

ibtm[®] WORLD

BARCELONA, SPAIN

28 - 30 Nov 2023

INSPIRING EVENTS FOR
BETTER BUSINESS RESULTS

For more information visit
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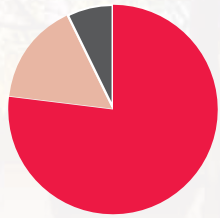
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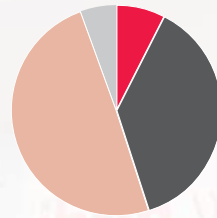


You will meet over 2,350 Hosted Buyers...



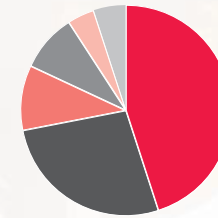
Buyer types:

- Agency 81%
- Corporate 13%
- Association 6%



Decision Makers:

- Senior Management 46%
- MD/ CEO/ VP 35%
- Owner/Partner 7%
- Planner/Organiser 5%



Purchasing Power:

- € 1-1m 45%
- € 1m-5m 27%
- € 5m-10m 10%
- € 10m-50m 9%
- € 50m-100m 4%
- More than € 100m 5%

Hosted Buyers from 72 Countries

Top 5 Countries

- France
- Germany
- Spain
- Italy
- United Kingdom



- Europe 82%
- North America 6%
- Latin & Central America 3%
- Africa 1%
- Middle East 1%
- Asia Pacific 7%

Position your business to thrive in 2022 and beyond



Attend Bespoke Meetings

Access our exclusive hosted buyer programme that uses a bespoke matchmaking system to organise your 1-2-1 meetings in advance with key buyers.



Maximise ROI

At IBTM World we have the contacts and expertise to help you build a concrete sales pipeline quickly and efficiently, maximising your ROI.



Stay ahead of the competition

Position yourself as a leading supplier in the events industry and ensure you're the go to service against the competition.



Make up for lost time

Ensure the industry knows you're open for business, get in-front of the buyers who need your services to reschedule their events.



Access our world-class network

Expand your offering and your network as you meet with the global events community under one roof across three unforgettable days.



Take advantage of promotional opportunities

Enhance your exposure with a free PR and marketing service paired with tailored cost-effective promotional opportunities.

To secure your space at IBTM World, submit your enquiry via <https://www.ibtmworld.com/en-gb/forms/exhibitor-enquiry.html>

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“

IBTM World is a must-attend event for the MICE industry.

**Ibiza
Convention
Bureau**

”

“

We've had a fantastic show and have picked up £600,000 worth of enquiries as a result of attending IBTM World, as well as some really strong leads.

The buyers have all been high quality senior decision makers who are all motivated to buy

Shangri - La Hotel

”

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