

CONVENTA 2012

18 - 19 JANUARY 2012, LJUBLJANA, SLOVENIA



CONVENTA THRIVES

Conventa is the leading business-to-business event in the area of meeting industry in South East Europe. It is the main professional meeting industry gathering, bringing together over 140 meeting industry providers from South East Europe and more than 300 carefully selected hosted buyers from all over Europe.

Conventa facilitates personal contacts between an international hosted buyer and regional buyer community and the wide choice of meeting supplier businesses. It offers a unique opportunity to meet, network, negotiate and conduct business under one roof.

The Conventa way of doing business is based on the simple concept that face to face business interaction is the most effective way of imparting information, learning about the

objectives of the planners, events and providing the platform for discussing the best way of concluding business. The exhibitors are thus able to obtain immediate competitive advantage by connecting to meeting planners who have expressed a specific interest in the region.

Conventa triennium 2009-2011



Conventa 2012 in numbers

140	Exhibitors from South East Europe: Slovenia, Croatia, Serbia, Montenegro, Republic of Macedonia, Bosnia and Herzegovina, Albania, Romania and Bulgaria, Austria and Italy
300	Selected hosted buyers from all over Europe
3.800	Prescheduled meetings

Indeed, Conventa has succeeded in convincing hosted buyers to set aside their valuable time to meet the regional meeting industry providers. Conventa has thus become the juncture of the meeting industry of South East Europe.

Growing every year

From the outset Conventa has consistently grown and developed, gradually establishing itself as the most important gathering for the meeting professionals in the region. Compared to previous trade shows, the number of Conventa exhibitors and hosted buyers is continually increasing. This is evidence Conventa has developed to a must attend event for the meeting industry of South East Europe. ■

TALKING BUSINESS

Conventa offers the opportunity of a handshake and exchange of business cards between targeted business partners. It brings together meeting industry providers and selected meeting planners so all future e-mails, phone or skype calls also have a face behind the contact person.

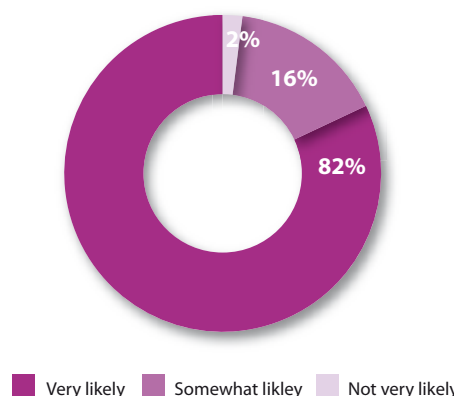
“We recommend Conventa to all serious MICE players in the region. The return on investment is unquestionable.”

Daniel Marušić, Managing Director, Dubrovnik Travel

Exhibitors first make acquaintance with selected hosted buyers through the online system where you can review, select and make appointments with meeting planners. Thus, the exhibitors and hosted buyers establish contact before the actual meeting. At the show, the contact is strengthened by a personal meeting in an unhurried environment.

Conventa thus enables meeting providers to establish personal contacts with their prospective clients at one-to-one meetings as well as various networking and educational events. ■

How likely are you to exhibit at Conventa 2012?



REACHING MARKETING GOALS

In order to ensure your return on investment, Conventa trade show enables the exhibitors to pursue a wide range of sales and marketing objectives in a time and business efficient manner.

The business platform of the Conventa trade show enables the exhibitors to:

- Generate business leads
- Reach new clients from the meeting industry
- Develop and maintain personal contacts
- Build customer loyalty
- Position your brand, products and services
- Take advantage of year-round marketing opportunities
- Obtain competitive intelligence


Prescheduled meetings

Conventa exhibitors are entitled to an online diary of one-to-one meetings with hosted buyers. In the first stage, appointments are buyer driven and hosted buyers select which exhibitors they would like to meet at Conventa. In the second phase, the exhibitors are encour-



aged to make a targeted selection of hosted buyers and request individual appointments with them. Thus exhibitors can thoughtfully plan your time at Conventa trade show, meeting buyers you are explicitly interested in. →

»The Conventa trade show was very well prepared, in particular the online appointments between the hosted buyers and the exhibitors.«

J.H.Weil, The Federation of European Biochemical Societies 

The hosted buyers commit to attend a minimum of ten one-to-one appointments per day. The appointments are confirmed in advance of the trade show, which enables the exhibitors to prepare well, being familiar with the profiles of the potential partners. At the trade show the participants can thus strategically focus on generating business-to-business sales and building personal relationships with meeting industry clients.

Year-round promotion

As part of the Conventa exhibiting package, the exhibitors can take the opportunity of presenting the products and services to an audience of global buyers throughout the year via monthly newsletters, PR articles, the website and various promotional materials. As soon as the exhibitor registers, the organisation can start creating brand awareness that will remain with the meeting professionals long after the trade show. ■


WHO EXHIBITS?

While exhibitors from last years are returning to Conventa, new meeting suppliers recognize Conventa is a highly efficient marketing tool enabling face-to-face interaction to a targeted audience in a cost- and time-efficient manner.

Over 140 organisations will showcase their products and services to the audience of international meeting planners. Among those expected exhibitors to be present at Conventa are:

- Convention hotels
- Congress & convention centres
- Conference and meeting venues
- DMC, incentive agencies
- Professional congress organisers
- Event agencies
- Special venues
- Providers of other congress services

“The Conventa trade show allows us to have productive one-to-one meetings with influential DMC, cosmetic, pharmaceutical companies and other important clients. The direct approach provides us with the possibility to better present our hotel and provide a personal touch and connection with prospective clients.”

