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MITM claimed the best mice trade show

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GSAR Marketing, organizers of MITM Euromed and MITM Americas, *Meetings and Incentive Travel Market*, claims these to be the only MICE exhibitions to ask exhibitors to rate the event as “poor”, “fair”, “good” or “excellent”.

Last MITM rating by exhibitors in October 2010 gave these results:

| | |
|--------------------------------|----------------------------------|
| Quality of Buyers: | 3% fair, 26% good, 71% excellent |
| Business Opportunities: | 1% fair, 36% good, 63% excellent |
| MITM Overall Rating: | 1% fair, 31% good, 68% excellent |

“No MICE travel trade fair ever had dared to request this kind of rating from their exhibitors” GSAR Marketing claims.



The company’s self-confidence derives from near 20 years of improving MITM events to make them the best MICE travel trade markets in the world, emphasizing quality instead of quantity. “The secret?” “Carefully selecting top MICE buyers: serious users or purchasers of incentive travel, meetings or events who, in MITM are willing to work hard negotiating and purchasing travel related services for their events, keeping up with their set up schedule – date and time – and complete an average of 25 one-to-one meetings with exhibitors. All this, in one day and a half of work”, MITM says.

“This is what makes MITM shows the best MICE travel markets – not the biggest – in the world” and GSAR Marketing challenges competitors to prove otherwise.

“Why 3.000 “buyers” in a MICE exhibition, of which 2.500 are not real buyers: some are sellers passing as hosted buyers, others are retired, or are isles sellers, or just “free loaders”?” GSAR Marketing asks. “Simply, to sell 4.000 stands”.

“If you are impressed by spectacular statistics more than by business potential, then do not come to MITM”, GSAR Marketing says. “Where you surely will meet 40 or 50 real buyers. Easy task in MITM, where there are more buyers than sellers”.

Source : GSAR Marketing

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