days the company grew and grew with now, in 2020, many thriving titles, websites and events. The Business Traveller & MICE Fair is one of those. Started 15 years ago, by special request of mice suppliers themselves. With our database, knowledge about the market and experience in organising events MICE Travel magazine was a logical partner. And now, after 15 years, the fair is thriving, having grown bigger and better and a sure-fire success every year. Bringing together a diverse range of suppliers and buyers is our main focus. And 3 years ago TRAVelmedia also added the globally known title Business Traveller to the portfolio. Both titles have their own target groups, but with similar DNA. Therefore we decided to integrate both formulas and came to Business Traveller & MICE Fair. The ultimate one stop shop! Below you will find some additional information about both titles and target groups:

MICE Travel

For more than 16 years this business magazine has been focusing on Meetings, Incentives, Congresses as well as Events and is the ultimate medium to reach the biggest players in this industry throughout The Netherlands.

The magazine is filled with creative ideas for successful business meetings and congresses, ready original incentives as well as practical information for events.

MICE & Business Travel is published four times a year, in a circulation of more than 8.000 copies.



Business Traveller

For 40 years the leading title for the Business Travel sector. A worldwide leader, now also in Dutch.

In The Netherlands Business Traveller has a circulation of 11.000 copies each issue. It's distributed among middle and large sized companies in The Netherlands.

Target group DNA: highly educated, high gross annual income, mainly manager positions, and frequent traveller.

With monthly editions Business Traveller offers its readers the latest information, presented in a structured and reader-friendly manner in a nice glossy look and feel.



**Business
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**MICE &
BUSINESS** travel

BTMF 2020

Business Traveller & MICE Fair 2020

Formula

On the 7th of September of 2020, Business Traveller & MICE Fair (BTMF) will take place for the 15th time. During this edition we also expect hundreds of MICE professionals and business travellers. A total of 17 years of MICE experience and 42 years of Business Traveller merge together on one exciting day. MICE professionals, the business travel industry and corporate visitors are informed and inspired by the representatives of destinations, convention bureaus, airlines, airports, hotels, conference / meeting locations, event agencies, car rental and their loyalty programs. A unique mix of suppliers under one roof. In addition to a trade show floor, interesting speakers from the MICE and business travel industry shed light on current topics and trends. At the end of the day, the prestigious Business Traveller and MICE Awards are reached out to different categories, after which they are concluded with the well-known networking drinks.

The BTMF is a day that should absolutely be noted in everyone's agenda!

Location: Amsterdam

Date: 7th of September 2020

Trustworthy: Leading for over 15 years

Unique: Combination Business Traveller & MICE!

**Business
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**MICE &
BUSINESS** travel

Program

- Symposium with interesting speakers about current hot topics
- Exhibition floor with a diverse range of interesting exhibitors
- Direct and valuable contact with decision-making professionals
- Breakout sessions
- MICE Awards
- Business Traveller Awards
- Networking drinks 'n bites



Visitors

Every year, meeting planners, hosted buyers, conference organizers, executive secretaries, travel agents, incentive specialists already know the way to our exhibitors.

The target groups that are complementary ensure a good mix of visitors such as travel coordinators, business travel professionals, meeting planners, travel & mobility managers, buyers, incentive specialists, executive secretaries, conference organizers, meeting planners, human resources- and finance managers.

The unique networking moment is certainly another important reason for a visit.

The best of both worlds!



A selection of visiting organizations during past editions:

Garuda Indonesia, VCK Travel, GI Travel, NBTC-NIPO, FD Mediagroep, ING, KPN, BCD Travel, KLM, TUI, ATPi, Hoornweg Beheer, Travel Counsellors, Airtrade, Lufthansa Group, American Express Meetings & Events, Ziggo, Hilton, Europeesche Verzekeringen, RTL Nederland, GI Travel, NS International, Shell, Uniglobe, Jaarbeurs, Cultuur Events, Motivation Travel, Accor, Ministerie van Buitenlandse Zaken en Koninkrijksrelaties, The Travel Club, Schiphol Travel International, Concertgebouw, HRG, VCK Travel, Transavia, World meetings, CWT, Gazprom

Some reviews by attendees

‘Valuable Networking application!’

