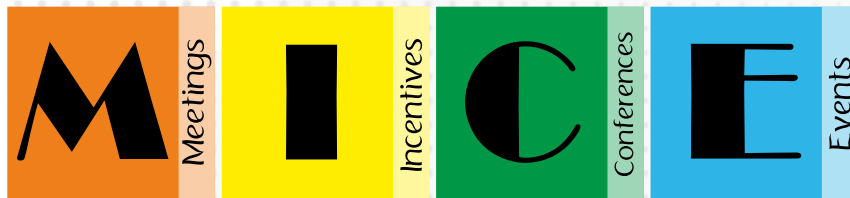


Globally Leading Media For MICE Industry

exhibition showcase



&



Showcase



ABOUT EXHIBITION SHOWCASE

Exhibition Showcase is Asia's Most Comprehensive Media Platform For Exhibitions. Fuelled By The Monthly Print Magazine, Dynamic Online Portal, India's First Dedicated Youtube Channel for Exhibitions, Webinars, Newsletters, Annual All India Exhibition Directory, The Exhibition Excellence Awards Initiative, Training Programs and Special Events, Exhibition Showcase Is Your One Stop Guide To Exhibitions In Asia. Exhibition Showcase Magazine Is Registered As Press. An ISO 9001:2015 Organization, Exhibition Showcase Is Media Partner & Member Of UFI - The Global Association of Exhibition Industry, AFECA, IELA, ETT, Indian Exhibition Industry Association, India Convention Promotion Bureau & Indian Exhibition Services Association.

OVERALL MEDIA REACH

185,000+

OUR RATINGS & REVIEWS

4.56

Rating out of 5 for
reader satisfaction

94%

Of readers see ES
content as extremely
relevant

98%

Of the ES circulation read
the magazine to keep up
with the latest news



ABOUT MICE SHOWCASE

MICE Showcase is India's Most Comprehensive Media Platform For MICE sector. Fuelled by Monthly Print Magazine, Dynamic Online Portal, Dedicated Digital Presence for MICE, Webinars, Newsletters, Annual India Associations and MICE Leadership Summit, MICE Sustainability & Technology Conclave, MICE Showcase Is Your One Stop Guide To The World Of Meetings Incentives Conventions Events, Exhibitions & Business Tourism. MICE Showcase is the partner publication of Exhibition Showcase Magazine. MICE Showcase is the media partner of ICPB, EEMA, NIMA, SITE India, PATA India, TAAI, IATO, SATTE, TTF, ITB India etc.

