



a game changing
MICE event
experience.

m&i Americas, El Paso 2023

1-4 October – Texas

4 days / 40 one-to-one meetings

150 Global suppliers

4 and 5 Star properties, CVBs and DMC's
exclusively oriented toward the MICE segment

160 Elite North American buyers

Senior and Decision-making attendees from
corporations, incentive houses, event
agencies



hear why our clients [love m&i Americas](#)



participation at a Forum includes:

- **A presentation table** (no hidden stand charges) including wifi & electricity & signage
- **1-2-1 meetings** with pre-qualified Meeting & Incentive buyers from North America
- **Full social and networking program** with destination activities
- **Cocktail receptions, gourmet lunches and gala dinners** over 3 days
- **Educational content** with CMP credits available via Events Industry Council program



here's a sample of what you can expect.

arrival

- You arrive (yay!)
- A delicious welcome dinner
- Time to get some sleep after a busy evening of mingling

day 1

- A morning of pre-scheduled meetings
- Lunch time! A great opportunity to chat with other attendees (and refuel for the afternoon ahead)
- An afternoon of your chosen networking activities
- Get dressed up and join us for the networking dinner

day 2

- Pre-scheduled 1-2-1 meetings in the morning
- A quick break for lunch
- A chance to relax and carry on talking during the Social Afternoon or set off on the optional destination discovery tour
- Get your party shoes on - tonight's closing party is all about delicious food and letting loose on the dancefloor

day 3

- Your final morning of pre-scheduled meetings
- Farewell lunch - one last chance for some final networking
- Departures (boo!)
- Time to book your next m&i event!

m&i Americas buyer breakdown



purchasing
power of buyers
attending



average
annual budget
per buyer

9.4

avg. RFPs placed by
buyers at our 2022
American m&i Forums

0.1%

buyer no-show

**types of
buyers**

56%
agency

30%
corporate

10%
association

4%
independent

% of buyer location

Northeast 23.4%

DC Region 11.7%

Southeast 18.5%

Central 13.9%

Midwest 16.9%

West Coast 15.6%

where our buyers place their business

100%
domestic

89%
international

supplier benefits.

Discover how you could benefit from attending one of our global MICE events.

meet face-to-face

Make new business partners by meeting on a 1-2-1 basis with event agencies, corporate planners, associations and more.

network with vetted buyers

Connect with top event planners with business for your property or destination.

create lasting business partnerships

Benefit from additional networking time during exclusive destination itineraries and nightlife experiences.

discover your best business potential

Meet your most relevant business partners with our AI smart-match technology.

share industry knowledge

Some of our Forums incorporate keynote speeches from inspiring people, peer discussion groups and exhibitor-led workshops



**40 guaranteed 1-2-1
meetings with key
American buyers**

**Multi-Forum
discounts available**

**Gain CMP credits
via Events Industry
Council program**

sample list of American buyers

Access Bookings USA
Adtrav Travel Management
Aim Group USA
Alight
Allergan
Amazon USA
American Express Meetings & Events
Applied Meetings & Incentives
Arena Energy
Ashfield Meetings & Events
BCD Meetings & Events
BCD Meetings & Events Mexico
BI Worldwide
Black & Veatch
Blackbox Communications
Bordner Ladner Gervais LLP
Boston Consulting Group
Brightspot Incentives
Bupa Global
Canvas Meetings & Events
Community Alliance
Conference Direct
Conseg Consorcios
EAM Mexico
Ebay
Egencia Meetings & Incentives Essendant
Estee Lauder Companies
Financial Planning Association
Ford Motor Company
Global Cynergies
Grupo Unika
Heller Productions
Helmsbriscoe

Herbalife
Hidden Champions
HPN Global
IACPM
ICS Events
IFALPA
Incentive Travel Source
Ingram Micro
Kaiser Permanente
Kellen
Lexisnexis Risk Solutions
Linde
Lululemon Athletica
Maritz Travel
Mary Kay
Mary Kay
MCI Brazil
MCI Canada
MD Group US
Merck Mexico
Meridian Meetings Factory
Microsoft
Mosaic Homes
Motivation Excellence
Northwell Health
Omega World Travel
Onyx Meetings & Events
OpenX
Osisoft
Othentika
Ozum
Pearson Inc
Procesa Incentives
Ralph Lauren

Redstone Agency
Revolution RFP
Russell Harris Event Group
Rx Worldwide Meetings
Rymark International
Scarritt Group
SD Meetings & Events
Sellmer Meeting & Incentives
Shionogi
Siemens
Site Search & Select
Strategic Incentive Solutions
Strategic Site Selection
Stubhub
Techo-Bloc
TenDot
Thales Avionics
Travel Edge
Travel ICE
TW Metals
V2 Incentives
Veecopa Travel
Venue West Conference Services
Viacom
VIP Incentives
Voya Financial
Waystar
Wemoov
Yale Law School
YPO
Zemax
Zscaler



see who's already in our tribe. [meet our advisors.](#)



Currently, Joe's a Principal at the ETHOS Event Collective, a destination and event management company he founded that enhances personal connections through technology and research. The collective has produced thousands of award-winning programmes across the United States.

Joe Fijol, DMCP
Founder and Principal
ETHOS Event Collective



Benoit is now Vice President of Global Sales for Global DMC Partners, providing destination recommendations and sourcing the best DMCs from their network.

Benoit Cavard
Vice President of Global Sales,
Global DMC Partners



Cheryl represents independent hotels, venues and DMC's around the world who want to increase their group, meeting and incentive business from the US market.

Cheryl Brazier CIS, SEPC
President, Anchor Collection



Kelly works for Canvas Meetings + Incentives, where she's risen through the ranks from Senior Meeting Planner to her current role as Vice President of Marketing.

Kelly Gallagher
Vice President, Marketing,
Canvas Meetings & Incentives



Karen is an Account Exec. for Creative Group, a direct travel company specialising in engagement, incentive and recognition solutions, and end-to-end meeting and event management.

Karen Hudson
Account Executive,
Creative Group, Inc.



With more than 30 years of industry experience, Nell has worked in several sales roles at a variety of hotels, and prior to joining HelmsBriscoe as Manager, Global Accounts in 2002.

Nell Nicholas
Senior Director,
Global Accounts at HelmsBriscoe



join us in in 2023.

Confirm your space and register today.



erin tierney

Director of Sales, The Americas - m&i

etierney@mi-forums.com

+1 413 439 3881