‘A day full of meetings’

‘Well organized and many possibilities to expand network’

‘Interesting people, new developments have emerged’

‘Where can you collect so much knowledge and network in one day?’

‘A wide range of inspiring presentations’

‘Lots of inspiration. Good places to exchange experience, connect and network’

Bronze sponsor package

Choose your target group and package*

MICE

or

Business Traveller

- Stand (desk and 2 chairs)
- Logo on Fair website www.btmf.nl
- Logo listing in diverse communications about the Event (print and online)
- ½ page advertisement in MICE Travel magazine
- Logo on exhibition floor
- Valuable Networking app with overview of all visitors

- Stand (desk and 2 chairs)
- Logo on Fair website www.btmf.nl
- Logo listing in diverse communications about the Event (print and online)
- ½ page advertisement in Business Traveller magazine
- Logo on exhibition floor
- Valuable Networking app with overview of all visitors

**mixing packages is possible in consultation*

Total Media value €3.850+

Early bird: €1.900

(Regular €2.500) Early bird price valid till 31 march 2020

Payment 50% before Fair (7 September 2020) and 50% after the Fair.



**Business
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**MICE &
BUSINESS** travel

Silver sponsor package

Choose your target group and package*

MICE

or

Business Traveller

- Stand (desk and 2 chairs)
- Logo on Fair website www.btmf.nl
- Logo listing in diverse communications about the Event (print and online)
- Advertorial in newsletter MICE Travel and replacement on website
- Leaderboard (banner) position on ad-random basis in MICE Travel newsletter and website
- 1/1 page advertisement in MICE Travel magazine
- Logo on exhibition floor
- Valuable Networking app with overview of all visitors

- Stand (desk and 2 chairs)
- Logo on Fair website www.btmf.nl
- Logo listing in diverse communications about the Event (print and online)
- Advertorial in newsletter Business Traveller and replacement on website
- Leaderboard (banner) position on ad-random basis in Business Traveller newsletter and website
- 1/1 page advertisement in Business Traveller magazine
- Logo on exhibition floor
- Valuable Networking app with overview of all visitors

**mixing packages is possible in consultation*

Total Media value €6.000+

Early Bird: €2.500

(Regular €3.100) Early bird price valid till 31 march 2020

Payment 50% before Fair (7 September 2020) and 50% after the Fair.



**Business
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**MICE &
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Gold sponsor package

Choose your target group and package*

MICE

or

Business Traveller

- Stand (desk and 2 chairs)
- Logo on Fair website
- Logo listing in diverse communications about the Event (print and online)
- Advertorial in newsletter MICE Travel with replacement on website
- Leaderboard (banner) position on ad-random basis in MICE Travel newsletter and website
- Dedicated ezine to full database of MICE Travel
- 2x 1/1 page advertisement in MICE Travel magazine
- Logo on exhibition floor
- Presentation 15 minutes
- Valuable Networking app with overview of all visitors

- Stand (desk and 2 chairs)
- Logo on Fair website
- Logo listing in diverse communications about the Event (print and online)
- Advertorial in newsletter MICE Travel with replacement on website
- Leaderboard (banner) position on ad-random basis in Business Traveller newsletter and website
- Dedicated newsletter to full database of Business Traveller
- 2x 1/1 page advertisement in Business Traveller magazine
- Logo on exhibition floor
- Presentation 15 minutes
- Valuable Networking app with overview of all visitors

**mixing packages is possible in consultation*

Total Media value €11.000+

Early Bird: €3.900

(Regular €4.500) Early bird price valid till 31 march 2020

Payment 50% before Fair (7 September 2020) and 50% after the Fair.

Special wishes in consultation

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TRAVel Media

For 37 years, TRAVel Media has been the largest communications partner in the travel industry with B2B and B2C initiatives.

With titles like TravMagazine, MICE & Business Travel, Business Traveler, the e-learning platform TravEcademy and various line extensions, TRAVel Media is a dynamic multimedia company.

TRAVel Media has a wide range of products and initiatives to offer the possible best cross media communication mix to all trade partners in travel.

www.travmedia.nl

