



MICE

The Online Community for the Meetings, Incentives, Conferences and Exhibitions Industry

Join the network that matters most for
the Meetings, Incentives, Conferences and
Exhibitions Industry, **MICE.com**.



MICE.com MEDIA KIT

MICE.com is looking to connect every supplier and buyer of services associated with The MICE Industry one person at a time. Through increased communication and collaboration we will all become better at what we do best.

Our vision is to be the number one resource for The Meetings Industry to connect, communicate and source meetings. MICE is a single platform for cross collaboration among planners, suppliers, trade shows and events, associations and groups, as well as educators.

MICE is your community to connect, share, collaborate and do business. Advance yourself and become part of the voice that influences and shapes the future of The Meetings Industry.

*In a world that thrives off relationships **MICE.com** gets you connected.*



Build your Company on MICE

Senior Level – you are an opinion leader with a robust knowledge base to share and raise awareness of your company

Marketing – you are looking for channels to build traffic back to your business

Public Relations – you want to know and respond to what the public is saying about your services

- Market your business
- Connect with planners online and offline
- Post unlimited updates to the MICE community
- Build a following
- Generate leads, referrals and repeat business
- Engage with customers
- Receive and respond to reviews
- Be a Thought Leader



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Preferred Listing

Successful social media marketing is an understanding of where your customers are and engaging them through your presence on MICE.com.

Take full advantage of MICE.com by upgrading to a **Preferred Listing**.



Get Listed!

MICE.com provides a direct to buyer marketing channel for suppliers to The Meetings Industry.

Upgrade to a Preferred Status and receive the following benefits:



Full Page Listing with No Competing Ads

Full detailed profile listing with the ability to post and display unlimited images and affiliations, upload documents and brochures, list key company contacts and link to videos.



Link

Control your listing content and link to your website.



Connect and Collaborate

Generate leads, repeat business and referrals.



Communicate

Actively court and engage users on a 24/7/365 basis. Post updates and share information with followers like company milestones and news, exclusive deals, press releases and external links.



Hotels

Hotels can list property and meeting space details, push availability and hot dates, post group inclusive packages and announce special promotions.



Amplification

Drive word of mouth buzz without having to leave the office. Gain more traffic with a listing that is sharable, interactive and amplifies user activity into the feeds of potential followers.



Premium Placements

Receive premium placements in selected search categories.



Events

Display events and trade shows your company is attending.



Dashboard

Track your listing performance from your dashboard. Full page analytics including the capability to track followers and who visited your listing.



Support

Dedicated Sales Account Manager.



Pricing

Reach a greater net of buyers for a longer period at a fraction of the cost of a trade show booth or magazine ad. Your listing pays for itself with just one group per year.

Conference Center

\$995/year

Cruise lines

\$1695/year

CVB

\$1695/year

DMC

\$495/year

Hotel/Resort

\$1,695/year

Hotel Representation Firm

\$995/year

National/Regional Tourist Office

\$1695/year

All Others

\$495/year

Upgrade to a preferred listing and your listing is free until we hit 20,000 users.





Advertising

Advertise your brand in our newsletter or industry news updates.

MICE Newsletter

Deploys: Wednesdays
Average Weekly Circulation
17,000+

Positions	1 x Rate	1 Month	3 Months
Top Leaderboard	\$300/with listing \$500/without listing	\$960/with listing \$1,600/without listing	\$2,880/with listing \$4,200/without listing
Mid Section	\$200/with listing \$400/without listing	\$640/with listing \$1,280/without listing	\$1,920/with listing \$3,840/without listing
Anchor Leaderboard	\$100/with listing \$300/without listing	\$320/with listing \$960/without listing	\$960/with listing \$2,880/without listing

MICE Industry News

Deploys: Fridays
Average Weekly Circulation
17,000+

Positions	1 x Rate	1 Month	3 Months
Top Leaderboard	\$200/with listing \$400/without listing	\$640/with listing \$1,280/without listing	\$1,920/with listing \$3,840/without listing
Anchor Leaderboard	\$100/with listing \$300/without listing	\$320/with listing \$960/without listing	\$960/with listing \$2,880/without listing

For advertising opportunities contact:

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Connect With Us