



The Gulf Incentive, Business Travel & Meetings Exhibition
 26-28 March 2012
 ADNEC, Abu Dhabi, UAE



GIBTM 2012

Five star business opportunities for Exhibiting Partners

For more information visit www.gibtm.com

Organised By



Supported By



Strategic Partner



Official Venue



Official Ground Handler



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A Unique Face to Face Business Platform

GIBTM is the leading event for the meetings, incentive, business travel and events industry in the Middle East, taking place from 26-28 March 2012 in Abu Dhabi, UAE.

Join your leading Destination Partner at GIBTM

Each year leading Destinations and NTOs (National Tourist Organisations) exhibit as Main Stand Holders at GIBTM.

Their objectives are simple:

- ★ To meet over 2,700 MICE industry professionals and Hosted Buyers.
- ★ To provide their associated key suppliers within the meetings & events industry with a cost effective business platform.

Associated with a Destination or NTO?

Join forces as an exhibiting partner at GIBTM 2012. Exhibiting Partners and Main Stand Holders benefit from a combined presence resulting in greater levels of exposure and return on investment.

Leading Destinations & NTOs at GIBTM 2011

- | | |
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| ★ Abu Dhabi Tourism Authority | ★ Lebanon Ministry of Tourism |
| ★ Beijing Municipal Commission of Tourism Development | ★ Malaysia Convention & Exhibition Bureau |
| ★ Costa do Sauipe Hotels & Resorts | ★ Ministry of Culture & Tourism of Indonesia |
| ★ Cyprus Tourism Organisation | ★ Mövenpick Hotels & Resorts |
| ★ Czech Tourist Authority - Czech Tourism | ★ Oman Ministry of Tourism |
| ★ Egyptian Tourist Authority | ★ Qatar Tourism Authority |
| ★ Fujairah Tourism & Antiquities Authority | ★ Rotana Hotels & Resorts |
| ★ Government of Dubai | ★ Seoul Convention Bureau |
| ★ Instituto Nacional de Promoción Turística | ★ Sharjah Commerce & Tourism Development Authority |
| ★ Jumeirah | ★ Syria Ministry of Tourism |
| ★ KINGDOM OF BAHRAIN Tourism Sector, Ministry of Culture | ★ Thailand Convention & Exhibition Bureau |
| | ★ Turkish Culture & Information Office |



Independently audited - GIBTM is independently audited by the ABC to guarantee that the number of visitors promoted is completely accurate and calculated from unique attendees only.

To view the certificate of attendance please go to www.gibtm.com

2,700 meetings industry professionals attended GIBTM 2011

Why GIBTM?

“GIBTM has been very successful for us. We have made a number of good contacts for future business and will return in 2012.”

Ramona Pereira, Matrix Party & Audio Visual Services LLC

New focus at GIBTM

In association with
ACTE ASSOCIATION OF CORPORATE TRAVEL EXECUTIVES
G L O B A L

GIBTM 2012, supported by ACTE, The Association of Corporate Travel Executives, provides a dedicated focus on Business Travel for anyone associated with buying, selling or managing business travel across the Middle East.

Don't miss out

If you supply any of the following products or services contact your destination or NTO to uncover your business potential at GIBTM:

- ★ Financial Services
- ★ Hotel Accommodation Providers
- ★ Travel Management Companies
- ★ Technology Services
- ★ Transportation

Who Exhibits at GIBTM?

Over 250 exhibiting companies representing over 20 countries.

- ★ Airlines
- ★ Attractions & Entertainment
- ★ Conference/Meeting Venues
- ★ Cruise Lines
- ★ Destination Management Services
- ★ Event Support Services
- ★ Health Resorts/Spas
- ★ Hotels/Hotel Groups
- ★ Incentive Destinations
- ★ National Tourist Organisations (NTOs)
- ★ Professional Conference Organisers
- ★ Sporting and Gaming Venues
- ★ Technology Providers
- ★ Trade Associations
- ★ Travel Agencies

Delivering your Target Audience

Exhibiting Partners are placed in the perfect position for generating new contacts and business leads - GIBTM's PSAs (Pre-Scheduled Appointment System) guarantees face to face business opportunities with Senior Level **Hosted Buyers**.

Hosted Buyers select 30 exhibiting companies to meet with at GIBTM pre-show via www.gibtm.com.

Exhibiting partners are offered essential tools to attract the attention of every senior level Hosted Buyer leading up to the selection date in February 2012.

Hosted Buyers will request appointments based on your GIBTM visibility

- ★ GIBTM Website
- ★ GIBTM E-shots
- ★ GIBTM E-Newsletters
- ★ GIBTM Press Releases
- ★ GIBTM Social Media Network

Exhibiting at GIBTM provides you with **100% inclusion** in all of the above.

NEW Business Travel – The Innovation Showcase

Recognising the most innovative suppliers for **business travellers**, exhibitors are invited to showcase their products or services live to a panel of **industry experts** along with visitors and Hosted Buyers who will decide GIBTM's **Business Travel Award** winner for 2012.



Enhancing your Global Visibility

GIBTM exhibitors are heavily exposed in major international and regional industry publications



Connect with GIBTM



300 Hosted Buyers
7,175 Onsite Appointments
Endless Opportunities

www.gibtm.com/exhibit

Next Steps:

- ★ Contact the National Tourist Organisation or Convention Bureau from your destination
- ★ If you are representing a hotel you can participate as part of a group hotel stand or as part of a destination

Don't forget to register early and increase your exposure to secure appointments with senior level buyers. If you would like to discuss your participation or find out if your destination is represented – our dedicated team are on hand to offer advice and information.

“GIBTM is an important industry event because the Middle East market offers high potential due to its growing meetings community. GIBTM is the ideal place to meet relevant people in one place. We have already exhibited there very successfully for the last four years and do not want to miss the opportunity to exhibit again.”

Thorsten Kolbinger, Managing Director of Ungerboeck Software EMEA



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