



MICE NIGERIA
Meeting, Incentives, Conferences and Exhibitions

Media Kit
www.mice.com.ng



MICE.COM.NG

WHAT IS MICE

hmmmm. It's kinda...

an acronym for **meetings, incentives, conferences, and exhibitions**. It is also popularly referred to as the meetings industry or the events industry to create a more appealing image for travel destinations and accommodations. The MICE market has evolved into a huge moneymaker for the travel industry, it is an extensive niche of travel which covers planning, booking, seminars as well as conference facilitation.

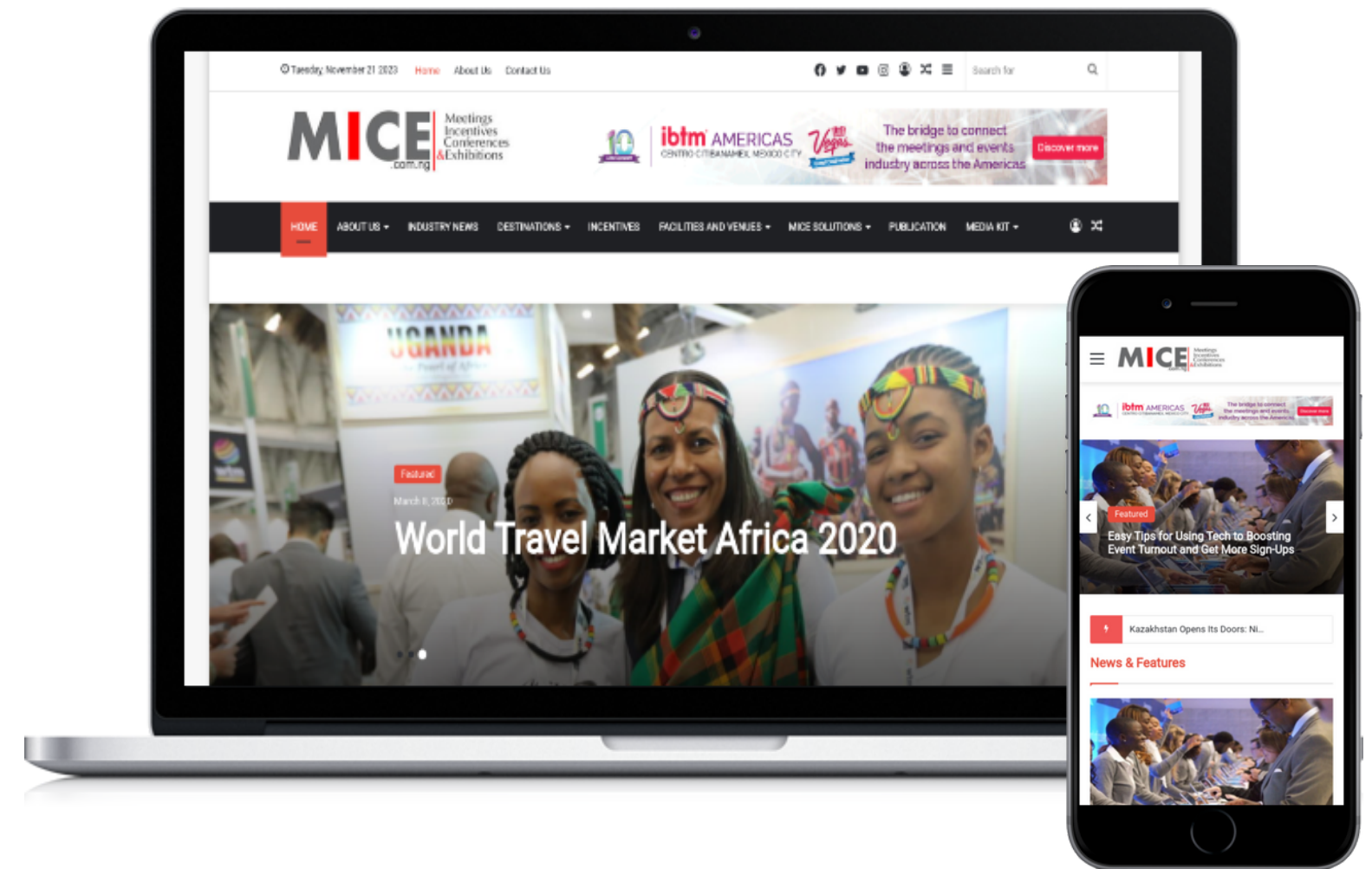


ABOUT MICE.COM.NG

We are Nigeria's first and only publication on all aspects of MICE (**Meetings, Incentives, Conferences and Exhibitions**).

Our mission is to promote the Nigerian MICE Industry globally, positioning it as the desired go to destination in the West Africa region, while also promoting local MICE Industry players products and service offerings within Nigeria and Internationally, and exposing Nigerians to various MICE destination abroad as well.