OVERALL MEDIA REACH

140,000+

OUR RATINGS & REVIEWS

4.06

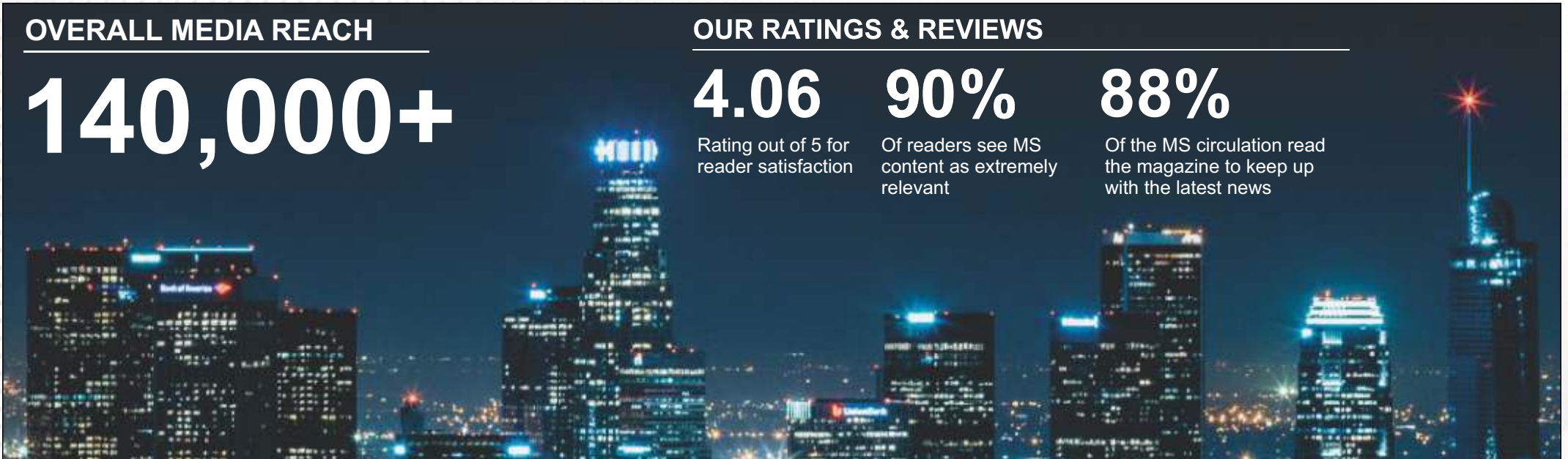
Rating out of 5 for
reader satisfaction

90%

Of readers see MS
content as extremely
relevant

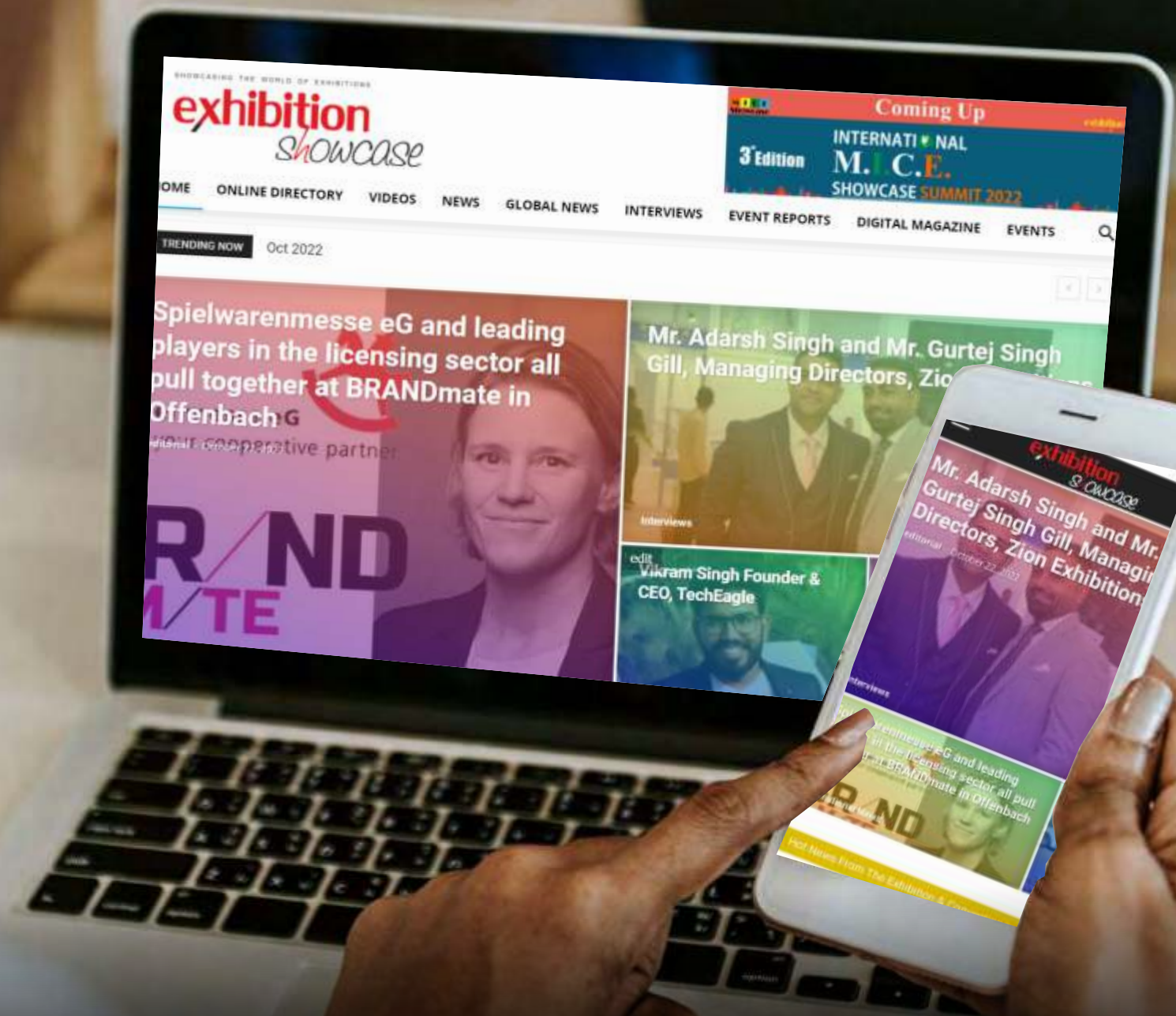
88%

Of the MS circulation read
the magazine to keep up
with the latest news



HOW WE SERVE OUR COMMUNITY





OUR CHANNELS

EXHIBITION SHOWCASE MAGAZINE

ES magazine sits at the heart of the portfolio and where, each month, we delve into the key issues that affect the Exhibition industry. The magazine delivers key analysis, interviews and best practices and is essential reading for any Exhibition professional.

