

## EXPERIENCE AND TASTE the Alpe Adria Region

EXCITING - POSITIVE - FUN - ACTIVE



### Business meetings have never been so relaxed and personal.

[Incentives Alpe-Adria](#) is the first European "Try Before You Buy" incentive experience. That means that before hosted buyers have pre-arranged business meetings with the exhibitors, they embark on an incentive journey, exploring the destination through individual programmes in four selected locations. In addition, two post-tours are planned. The event focuses primarily on the Alpe-Adria region and the nearest potential markets and exclusively on the incentive product.

### Why become a host destination?

Incentive programmes are known for having the highest added value of all MICE products. According to a SITE survey, the average daily budget for incentive trips by domestic companies in Germany is on average **€423**. The average daily budget for incentive trips by foreign companies in Germany is **€605**, often exceeding **€800/day**.

### Benefits of hosting Incentives Alpe Adria

In preparing the event programme, we strive to work with partners who can provide an attractive and original incentive experience for the participants. Hosting the project is important for the following reasons:

#### DESTINATION BRANDING

We will help you to strengthen your destination's image in the incentive travel sector.

#### YEAR-ROUND PROMOTION

Your destination will be promoted throughout the year across all our channels.

#### ECONOMIC IMPACT

The event will bring measurable direct (overnight stays, logistics) and indirect economic benefits to your destination.

#### BUSINESS INTELLIGENCE

We have built one of the largest databases of contacts of incentive tour operators. Organising the event in your destination is a confirmation of the quality of the offer the region.

## EXPERIENCE MATTERS

In preparation of the programme, we strive to work with partners who guarantee a **TRUE DESTINATION EXPERIENCE**.

The event is intertwined with a genuine and in-depth experience. It is organised according to the **Power to the Meetings** methodology. The key pillars of the event are:

### MOTIVATE Incentive Forum

The educational part with presentations of good practice cases.

The event is a hub for idea sharing and experiential learning.

### ENGAGE Incentive B2B

A platform for making one2one business meetings and networking in a fun, innovative and productive way.

### EXPERIENCE Incentive Experience

Getting to know a destination first-hand and testing out incentive programmes in 4 different categories: fun, educational, creative and active incentives.

**IMPORTANT:** Interest for Incentives Alpe Adria among hosted buyers has always been outstanding. On average, we received 149 applications for the event, from which we selected 20 of the best and highest quality buyers. The high level of interest allows us to be selective when awarding the hosted buyer status.

## IDEAL MATCHMAKING

### SUPPLIERS

MICE providers

#### INCENTIVE ARCHITECTS

Teambuilding agencies, event agencies, sport agencies

#### INCENTIVE DESTINATIONS

Incentive destinations from the Alpe Adria region

#### INCENTIVE LOGISTICS

Support services: teambuilding logistics, catering, stage, sound, multimedia...

#### SPECIAL VENUES

Incentive hotels and special venues

### BUYERS

Event organisers

#### CORPO

Corpo clients and organisers of trainings and teambuildings inside corporations

#### AGENCIES

Event agencies, PCO's, DMC's, wedding planners

#### EDUCATION

Organisers of professional education programmes and trainings

#### LIVE EXPERIENCE

Marketing agencies specialised in live experiences

## EVENT BUSINESS MODEL

The business model of the event is based on the following mutual obligations:

### **ORGANISER (Toleranca marketing) shall take over the following activities:**

- marketing materials (design and branding, website, digital and content marketing, e-marketing)
- communication and marketing plan (including actions and deadlines)
- database management
- One2One meetings online system
- on-line registration of hosted buyers and exhibitors
- invoicing to exhibitors and reimbursements to hosted buyers
- recruitment of hosted buyers (from companies and incentive agencies from Europe) in collaboration with Hosting destination
- recruitment of exhibitors from the Alpe-Adria Region
- financial management
- on-site event coordination

### **HOSTING DESTINATION shall take over the following activities:**

- provide the venue for the event, technical equipment and staff at the venue
- accommodation for up to 20 hosted buyers (single rooms) and 3 rooms for the organisers for 2 nights
- accommodation for exhibitors at special rates (payable by individual exhibitors)
- arranging the best offers for Try Before you Buy programme (4 activities)
- promotion of the event to attract exhibitors from the hosting destination / region
- appointing one person to be in charge for the project planning and execution
- organisation of social programme within the programme (for all participants)
- welcome dinner
- lunch during the Try before You Buy programmes
- dinner
- lunch on the last day
- organisation of transportation from the local airport(s) or train station to hotel and back for hosted buyers on arrival & departure day
- organisation of transfers for the "Try before you buy" tours

## FINANCIAL RESPONSIBILITIES

### **Organiser shall take over responsibility with regards to the general financial accountability of the event and the following costs:**

- marketing materials and services
- database management
- One2One meetings online system
- recruitment of the hosted buyers and exhibitors
- organisation and coordination of the event
- financial management, invoicing

The costs will be covered by participation fees paid by suppliers. The number of hosted buyers shall be at least the same or higher than the number of exhibitors.

