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12th - 13th
FEBRUARY, 2020
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The **MEETING, INCENTIVE, CONVENTION & EXHIBITIONS (MICE)** industry is one of the most complicated, interrelated, and intersectional complexes. It is a new form of business tourism that is also the fastest growing section of the international tourism market. It caters to various forms of business meetings, international conferences and conventions, events and exhibitions, and is slowly but steadily capturing every big shotelier's attention. The importance of the MICE industry lies in the fact that it converts business meetings and conferences into more glamorous and enjoyable events for the delegates and attendants.

The definition of **LUXURY TRAVEL** is to undertake a new experience and immerse oneself in a new destination whilst indulging in the very best levels of personal and attentive service, lavish and sumptuous accommodation, exquisite and unrivalled levels of gastronomy and informative and educational guides. It is travel without stress, pressure of time or daily routine, where your every need is pre-empted and your every expectation is met and exceeded.

:: MICE AWARD CATEGORIES ::

- Best Meeting Service Provider Hotel (City Hotel / Boutique Hotel / Beach Hotel / Island Hotel)
- Best Convention centre/ Convention Hotel of the year (5 Star/ 4 Star / Regional Convention Hotel)
- Best property of the year (India / International) (For Exhibition / Tradeshow / Business / B-2-B / Knowledge-Exchange / Training Program)
- Best Venue of the year for Business Events - Destination (India / International)
- Best Corporate Meeting Organizer of the Year
- Best Corporate Meeting of the Year (India / International)
- Best Conference organizer for the year (India / International)
- Best Corporate Conference of the Year
- Best Association Convention / Congress of the Year
- Best Corporate Training / Education programme of the Year
- Best Corporate Team Building Activity of the Year
- Best Incentive Company of the year
- Best Corporate Incentive of the Year
- Best Incentive Project of the year
- Best Venue of the year for Corporate Incentives - Destination (India /

- International)
- Best organizer of incentive itineraries (India / International)
- Best Event Management Company of the year
- Best Event of the Year
- Best Adapted Event of the Year
- Best Launch Event of the Year
- Best Sports with Event of the Year
- Best Party Organiser of the Year (India / International)
- Best Shopping Mall Event of the Year (India / International)
- Best Festival Event of the Year (India / International) (Music / Art / Culture / Lifestyle)
- Best Concert of the year (India / International)
- Best online product in the field of MICE (India / International)
- Best Road show of the year (India / International)
- Best Sponsored Event of the year (For Branding and sales Volume)
- Best Integrated Media Campaign of the Year
- Best B2B marketing programme of the Year
- Best Digital Event / Activity of the year
- Best CSR Campaign of the Year by a Brand

- Best Media Event of the year
- Sponsorship Activation of The Year
- On-ground Promotion of The Year For Brand Awareness
- On-ground Promotion of The Year For Sales Volume
- Contact Program of The Year (School / College / Society / Community / Youth)
- Rural Activation of The Year
- Exhibition Presence / Stall of The Year
- Digital Promotion For An On-ground Activity / Event / Property
- Brand Experience of The Year (best Use of Experiential Marketing)
- Opening / Closing Ceremony of The Year
- Government Special Event of The Year
- Rural Engagement Property of The Year
- Televised Property of The Year
- Best Production Management Professionals and Team of the year in (Lighting Solution / Trussing Solution / Audio Solution / Audio-Visual Solution / SFX / Pyrotechnic / Projection Mapping / Tent Solutions / Design Construct / Fabrication / Innovation in Interactive Technology / Hospitality / Logistic / Show Running / Stage Management)
- Best Startup of the year (MICE / Tourism)

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