1,20,000

Overall readership

80% of our audience have been reading ES for 2 or more years

Top 3 reasons why people read *Exhibition Showcase*

1. To keep up to date with the latest industry news
2. Stay abreast of industry opinions and news interviews
3. Record and understand industry issues



OUR CHANNELS: MAGAZINE

MICE SHOWCASE MAGAZINE

MS magazine sits at the heart of the portfolio and where, each month, we delve into the key issues that affect the MICE industry. The magazine delivers key analysis, interviews and best practices and is essential reading for any MICE professional.

80,000

Overall readership

70% of our audience have been reading MS for 2 or more years

Top 3 reasons why people read *MICE Showcase*

1. To keep up to date with the latest industry news
2. Stay abreast of industry opinions and news interviews
3. Record and understand industry issues



OUR CHANNELS: DIGITAL

WEBSITE

WWW.EXHIBITIONSHOWCASE.COM

Every day, the ES website delivers the latest news, opinion and insight into the industry, keeping our viewers abreast of the latest developments in their professional world.

18,342

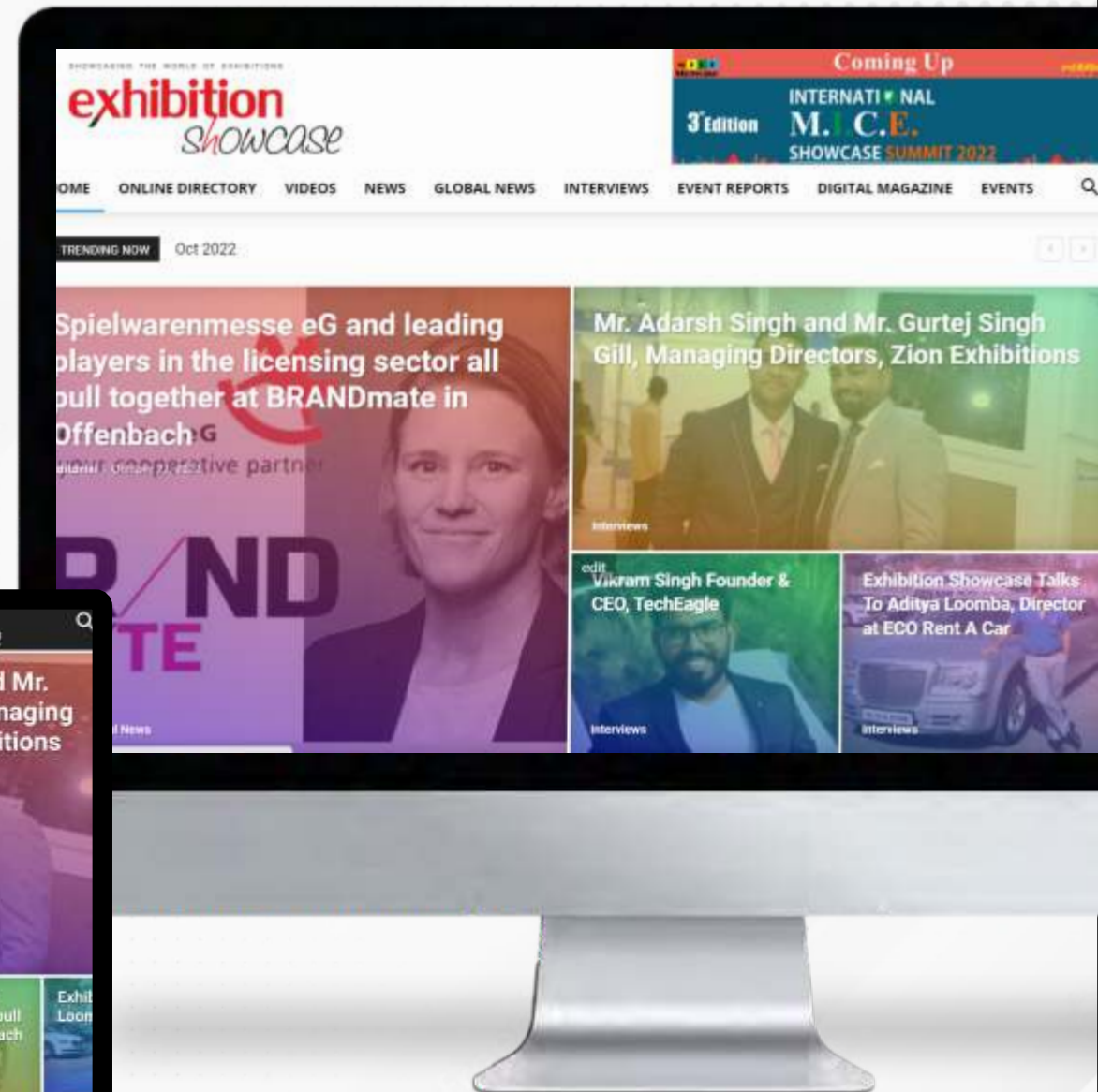
Average monthly users

37,480

Monthly page views

2.62 Minutes

Average dwell time



OUR CHANNELS: DIGITAL

WEBSITE

www.miceshowcase.com

Every day, the MS website delivers the latest news, opinion and insight into the industry, keeping our viewers abreast of the latest developments in their professional world.

