



We are delighted to invite you to IBTM World, 1-3 December 2020 in Barcelona. As an event professional of the highest calibre, you know events need to stay fresh to keep attendees coming. We have made some changes to IBTM World this year that you will want to see.

We recognise your time is precious and that you need to deliver cutting edge events to WOW your stakeholders – efficiently and effectively – so this is what we have done to make sure you get the most value from IBTM World.

**Benefit from:**

- **NEW** – time has been created within your schedule to explore the latest trends in **event technology and production**, browse the show floor and keep up with the demands of the office
- **NEW** – opportunity to make **quick connections with event decision makers like you**. Organisations such as **Gucci, Renault, L'Oréal, Bank of America and Prudential** have confirmed their attendance as a Buyer for this year, why not join them!
- Business appointments with exhibitors of **your choice**
- **Complimentary** flights

If you are interested in attending ibtm world, then please let me know.