

**ibtm**® WIRED

28 JUNE - 1 JULY 2021

# Illuminating the future of events

For more information visit  
[www.ibtmwired.com](http://www.ibtmwired.com)

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# ILLUMINATE YOUR FUTURE AT IBTM WIRED

Come together with the entire IBTM community at a landmark 4-day virtual event, designed to help you find your next business connection.

**Day 1** - Spotlight on Asia Pacific, represented by the colour **INDIGO**, will also explore new ways of thinking and innovation

**Day 2** - Spotlight on Americas, characterised by its signature **PURPLE**, will delve into quality experiences and premium service

**Day 3** - Spotlight on Africa and the Middle East, embodied by the colours **YELLOW** and **ORANGE**, will focus on networking, data and analysis, and energy

**Day 4** - Spotlight on Europe, represented by the iconic **IBTM RED**, will focus on power and success within learning and development

We will connect you with high quality suppliers from around the world who are ready to discuss business with you and are looking to create partnerships that help you thrive and succeed in 2021 and beyond.

Our Hosted Buyer programme will guarantee the matched appointments understand your business and budget needs. So, we will deliver more relevant and efficient meetings for you and your organisation with the right suppliers.

You will find the latest technology, see the latest demos and innovations to understand who is the right supplier for you as well as adding something really special to your events. We will help you grow your business in 2021 and beyond.

**Illuminate the future of the business events industry on  
28 June – 1 July 2021**



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# HOSTED BUYER PROGRAMME

Join our high calibre of Hosted Buyers and gain a head start on planning your next events whilst re-establishing your industry relationships in four days. Ensure you are set up for success in 2021 as IBTM Wired is here to connect you with the suppliers who will make a difference to your business.

## What you can expect from our exclusive Hosted Buyer Programme:

### Save time and money

Take control of your meetings and prioritise your screen time with key suppliers at a time that suits you. You will receive a personalised diary to arrange meetings, and be able to learn and participate during educational sessions.



### Only 5 meetings a day

This year, you only need to carry out 20 meetings (each one is 20-minutes long) across the 4 days of IBTM Wired. Providing you with the flexibility to conduct meetings alongside your work and explore our knowledge programme.



### Bespoke recommendations

Attend meetings, which will make a difference as you receive an exclusive list of exhibitor recommendations based on your specific business goals to help you plan who you want to meet.



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## Who will you meet online?

We have a range of suppliers joining us online for IBTM Wired. Examples of the types of suppliers are:

-  Airlines & Cruise Lines
-  Hotels, Resorts & Spas
-  Attractions & Entertainment
-  Conference & Meeting Venues
-  Convention & Visitor Bureaus

-  Destination Management Services
-  Event Support Services
-  National Tourist Organisations
-  Technology Providers



**79%**

of our **Hosted Buyers** state their main priority for visiting is to explore exhibitor services to discover what is new and interesting in the industry



**84%**

of our **Hosted Buyers** regard attending it is very **important to their business**

**J. Grant Caplan, President of PROCURIGENCE, who attended IBTM World as a Hosted Buyer, comments:**

*"I know IBTM Wired will be one of the most valuable uses of my time. Where else can I meet so many suppliers in one place that will help me grow my business whilst growing theirs? We're all in this together!"*