15,256

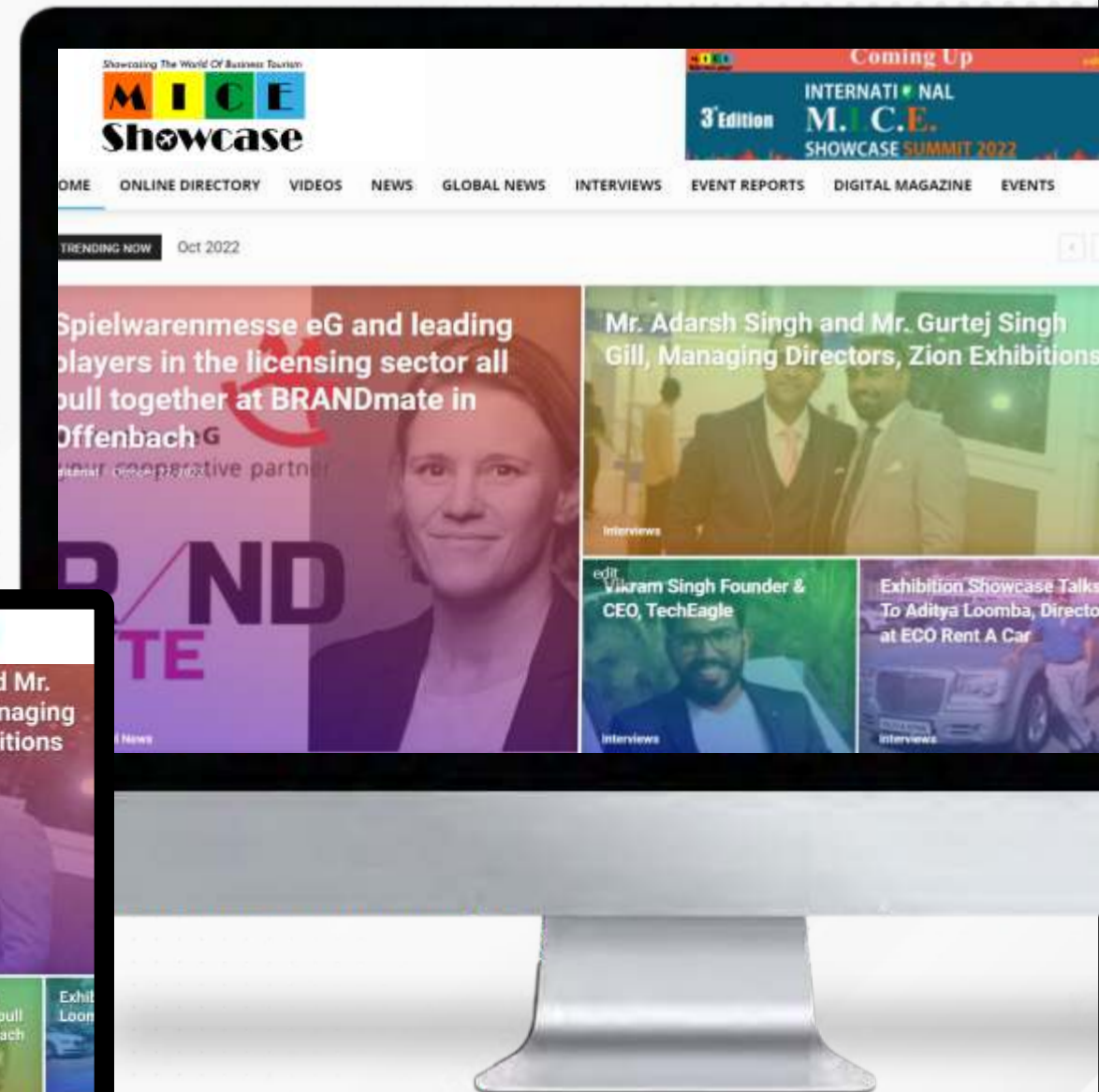
Average monthly users

30,487

Monthly page views

1.32 Minutes

Average dwell time



OUR CHANNELS: DIGITAL

NEWSLETTER COMMUNITY

Once weekly the ES newsletter gives you a snapshot of the latest news and headlines, allowing you to select the key issues that are important to you.

200,000 GLOBAL INDUSTRY DATABASE



VOICE OF ASIA'S MICE & CONVENTION INDUSTRY



Its News Time For The Industry!

Powered by Exhibition Showcase, MICE Showcase and Association Buzz publications, Seagem Media brings to you specialized content, tailor suited for the MICE industry. For regular updates, please subscribe to our channels on FB, YouTube, Twitter and Instagram



