



 *Caribbean*  
**Meeting & Incentive  
Travel Exchange**   
a one-to-one event

The only all-inclusive,  
appointment-based event for the  
Caribbean MICE Market



**PROSPECTUS**

**SEPTEMBER 15-18, 2011**

Iberostar Grand Hotel Rose Hall  
Rose Hall • Jamaica

HOST  
**JAMAICA**  
*Once you go, you know.*

PARTNER  
**Site**

[Caribbean.IncentiveTravelExchange.com](http://Caribbean.IncentiveTravelExchange.com)



## Buyer Feedback

- **100%** would recommend Caribbean Meeting & Incentive Travel Exchange!
- **100%** were satisfied with the suppliers in attendance.
- **100%** agreed the event met expectations.
- **89%** expected to book business within 12 months after the event!
- **88%** would return to Caribbean Meeting & Incentive Travel Exchange if invited!

### Your suite at Iberostar Grand Hotel Rose Hall

Each well-appointed suite has been designed for absolute comfort and complete enjoyment. Amenities include butler service, fine European bedding and linens, marble baths with his and her vanities, Jacuzzi tub, fully stocked mini-bar, iPod/MP3 docking station, flat-panel TV, DVD player and a separate sitting area for meetings.



**Caribbean Meeting & Incentive Travel Exchange** brings together buyers and suppliers servicing the Caribbean meeting and incentive market. The event is an invitation-only, appointment-based event held at an all-inclusive resort allowing you to maximize your investment while minimizing your expenses.

## A focused and productive experience resulting in quantifiable leads

- Two days of pre-arranged appointments with top-producing meeting and incentive buyers.
- Private meetings conducted in an elegant suite at the all-inclusive Iberostar Grand Hotel Rose Hall.
- Networking events and meal functions allowing for ample time to conduct business with all in attendance.
- An all-inclusive event experience saving your company precious dollars.
- A comprehensive on-site directory with detailed buyer and supplier profiles.
- A turnkey event where you can focus on your clients – simply be ready to do business and leave the details to us!

### Pre-qualified, fully-hosted buyers

**Caribbean Meeting & Incentive Travel Exchange** is committed to delivering an exclusive group of buyers who have a vested interest in booking the Caribbean market for their meetings and incentives. Suppliers leave the event strengthening existing relationships and creating new ones.

All potential buyers undergo a solid vetting process including interviews, reference checks, a review of past meeting and incentive travel purchases and anticipated future bookings. This process delivers the most qualified buyers who are invited as our guest to attend.

### Hand-selected suppliers

Suppliers are invited to participate in the **Caribbean Meeting & Incentive Travel Exchange** based on the quality of the product they offer, the quality of service they deliver, their business category and the region of the Caribbean they represent. This guarantees only the top Caribbean suppliers are in attendance.

[Caribbean.IncentiveTravelExchange.com](http://Caribbean.IncentiveTravelExchange.com)



## Buyers represent **\$248 million**

in meeting and incentive **travel decision-making** for the Caribbean:

- **1,419 total trips** were booked in the 12 months prior to the event
- **1,675 total trips** will be booked over the next 18 months
- **\$2,984** /average per person amount /per trip
- Average trip length is 4.52 days
- Average group size is 108 persons
- Average trip total cost **\$324,151**



The Caribbean Meeting & Incentive Travel Exchange allowed me to have a real exchange with suppliers, sharing the requirements of our planning team and our clients, and learning directly from each supplier how their offerings meet our needs. As the Caribbean is the number one destination for Canadian incentive programs, it was imperative for me to participate. There really is no other event that covers the Caribbean so thoroughly and comprehensively."

**BARB CRAWFORD** ■ SUNQUEST MEETINGS & INCENTIVES

The format of this event was excellent. The appointment system was a very efficient use of my time. I had the opportunity to meet many new suppliers that I may not have met with had I simply been "wandering" around a trade show."

**BETH REETZ** ■ CREATIVE GROUP, INC

By meeting so many different people from different regions and products, you get a very good picture of market and economic conditions that help us buy better for our clients! Best organization, best people, best results when it comes to meeting and working with great vendor partners!"

**STEPHEN COOK** ■ LORANDUS MEETINGS & COMMUNICATIONS



**Caribbean**  
**Meeting & Incentive**  
**Travel Exchange**  
a one-to-one event



## Concierge-style approach with personal service

### Save time & money with turnkey event participation

Caribbean Meeting & Incentive Travel Exchange allows your focus to be on your appointments and the buyers. We take care of all details – no hassles with booth setup, union issues or hidden fees. Bring your sales kits and be ready to conduct business. Plus, with the event being held at an all-inclusive resort, there is no need to host buyers for evening cocktails or a private meeting by the pool!