We are operating from Lagos under **The Rivington Company** a member of the Hotels and Tourism Group of the Lagos Chambers of Commerce and Industry



OUR TARGET AUDIENCE

1. Corporate and Business Travellers
2. Government Tourism Agencies
3. Hotels & Resort Centers
4. Airlines and Airports
5. Travel Agents & Tour Operators
6. Convention Centers
7. Industry Associations
8. Destination Management Companies (DMC's)
9. Professional Conference Organisers (PCO's)
10. Event Suppliers
11. Incentive Companies
12. Corporate Communications and Marketing Manager
13. Event Directors of the Corporate Companies
14. Managers of Hotels and Service Providers
15. MICE Associations and Media Organizations
16. Tourism Authorities and Convention Bureaus



NATIONWIDE AND GLOBAL REACH

Over 100 Million Nigerian Internet users can't be ignored...!

We keep a sharp watch on developments in the **Local and Global MICE market**. We maintain daily contacts with the Nigeria MICE industry players, week by week our reach is extending, setting new records for unique visitors and page views.

The reason is that visitors see our site as a one-stop location providing all the MICE Industry news and solutions they need about Conferences & Exhibitions, Airlines & Airports, Hotels & Resorts, Cruises, MICE related Entertainment, Venues, Destinations, DMCs & PCOs and the services of statutory organisation like various State and National Tourism Board and the **Federal and State Ministry of Tourism and Culture**.



Our Marketing Solutions.

SHOWCASE YOUR BRAND TO KEY TRAVEL INDUSTRY EXECUTIVES. WE
OFFER A VARIETY OF AD PLACEMENTS TO FIT YOUR BRAND VISUALS AND
COMMUNICATE YOUR MESSAGE EFFECTIVELY ON VARIOUS PLATFORMS.

OUR MARKETING SOLUTIONS CAN HELP YOU ACHIEVE:

Brand Awareness

Our marketing solution is designed to elevate your brand awareness by leveraging targeted campaigns, innovative digital strategies, and data-driven insights, we ensure your brand receives the visibility it deserves

Lead Generation

Our team can assist in reaching your ideal buyer personas by delivering a precisely targeted marketing proposal. through content creation and, and tailored outreach strategies.

Website Traffic

Deliver your message to our community base and drive them to your website using one of our marketing solutions. You can also take advantage of our link building services to improve your search engine rankings and get even more organic traffic.



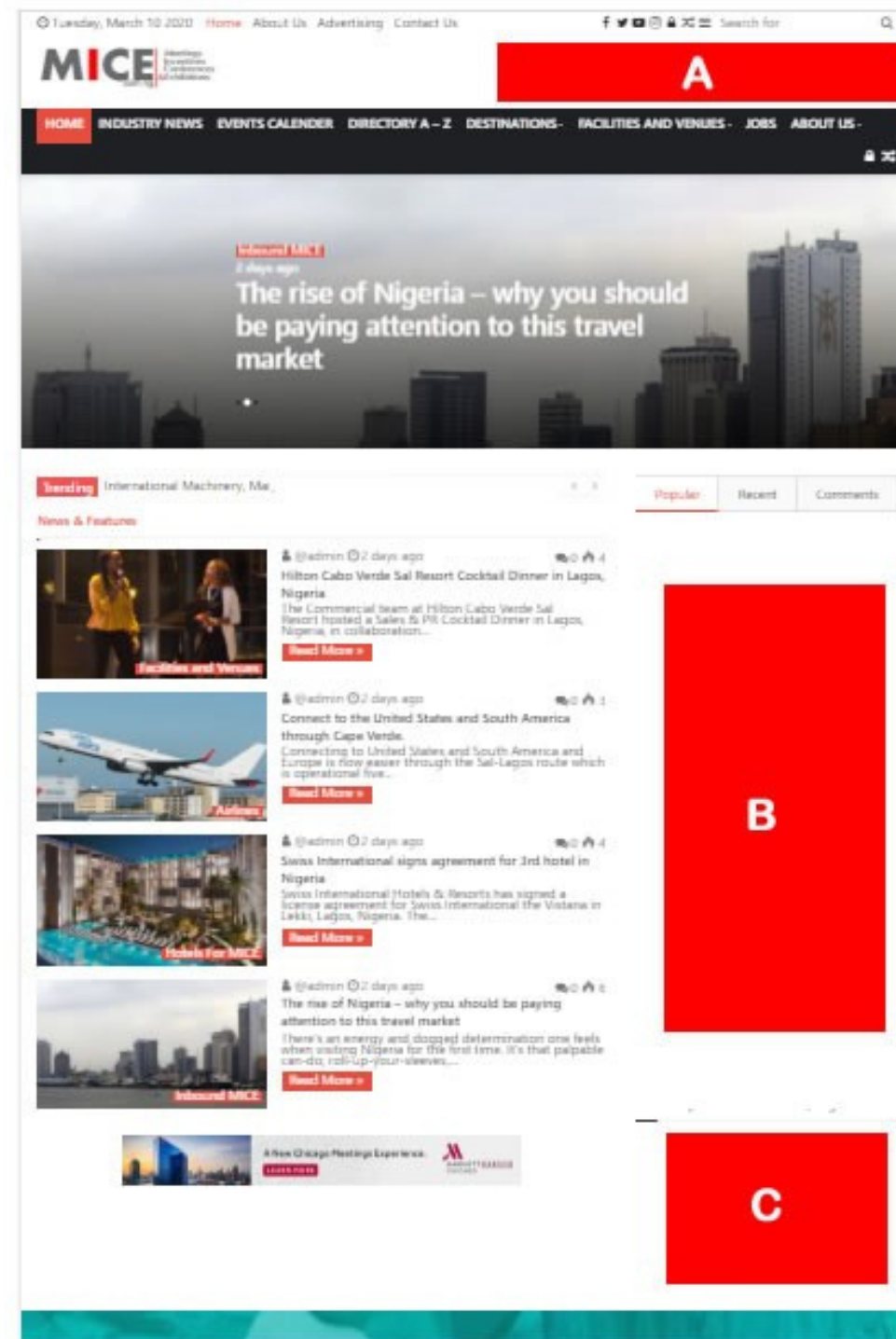
BENEFITS:

- Best & most cost effective Marketing & Advertising Platform for Destinations, Hotels, Resorts, Airlines, DMC's, Convention & Tourism Boards, Cruises Lines, Car rentals & other MICE Travel Suppliers to reach out to thousands of MICE Planners & Conference Organizers across the Globe.
- Effective Advertising Packages, New MICE Products Launch
- All Banner Ads have Clickable Links to your Site
- Free Listing in Directory our Section
- Unlimited Press Release submission for our advertisers
- Increase your Brand Awareness & be positioned as the preferred MICE service provider of choice

PUT US TO WORK AS YOUR ONLINE MARKETING PARTNER

BANNER ADVERTISING

This is a great way to showcase your imagery on the homepage of **mice.com.ng** it feature up to five separate banner holder and redirects visitors to your website or landing page for certain periods.



LEADERBOARD (A)

LOCATION: HORIZONTAL AT TOP OF PAGE

DIMENSION: 823 X 874 (PX)

\$200/MONTH

SKYSCRAPER (B)

LOCATION: VERTICAL RIGHT RAIL OF PAGE

DIMENSION: 300 X 600 (PX)

\$250/MONTH

MEDIUM IMU (C)

LOCATION: VERTICAL RIGHT RAIL OF PAGE

DIMENSION: 300 X 250 (PX)