'Medlab Asia & Asia Health 2022' to Promote Thailand as a Medical Hub of ASEAN

[Click here to read more:](#)



Lyons announces £11.5 million funding package for tourism in Northern Ireland [Click here to read more:](#)



African Exhibition Industry Outlook: Unlocking untapped opportunities in Africa

[Click here to read more:](#)

OUR CHANNELS: DIGITAL

SOCIAL MEDIA CHANNELS



TWITTER



LINKEDIN



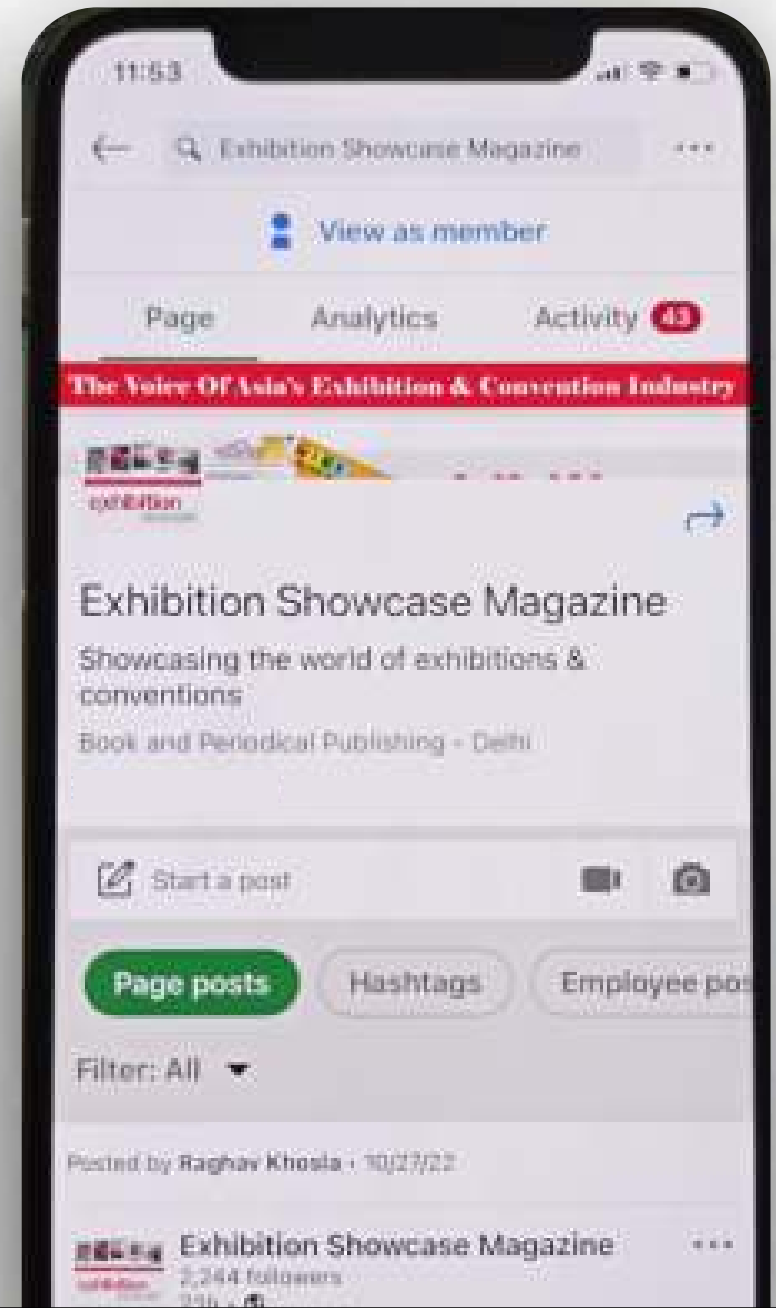
YOUTUBE



INSTAGRAM



FACEBOOK



HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING PRINT

Why use?

