

TPB CIRCULAR NO.: 2021-011

TO : TPB MEMBERS

ATTENTION : MICE EVENT ORGANIZERS, HOTELS/RESORTS, TOUR OPERATORS AND MEETING/CONVENTION VENUES

DATE : 27 April 2021

SUBJECT : MICE TRADE FAIRS 2021

We are pleased to inform you that preparations are underway for the TPB's participation in the upcoming virtual trade shows organized by TTG Asia in 2021. May we invite you to participate as one of TPB'S co-exhibitors in the following MICE trade shows within the Asia Pacific Region:

PROJECT NAME & DATE	DESCRIPTION	Number of Co-Exhibitor Slots	CONTACT PERSON AND CONTACT DETAILS
Virtual Incentive Travel & Conventions, Meetings (IT&CM) China 2021 22 – 24 June 2021 www.itcmchina.com	The Incentive Travel & Conventions, Meetings (IT&CM) China has established itself as China's leading international MICE business, education and networking event, being the only MICE trade fair in the Shanghai/Eastern China area.	24	Ms. Jasmin Parra jas_parra@tpb.gov.ph Ms. Jelline Cruz jelline_cruz@tpb.gov.ph
Virtual Incentive Travel & Conventions, Meetings Asia (IT&CMA) 2021 28 – 30 September 2021 www.itcma.com/	Traditionally being held in Bangkok, it features both pre-scheduled and "walk-in" business-to-business (B2B) sessions between international MICE Buyers and Suppliers	39	Ms. Sherdoll Bayona sherdoll_bayona@tpb.gov.ph Mr. Dan Ferrolino dan_ferrolino@tpb.gov.ph

Inasmuch as participation of co-exhibitors in these virtual MICE Shows are being offered by TPB on a complimentary basis, please be guided by the following:

1. Those who participated in ITCM China and IT&CMA in 2019 and 2020 will be given priorities. Likewise, may we reiterate that non-submission of the required sales lead and evaluation form in previously-held TPB projects will be used as basis for disqualification in the abovementioned MICE Fairs.
2. Proof of accomplished [Virtual MICE Fair Participation Agreement Form](#) must be emailed and submitted to TPB on or before **4 May 2021** together with the following:
 - Scanned copy of your company's DOT Accreditation Certificate *(as applicable)*
 - Google Drive link containing your company profile, logo and videos

Kindly use this text subject of your email:

“Application for Participation in (Event)_(Company Name)”

3. Your participation in the trade shows will only be confirmed upon your complete submission of the requirements. Co-exhibitor slots will be reserved on first come, first served basis.

Ms. Jelline Cruz and Mr. Dan Ferrolino of the TPB MICE Department shall manage co-exhibitor participations. Should there be a need, they may be contacted by email at: jelline_cruz@tpb.gov.ph and dan_ferrolino@tpb.gov.ph .

Thank you and we look forward to your active participation.


MARIA ANTHONETTE C. VELASCO-ALLONES
Chief Operating Officer