



VIRTUAL
POWER DAYS
MICE • LUXURY • GOLF



Presence with sustainability
April 27th – 29th 2021

**Hub of Inspiration (MICE), Lucky Draw (Luxury),
Happy Success (Golf)**

27.04. – 15.05.2021, 11:00 – 16:00 hrs.

Digital trade fairs and workshops - including, of course, in the MICE- luxury-golf segment - are the current means of demonstrating presence in the Corona era. But what use is any presence without **sustainability**.

Sustainability here means being present with the buyers, when what is seen and heard can be implemented in concrete actions. Unfortunately, it is not yet clear when this will happen. This makes it all the more important to create a digital event that has a **long-term "effect"**:

The ICJ Virtual Power Days, MICE, Luxury, Golf + Hub of Inspiration, Lucky Draw, Happy Success



How do these "Days" differ from current offers?

- A) the forward-looking date: April 27th - 29th, 2021
At this time a better overview of the corona development is possible, with a view to the "light on the horizon".
- B) the period: 3 days from 11:00 - 16:00 hrs.
- C) the trade fair offer: 3 areas in 3 halls with synergy effects MICE, Luxury, Golf
- D) Visitors: 3 groups, MICE: MICE buyers (agencies, corporates), closed group of visitors (trade buyers), Luxury/Golf: travel agencies, end customers (FIT) Golf interested parties, MICE buyers
- E) An exclusive raffle 27.04. - 15.05.2021: Hub of Inspiration (MICE), Lucky Draw (Luxury), Happy Success (Golf); each in its own password-protected area.
No simple raffle, as usual (only a few people win) but, the possible profit must be worked out sustainably.
- F) The news system: 6 months on www.icj-mm.de

Media data*:

- 1 virtual booth: 690,- Euro*
- Further booths: 290,- Euro* each

Hub of Inspiration, Lucky Draw, Happy Success with extended runtime (27.04. - 15.05.2021) is included in the package.

The exhibitor agrees to donate one prize per booked area (minimum value 100,- Euro), 1 mailing campaign with invitation to his booth, ICJ Virtual Power Days. (Should he not be able to generate a prize from his portfolio, he can purchase a voucher from the Lambert company worth 100,- Euro*.

** plus VAT*

Hub of Inspiration (MICE), 27.04 - 15.05.2021

Technology:

From the exhibitors of the ICJ Virtual Power Days at least 8 suppliers will be selected by the fair visitors, 4 more will be assigned automatically by the system. Up to 4 employees per company, if they have visited the trade fair in advance, can take part in this campaign and thus receive further top information in the shortest possible time, as well as take their chance to receive a valuable prize.

Function:

The exhibitor presents his product briefly and concisely (2000- 3000 lines + 4 photos) and develops 3 questions from the text in the respective multiple choice answer procedure. In addition, there is the possibility to integrate a photo show, video and/or statement (YouTube link) (will be taken over from the exhibition stand).

Furthermore, exhibitors will receive a PR tool to promote their presentation/offer on the index page of the ICJ Virtual Events. These news/blogs will also appear on the index page of ICJ (www.icj-mm.de). If the exhibitors' questions are answered correctly, the buyer automatically participates in the exclusive prize draw. The prices are also displayed in a promotional way.

All exhibitors who have booked the ICJ Virtual Power Days can use the news system immediately.

Prices:

European suppliers provide 2 overnight stays including breakfast (single or double room, 1-2 persons), non-European suppliers provide 4 overnight stays including breakfast (single or double room, 1-2 persons).

If this is not possible, the exhibitor donates a voucher from the exclusive furnishing company Lambert worth 100,- Euro (in this case the exhibitor fee increases by 100,- Euro; processed by ICJ Marketing)

Lucky Draw (Luxury) + Happy Success (Golf) - technology, function and prices - :

The exhibitor donates a prize which is raffled off among the visitors (event halls Luxury + Golf).

Each visitor can "work out" an increased chance of winning by visiting the social media channels (buttons).

Bookings by email to icj@icj-mm.de



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