Colour Profile Coated FOGRA39 Resolution 300 DPI
Advertising through our magazine ensures you will be seen by the key stakeholders and buyers within the Exhibition industry. There is a certain prestige and trust that is associated with our publication that will grow your business or maintain your position as a market leader.

Advert Size

Main Magazine

Double Page Spread

Full-Page

Cover Page Plus 4 Pages Feature

Wrap - Around Plus 3 Pages Feature

Rate

Rs. 70,000 / \$ 855

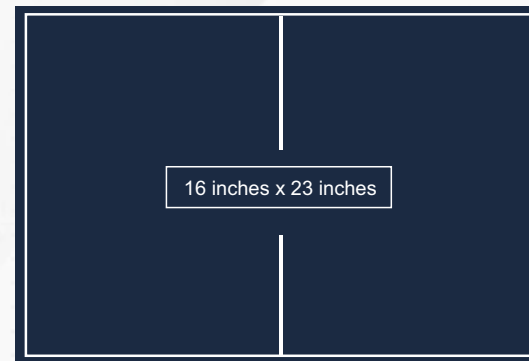
Rs. 40,000 / \$ 489

Rs. 2,00,000 / \$ 2,445

Rs. 1,10,000 / \$ 1,345

Print Material Requirements

File Format Colour Mode
JPEG/PDF CMYK



DPS Advertorial Feature Main Magazine



Full-Page Main Magazine



Half-Page Main Magazine



Quarter-Page Strip Main Magazine

HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING PRINT

Why use?

Colour Profile Coated FOGRA39 Resolution 300 DPI
Advertising through our magazine ensures you will be seen by the key stakeholders and buyers within the MICE industry. There is a certain prestige and trust that is associated with our publication that will grow your business or maintain your position as a market leader.

Advert Size

Main Magazine

Double Page Spread

Full-Page

Half-Page

Cover Page Plus 4 Pages Feature

Wrap - Around Plus 3 Pages Feature

Rate

Rs. 60,000 / \$ 727

Rs. 35,000 / \$ 425

Rs. 20,000 / \$ 245

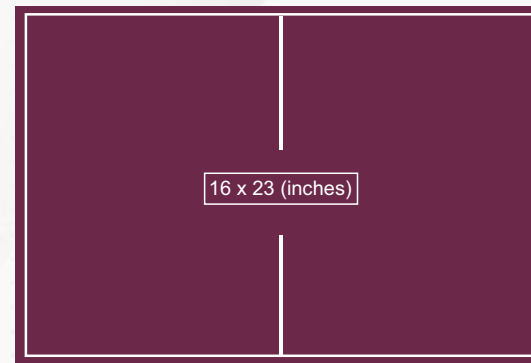
Rs. 1,85,000 / \$ 2246

Rs. 100,000 / \$ 1213

Print Material Requirements

File Format
JPEG/PDF

Colour Mode
CMYK



DPS Advertorial Feature Main Magazine



Half-Page



Full-Page Main Magazine



Quarter-Page Strip Main Magazine

ADVERTISING DIGITAL

Why use?

Digital advertising on leading trade magazine websites like ours has multiple benefits for your business. Prime digital display positions like banners, takeovers or splash pages offer the combined benefits of huge brand awareness, credibility, direct traffic to your website landing page and ultimately data capture and leads.