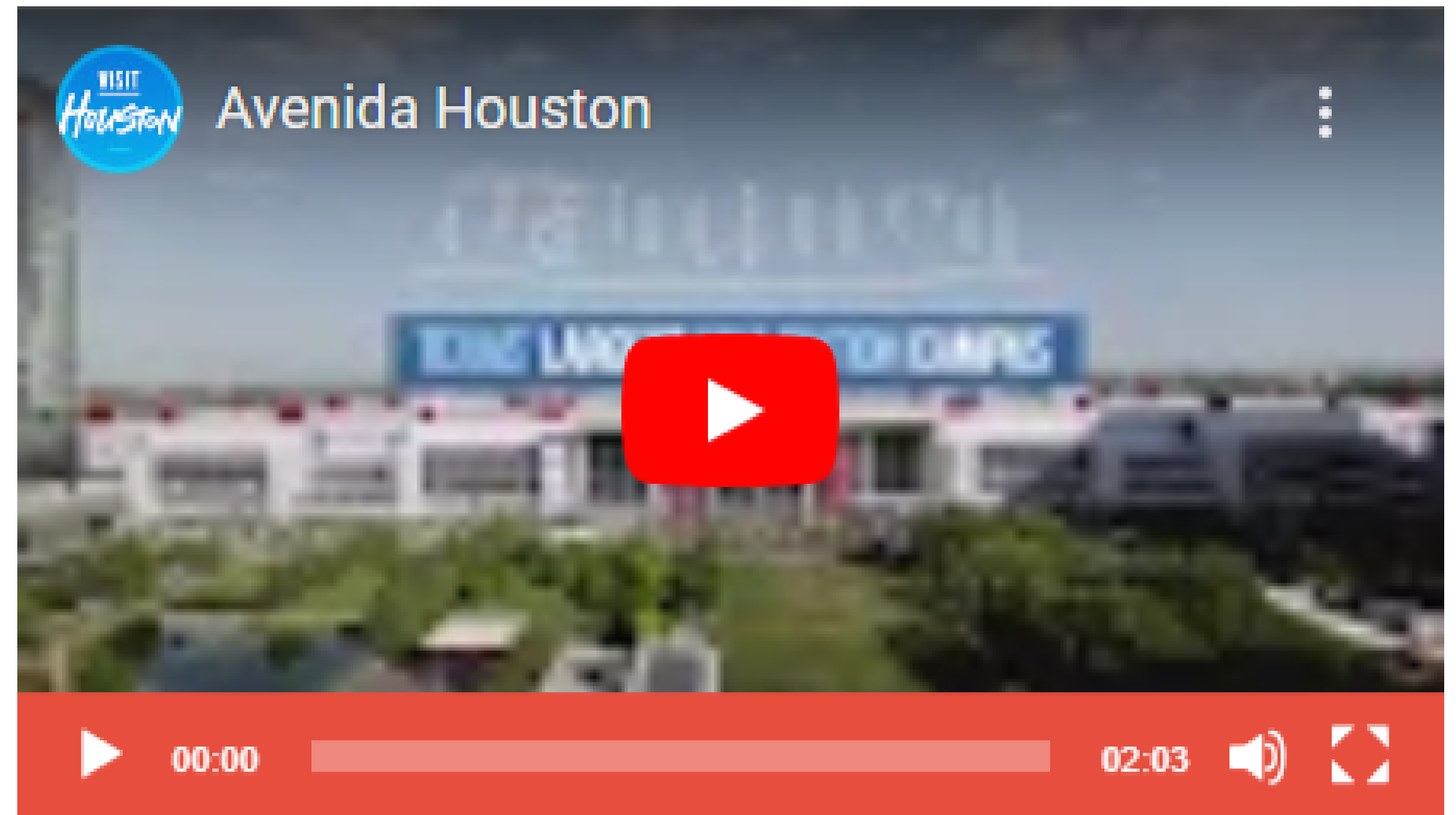
\$150/MONTH

MINIMUM OF 3 MONTHS

VIDEO - BRING YOUR BRAND TO LIFE WITH VIDEO

Imagine capturing the essence of your hotel or destination in a visually stunning editorial video that not only resonates with your target audience but also grabs the attention of meeting planners actively seeking the perfect venue.

Why video? Statistics show that viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text. Video content is not just a trend; it's a necessity in today's competitive MICE destination market.



VIDEO BANNER PINNED VIDEO 300 X 250

CONTENT MARKETING

PRESS RELEASE

Position your brand, project, or company as a key player in the MICE landscape. With **mice.com.ng** your story gains the attention it deserves among industry leaders, buyers, sellers, and stakeholders.

In an effort to empower businesses and individuals associated with the MICE Industry, we have introduced an unparalleled opportunity to feature your headline story prominently on our website. For just **US\$250**, your article will enjoy prime visibility on our home page, capturing the attention of MICE buyers, sellers, and industry enthusiasts alike.

UNLIMITED FREE PRESS RELEASE FOR OUR ADVERTISERS



PRE-RECORDED WEBINARS

A webinar is an online seminar that allows participants from anywhere in the world to come together in a virtual classroom to share information via the internet

- Reach new audiences by using existing webinar recordings.
- Boost brand awareness easily and quickly.
- Uploading your webinar recording is just one click away.
- We will handle all promotion online
- Access lead details anytime during your webinar campaign and get targeted user info, including business email, job title and company name.



PLAN AND PROMOTE A WEBINAR WITH OUR HELP

Our Professional Services.

WE SPECIALIZE IN CRAFTING UNPARALLELED EVENT JOURNEYS.FROM
COMPREHENSIVE EVENT COVERAGE TO CUTTING-EDGE TECHNOLOGY SOLUTIONS,
WE BRING INNOVATION TO EVERY DETAIL. JOIN US ON A JOURNEY WHERE EVENTS
TRANSCEND EXPECTATIONS.

OUR PROFESSIONAL SERVICES.

- M.I.C.E Destination Marketing
- Annual General Meeting Media Coverage
- Events Website Designs and Landing pages
- Event Ticketing & Registration Management
- Corporate Incentives Consulting
- Customized Branding and Events Merchandising



thank you for considering **mice.com.ng**

READY TO TAKE YOUR BRAND TO NEW HEIGHTS?
REACH OUT TO THE RIVINGTON COMPANY ACCOUNT
EXECUTIVE TO DISCUSS CUSTOM PACKAGES AND LEARN
MORE ABOUT THESE EXCITING MEDIA OPPORTUNITIES

CONTACT US

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Email: info@mice.com.ng

Website: www.mice.com.ng