Srdjana Pace, Kempinski Hotel Adriatic 

- National, regional, local visitor & convention bureaux
- Airlines
- Event support services.




CENTRE OF ATTENTION

Hosted buyers are centre of attention at business-to-business trade shows. Their interest, requests for further information or proposals are one of key indicators of success of an exhibitor and the trade show as a whole.

The fourth edition of Conventa welcomes 300 selected hosted buyers to get familiar with novel destinations on the global meeting map. Meeting and incentive destinations of South East Europe are becoming increasingly popular, thus hosted buyers can learn more about many opportunities for their meetings and incentives.

“As clients have an ongoing need for unusual programs it’s valuable to be informed of every novelty especially when it comes to emerging destinations. Also it’s an opportunity to personally meet our future partners and develop a sustainable relationship.”

Anthony Vercruyse, Sobeincentive 




Selected hosted buyers can expand their knowledge of new destinations, which they can propose to their clients. In a business efficient manner meeting planners can personally meet the suppliers to the meeting industry of the South East Europe, thus establishing new

and maintaining existing business partnerships. More than 140 suppliers from Slovenia, Croatia, Serbia, Montenegro, Republic of Macedonia, Bosnia and Herzegovina, Albania, Romania and Bulgaria, Austria and Italy will be present at Conventa. ■

CHERRY-PICKED BUYERS

The Conventa hosted buyer programme is available to the leading meeting industry buyers from associations, corporations and event agencies. Meeting planners, who organize, influence or make budgetary decisions for international meetings, incentive travel, conventions, product launches, staff trainings or events, may be eligible to attend Conventa as a hosted buyer.

»A wonderful surprise to discover South East of Europe and particularly Ljubljana. A show very well organized from arriving to the end!«

Dominique Fourré, Ordif 

To qualify for the hosted buyer programme meeting planners must demonstrate their interest in organizing meetings in the region of South East Europe. More than 300 European hosted buyers are to be selected based on stringent criteria to attend the trade show. Qualification is dependant on the following criteria:

- Potential for future business
- Record of past international events
- Number of events held annually
- Level of purchasing responsibility

Conventa thus cherry-picks top level meeting planners with real purchasing power to attend the trade show and personally experience the region of South East Europe. ■



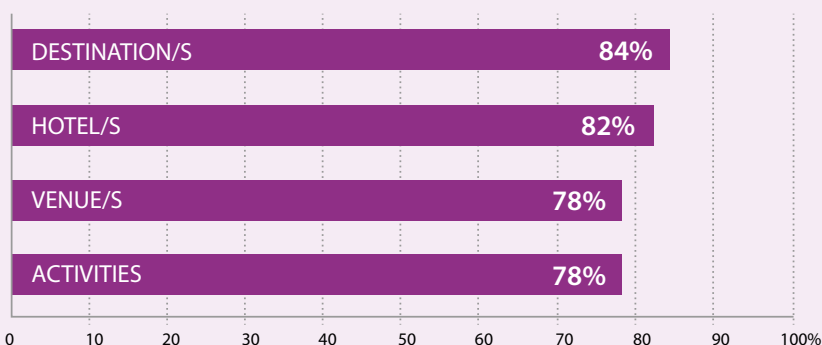
MEETING THOSE WHO MATTER

Conventa provides a programme of networking that increases the potential for making connections that will genuinely add value for all participants.

The networking events provide a more informal opportunity to meet buyers, exhibitors and indeed the media. They provide a wide variety of exposure to business partners that might be critical to your success. Conventa thus offers prime opportunities for networking that helps building trust and long term relationships. ■



How likely are Conventa hosted buyers to place future business in SEE





EXPANDING POOL OF KNOWLEDGE

Conventa offers opportunities to gain in depth knowledge and best practice examples in subjects as diverse as meeting management and destination marketing. Conventa participants are therefore able to get acquainted with the latest developments in the global meeting industry. This in turn contributes to your professionalization and contributes to the successful development of your organisation. Educational opportunities are thus another gateway to gaining a competitive advantage in the global meeting industry market.

The Conventa trade show is honoured to host renowned guest lecturers like Linda Pereira, Executive Director of CPL Events, Patrick Delaney, Managing Director of Ovation Global DMC, and Paul Kennedy MBE, strategic business consultant.

Academy Conventa Award winners

2009 award winners

- Ljubljana Tourism/ Convention Bureau
- Meet Adria DMC Group
- Koren Sports



2010 award winners

- Serbia Convention Bureau
- Bohinj Park Eco Hotel
- Matjaževa domačija

IMEX-MPI Future Leaders Forum at Conventa

The new partnership of Conventa and IMEX-MPI Future Leaders Forum provides an exceptional educational opportunity to the future generation of meeting industry leaders. Students from local universities of Slovenia, Croatia, Serbia, Italy and Austria are invited to participate in the Forum, listening to some of the leading speakers in the industry. ■



REGIONAL VENTURE

“Conventa is not a conventional exhibition; it is a joint marketing project of the entire region of Southeast Europe,” stated Miha Kovačič, Conventa Organiser. The trade show rests upon a partnership model of creating synergies with official, regional, international and media partners. Indeed, the partners are those who add the real value to Conventa trade show. And each year, the circle of partners is increasing, which strengthens the image of the trade show on national, regional and international level.

In this manner, Conventa moves regional boundaries, establishing competitive cooperation among meeting and incentive providers of South East Europe. ■



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TECHNICAL ORGANISER / Go*Mice

In our commitment to the principles of sustainable development, Conventa 2012 leaflet is printed on Xerox recycled paper, using environmentally friendly multifunctional printer Xerox ColorQube with revolutionary solid ink colours SolidInk. Conventa publications thus reduce the adverse effects of waste on the environment by 90 %.