Leaderboard Banner

49,904 Average Impressions
48 Average Clicks
0.50% CTR

Rs. 20,000 / \$ 244

Skyscraper

23,354 Average Impressions
36 Average Clicks
0.15% CTR

Rs. 15,000 / \$ 184

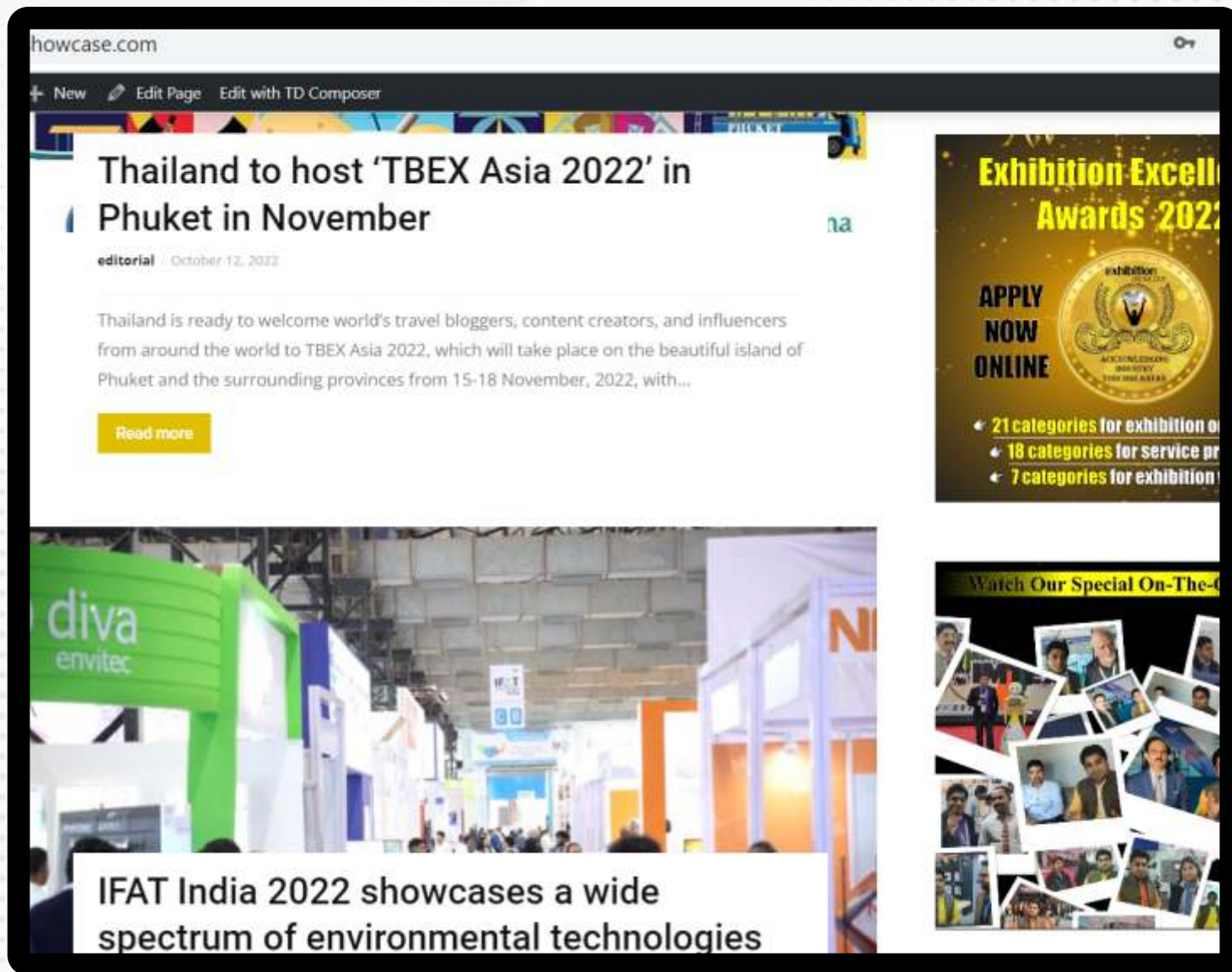
Digital Material Requirements

File Format
JPEG

Resolution
300 DPI

Colour Mode
RGB

File Size
Max 2mb



IFAT India 2022 showcases a wide spectrum of environmental technologies

HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING NEWSLETTER

WHY USE?

The once weekly ES newsletters deliver our most engaged audience of buyers – the content helps drive traffic to our website whilst delivering an impressive open and click through rate you can benefit from.

