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MICE buyers do like MITM events

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After 17 years in business, MITM Euromed and MITM Americas claim to continue on the top among all the MICE travel trade shows of any size – small or big – of anywhere in the World.

“The big MICE shows do not shy to copy MITM old or new features nor its valiant marketing and creativeness” GSAR Marketing claims, the 30 years old company owner of MITM.

MITM says that it helps being the first travel trade show ever to be run on one-to-one prearranged meetings on this side of the Atlantic Ocean, back in 1996, as well as being the first one ever hosting buyers for three nights and three days with a full networking program which includes meals, receptions... – a quite a novelty in Europe -. All of this, topped with post-MITM fam tours, so buyers can experience each year one new destination because MITM – another first – changes venues yearly.

GSAR Marketing ads that the big MICE shows were never able to provide *all* MITM features. So MITM has been present longer than any other MICE show – except EIBTM (under two managements) in cities of 18 countries of three Continents: from Las Vegas to Marrakech.

Next MITM (Americas) will take place in San Salvador, El Salvador, November 16th to 18th. Don't miss this year's exciting networking program and post-MITM fam tours rushing to apply to be hosted at <http://www.mitmamericas.com/buyer-application.html>

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