### Event participation includes:

- One (1) bedroom suite with a sitting area to conduct all meetings
- Pre-arranged meetings with buyers who represent substantial purchasing power
- Three (3) nights hotel accommodations at the Iberostar Grand Hotel Rose Hall
- Round-trip airport transfers in Jamaica
- All networking events and meal functions
- A comprehensive event directory inclusive of all participants
- Signage to identify the supplier's suite
- Personalized service from professional event staff
- State of the art pre-event appointment system and networking technology

Suppliers are welcome to send literature, signage and décor to enhance the buyer experience at Caribbean Meeting & Incentive Travel Exchange. A complete food and beverage menu is also available through the hotel.

There is an additional fee for an additional representative per supplier suite. This fee includes attendance at meal functions and receptions, however, it does not include accommodations or access to event premiums. Availability is extremely limited.



### Maximize leads through high-visibility sponsorships

Set your company apart from the roster of Caribbean suppliers by participating in a sponsorship at the **Caribbean Meeting & Incentive Travel Exchange**. Customizable to any budget and objective, marketing and promotional opportunities are purposely designed to show your commitment to the growing meeting and incentive travel industry.

#### AVAILABLE SPONSORSHIPS INCLUDE:

- Official event bag
- Padfolio
- Event directory advertisement
- Confirmation packet
- Survival kit
- Welcome bag
- Luggage tag
- Memory stick
- ...and more!

NOTE: Sponsorship opportunities are not available for networking events and meal functions.

## Site

**PARTNER:** Site has grown since its inception 35 years ago to more than 2,200 members in 90 countries with 34 local and regional chapters. It is the only global authority connecting motivational experiences with business results. The community of Site professionals brings best-in-class solutions, insights and global connections to maximize the business impact of motivational experiences regardless of industry, region or culture. Site serves as the source of expertise, knowledge and personal connections that will catapult and sustain professional growth, and help build the value of extraordinary, motivational experiences worldwide. If you see yourself as globally minded with an eye on excellence, then you should be a Site member. Visit [Siteglobal.com](http://Siteglobal.com).



## Supplier Feedback

- **100%** would recommend Caribbean Meeting & Incentive Travel Exchange!
- **97%** were satisfied with the buyers in attendance.
- **100%** agreed the event met expectations.
- **85%** expected to book business within 12 months after the event!
- **100%** would return to Caribbean Meeting & Incentive Travel Exchange if invited!



I walked away with more proposals than I have ever in the past. It is a win-win when there is undivided attention with zero distractions or interruptions like what you find at an open-air trade show. The organizers do all the work for me and deliver qualified planners!”

**SHARON NAEHRING** ■ WESTIN ST. MAARTEN DAWN BEACH & WESTIN CASUARINA GRAND CAYMAN

Caribbean Meeting & Incentive Travel Exchange was an excellent opportunity to meet the right buyers over a two day period.”

**VANESSA WILLIAMS** ■ SANDY LANE

Caribbean Meeting & Incentive Travel Exchange was one of the most productive and interactive events I have attended. Loved the format and the ratio of buyer to supplier was outstanding. I look forward to future opportunities in building new contacts and relationships.”

**KAREN FARQUHARSON** ■ MIAMI AIR INTERNATIONAL

The time allotted for appointments was just right as you were able to get to the point and know about your buyer, then upsell your product and services. If you are out of time make a mental note of it and meet for a meal with the client and continue in a social atmosphere. It works. I’ve had fun and met some wonderful people who I will keep in touch with, not just for work. I look forward to next year. Great Job!”

**LOQUESSER LIVINGSTON** ■ GLAMOUR DESTINATION MANAGEMENT

The only all-inclusive,  
appointment-based event for the  
Caribbean MICE Market

 *Caribbean*  
**Meeting & Incentive  
Travel Exchange**   
a one-to-one event

**SEPTEMBER 15-18, 2011**

Iberostar Grand Hotel Rose Hall  
Rose Hall • Jamaica

[Caribbean.IncentiveTravelExchange.com](http://Caribbean.IncentiveTravelExchange.com)

SISTER EVENTS



June 20 - 22, 2011

LAS VEGAS

[IncentiveTravelExchange.com](http://IncentiveTravelExchange.com)



October 17 - 19, 2011

LONDON

[EuropeTravelExchange.com](http://EuropeTravelExchange.com)

HOST

**JAMAICA**  
*Once you go, you know.*

**DIRECT INQUIRIES TO**

**ALICIA EVANKO**

Vice President,  
Trade Shows and Events

**212.895.8266**

[aevanko@questex.com](mailto:aevanko@questex.com)

**DANIELLE CIRAMI-GILLIS**

Director of Sales

**212.895.8278**

[dcirami@questex.com](mailto:dcirami@questex.com)

**JENNIFER FERNANDEZ**

Senior Sales Manager

**718.351.4823**

[jfernandez@questex.com](mailto:jfernandez@questex.com)

PARTNER

**Site**

©2011 Questex Media Group, LLC.  
All rights reserved.