Top Advertising Banner

Available – 1/week

Rs. 15,000 / \$ 184

Middle Advertising Banner

Available – 1/week

Rs. 10,000 / \$ 122

Bottom Advertising Banner

Available – 1/week

Rs. 7,000 / \$ 86

Newsletter Material Requirements

File Format
JPEG

Resolution
300 DPI

Colour Mode
RGB

File Size
Max 2mb



Top Advertising Banner 728px X 90px



'Medlab Asia & Asia Health 2022' to Promote Thailand as a Medical Hub of ASEAN

[Click here to read more.](#)



Lyons announces £11.5 million funding package for tourism in Northern Ireland [Click here to read more.](#)

Middle Advertising Banner 728px X 90px



African Exhibition Industry Outlook: Unlocking untapped opportunities in Africa

[Click here to read more.](#)



Lyons announces £11.5 million funding package for tourism in Northern Ireland

Bottom Advertising Banner 728px X 90px

HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING WEBINARS + NEWS BULLETINS

WHY USE?

Our industry webinars & news bulletins are extremely popular in the global MICE industry. Broadcast on YouTube, social media, whatsapp, industry webinars are held once every ten days and news bulletins once every month. Only upto three slots are available for grabs.

Webinar Logo Banner

Available – 1 / 10 days / 3 slots

Rs. 7,500 / \$ 100

News Bulletin Logo Banner

Available – 1 / monthly / 1 slot

Rs. 12,000 / \$ 150



HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

YOUTUBE VLOGS

WHY USE?

We make exclusive show vlogs for exhibition organisers that look very genuine and unedited, coming from a third party media house too. Our show vlogs are quite popular and they are targeted to reach out to your show centric audiences, and likewise we keep their meta tags & descriptions. We will upload the vlog episode on our YouTube channel and also promote it on LinkedIn, FB, Whatsapp and emailers. The vlog will feature special interviews with exhibitors, visitors and the organiser besides show glimpses and highlights.

Vlog Episode

Rs. 45,000 / \$ 550



HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

BREAKING NEWS HEADLINES SOCIAL MEDIA + WHATSAPP GROUPS

WHY USE?

We release weekly breaking news headlines in a poster format and broadcast it on our social media handles, whatsapp groups and industry e-mailers. One such poster is released each for MICE Showcase + Exhibition Showcase + Association Corporate Buzz. You can insert your banner advertisement in these headlines posters at a affordable cost.

Advt. Banner in Headlines Poster
Any One Product - One Shot

Rs. 3,500 / \$ 45

Advt. Banner in Headlines Poster
All Three Product Combo

Rs. 9,000 / \$ 110



HOW TO ENGAGE WITH OUR COMMUNITY

ADVERTISING

INDIA EXHIBITION DIRECTORY

WHY USE?

The India Exhibition Directory is India's one & only source guide for the exhibition industry. You can find details about the upcoming events, organisers, venues and suppliers in one place. Advertise in this Yellow Pages to get wonderful traction and generate best ROI within the industry.

Back Cover

Rs. 50,000 / \$ 606

Inside Cover & Page 3, 4, 5

Rs. 40,000 / \$ 485

Normal Page

Rs. 30,000 / \$ 363

Half Page

Rs. 15,000 / \$ 182

Book Mark

Rs. 40,000 / \$ 485

Wrap Around

Rs. 40,000 / \$ 485

Highlighted listing

Rs. 5,000 / \$ 60

exhibition showcase **INDIA EXHIBITION DIRECTORY**
Print + Online For One Year

Complete Source Guide Of Upcoming Events, Vendors & Venues In India

List Your Business Details For Free

Reach Out To Over 5000

Policy Makers Corporate
Event Organisers
Industry Associations
Govt. Bodies
PSU's

Advertisement Options

- Basic Listing : Free
- Featured Listing : INR 12,000
- Full Page : INR 30,000
- Full Pg. Premium : INR 40,000
- Back Cover : INR 55,000
- Half Page : INR 18,000

5TH EDITION

Print + Online Yellow Pages

OUR EVENTS

WHY USE?

We organize three annual events and you can get in touch with our marketing team to understand participation and sponsorship opportunities. The events provide you with great opportunities to connect with the leaders of the MICE industry. Bespoke packages are also available on request.



MICE
SUSTAINABILITY
& TECHNOLOGY
CONCLAVE

SPECIAL Editions of Magazine

**Our magazines will be circulated to the delegates.
Book your space now.**

- *IAMLS Special - March 2023*
- *SATTE 2023 - May 2023*
- *IELA Congress - June 2023*
- *EEA Special - July 2023*
- *EEMAGINE 2023 - August 2023*
- *IESA Expo Shop - August 2023*
- *ICPB CIC Conclave - September 2023*
- *UFI Global Congress - November 2023*
- *MST Conclave - November 2023*
- *IEIA Open Seminar - December 2023*



THANK YOU

SPECIAL PACKAGES

can be
made
for
bespoke
and
customised
features
with various
combinations as per choice