### **Hosting destination shall take over the following costs**

- hall rental for One2One meetings and technical equipment (min 300 m2)
- accommodation for up to 20 hosted buyers (2 nights)
- accommodation for the organisers, 3 persons (2 nights)
- costs of the site inspection for the organisers, 3 persons (1 night)
- welcome drink and dinner for all participants (max. 50 persons)
- cost of the programme and lunch for the "Try before you buy" tours  
(Providers that will be involved in the programme can be offered promotional services as compensation (visibility at the website [www.incentives-alpe-adria.eu](http://www.incentives-alpe-adria.eu), and in the newsletters)
- dinner on the second day for all participants (max. 50 persons)
- lunch on the last day for all participants (max. 50 persons)
- local gadgets for all participants
- payment of travel costs for up to 20 hosted buyers maximum €250 per delegate for an economy flight or train ticket or refund for mileage if travelling by car.

# MARKETING SERVICES FOR LOCAL HOST

## 1. Branding

- Branding of all event locations with banners and destination CVB visuals
- Branding on Incentives Alpe Adria website
- Branding and creative design of lanyards
- Hand out of sponsors materials and gadgets

## 2. Host microsite at the event webpage [www.incentives-alpe-adria.eu](http://www.incentives-alpe-adria.eu)

Single landing page with presentation of partner (one page design) including

- Partner basic information (contact details)
- Meeting hotspot (presentation of partner)
- Incentive Experience 1 (thrilling incentive experience)
- Incentive Experience 2 (thrilling incentive experience)
- Did you know (interesting facts about partner)
- - Arriving (about accesibility)
- At Incentives Alpe Adria we offer you

## 3. Direct mailing to potential buyers

The service includes preparation of 7 news in event newsletters and distribution through event social networks. This service includes copywriting up to 300 words, proofreading and distribution through mailing (7 articles)

## 4. Database of all registered hosted buyers

GDPR approved database of all registered hosted buyers.

## 5. Promotion at event social media (FB and Twitter)

Up to 15 promotional news in social media

This service includes copywriting up to 100 words, proofreading and distribution through social media (3 news)

## 6. Advertising in the Incentives Alpe Adria Digital Catalogue

- 2 Full page AD, dimensions 204 x 255 mm

- Welcome letter from in the Alpe Adria Incentives catalogue with short presentation of partner (100 words text)

## 7. VIP passs

VIP pass for 10 guest of Destination, which gives you free access to the event and all networking functions according to the programme.

### KEY DATES

- **15 July 2022:** Deadline for expressing interest to host the event
- **15 August 2022:** Deadline for signing the cooperation agreement
- **25 August 2022:** Start of marketing and promotion activities

## PAST IAA EVENTS



**2018**

TRÖPOLACH, AUSTRIA



**2019**

PULA, CROATIA



**2021**

SAALFELDEN, AUSTRIA



**2023**

NEW DESTINATION

## TESTIMONIALS BY PARTNERS AND PARTICIPANTS

*“Thanks again for these interesting and inspiring days in Leogang with a lot of good leisure and business talks. I enjoyed the first on-site and live meeting after a long time very much.»*

**Mag. Birgit Sternath, Sternath Marketing Services**

*»I wanted to thank you all for the invitation to Saalfelden Leogang and the wonderful programme you have arranged for us! I learned a lot and met very interesting people and I really fell in love with the landscape there - success in all areas :). Thanks for all your hard work and making this trip possible in these "strange" times«*

**Johanna Schmikal, Imperial Connections**

## ABOUT TOLERANCA MARKETING



Toleranca Marketing is a certified **PCO** (category B) and **EVENT** agency (category D) under the standardisation of the Slovenian Convention Bureau.



Here at Toleranca Marketing, we know a thing or two about marketing events, destinations, products and services connected to the meetings industry.

### **EVENTS: We organize events that rock.**

Our biggest passion is organising events. We live and breathe events, design them and organise them. We carefully listen to the needs of our clients to understand the goal, find creative solutions and impress the audience. With more than 25 years of experience in professional event organisation, we are your reliable partner in carrying out conferences, B2B tradeshows & workshops. Our best-known event is Conventa, which is the oldest regional MICE trade show. While building the Conventa brand, we've also developed one of the largest databases of contacts in the region, including more than 85,000 meeting planners.

Over the past two years, we have successfully switched to digital and added digital and hybrid events to our range of services. We have organised over 50 online webinars and workshops, hybrid events with international attendance, online award ceremonies and online scientific conferences.

### **MARKETING: We help you become MICE bestsellers.**

We are skilled in telling stories and measuring their effectiveness and reach. We do it every day on our web portal Kongres Magazine. The portal is positioned among the very top meetings industry media in terms of readership. We know the region of New Europe like the back of our hand, which gives us an advantage when preparing benchmark analyses and business strategies for destinations, convention centers, hotels and other providers.

### **Get in touch**

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**Incentives**  
ALPE ADRIA

[www.incentives-alpe-adria.eu](http://www.incentives-alpe-adria.eu)