



Kalenderwoche 37 /

11

- [News](#)
- [Picture Gallery](#)
- [Comments](#)

## MITM Americas behind the scene

6. Sep 2011 von [Joachim Fischer](#)



The organiser G.S.A.R. Marketing is part of Convenco, a group of companies involved in the travel industry since 1974. The Convenco Group has successfully applied its deep and wide international expertise toward an important segment of national and international clients. The key of the Convenco Group success is precisely the understanding of multinational business and the translation of international commercial policies to the reality of the global market place. Convenco's ways of doing things is based on the company's leadership and international background. Thanks to this, and the understanding of its international client's goals and the ability to apply their strategies to the requirements of the local markets to obtain the desired results, Convenco Group has been able to obtain client's objectives where other travel industry related

companies had failed.

The Convenco Group is formed by two companies, Convenco-Incentive Solutions and G.S.A.R. Marketing:

#### CONVENCO-INCENTIVE SOLUTIONS

A pioneer Incentive Travel House and Events Agency in Spain since 1974, it specializes in offering motivational promotions, via incentive travel programs, as well as organizing conventions, product presentations and corporate events internationally. Some of its clients include: Budweiser, Revlon, Chrysler, Danone, General Electric, Pepsico, Grundig, Kraft, Gillette, General Foods, Mercedes Benz, Zinzano, Pfizer, Martini etc.

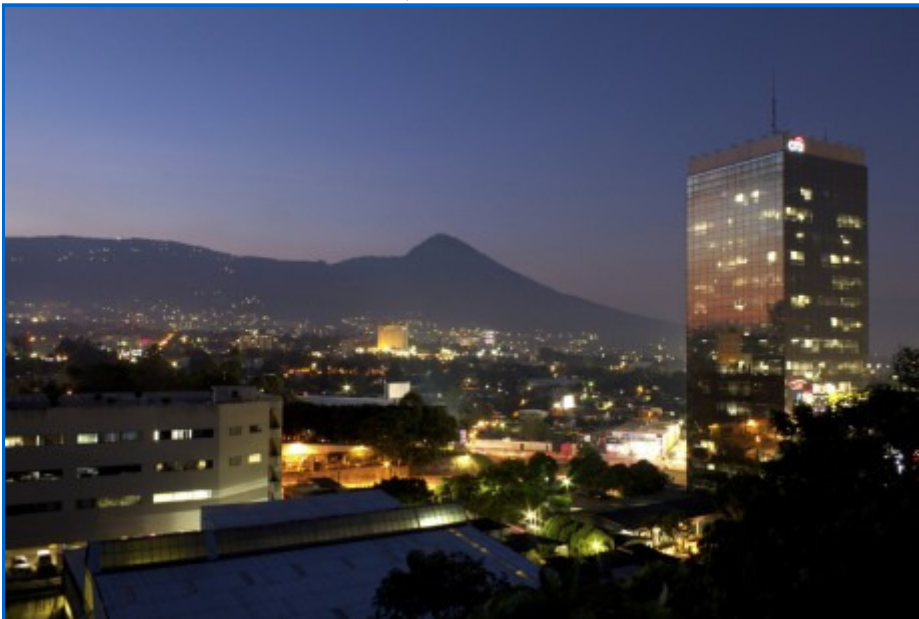
For more details, go to [www.convencoincentivesolutions.com](http://www.convencoincentivesolutions.com)

#### G.S.A.R. MARKETING

Founded in 1981, G.S.A.R. Marketing is a global sales/marketing and communication company specialized in transportation, hospitality, travel and tourism. Internationally, it represents markets and sales for international travel tourism & transportation companies looking to expand market share in Spain, Portugal and Europe.

G.S.A.R. Marketing has successfully represented companies such as Braniff, MGM Grand Air, Tristar, Reno Air, Frontier Airlines, American Airlines, Othon Hotels of Brazil, Hawaiian Pacific Hotels, Hawaii, Saddlebrook Golf and Tennis Resort, Florida, Hawaiian Air, Taca Group, Copa Airlines, Aero California...

G.S.A.R. Marketing also promotes and operates Marketing and Sales Seminars, Product Presentations, Workshops and Trade Exhibitions. G.S.A.R. Marketing organizes three international travel trade shows, with a total of 30 editions Worldwide.



**MITM America** ,

Meetings and Incentive Travel Market, which is the unification of the former MITM Latin America and MITMarket, has been held in Guadalajara (twice), Merida and Leon-Guanajuato in Mexico; in Guatemala City, Guatemala; in Varadero and in Havana, Cuba; in Miami Beach and Orlando (Florida) and 3 times in Las Vegas (Nevada) in the USA; in Quito, Ecuador; in Salvador de Bahia, Brazil, in Cartagena de Indias, Colombia, and in 2010 in Quito, Ecuador for the second time. [www.mitmamericas.com](http://www.mitmamericas.com)

#### MITM Profile

Place: Crowne Plaza Hotel San Salvador. (view google maps)

Dates: November 16th, 17th & 18th, 2011.

Hours: November 16th: Registration between 01:00 pm and 06:00 pm.

November 17th: Travel market from 09:00 am to 05:30 pm.

November 18th: Travel market from 09:00 am to 01:00 pm.

#### Details:

- Open only to travel and tourism trade professionals.
- Specifically directed to the M.I.C.E. market (Meetings, Incentives, Congresses/Conventions and Events).
- Individual and pre-arranged meetings between exhibitors and hosted buyers are set up.
- Neither visitors, nor public allowed.
- Serious and professional travel market. No entertainment allowed, except at specific hours within the stands, so the working atmosphere cannot be altered.
- Post tours are offered to buyers and international press in order they know first-hand the exhibitor's venues



and services.

### **Participants:**

#### **EXHIBITORS:**

**FROM:** All around the world, but specially from the Americas and the Caribbean.

**WHO:** Public Organizations: National, regional and local tourism promotions offices, CVB's, hotel associations, etc.

**Private Companies:** Hotel chains, individual hotels, incoming travel agencies, rent-a-cars, airlines, audiovisual companies, theme parks, restaurants, congress and exhibition centres, etc.

#### **HOSTED BUYERS:**

**FROM:** Mostly from Europe and North America. Also from Mexico and Brazil.

**WHO:** Decision making executives: Corporate incentive travel end-users, incentive houses, incentive travel agencies, event agencies, marketing companies, meeting planners, association executives and international congress organizers.

**DETAILS:** Pre-scheduled agenda with exhibitors.

Hosted with up to 3 hotel nights and funding for air transportation.

#### **FAQ:**

How does MITM Americas work?

MITM consist of one and half day interactive forum, where participants work through individual and pre-requested appointments. To select appointments, exhibitors receive 15 days before MITM commencement all hosted buyers profiles, together with an appointments request form. Also buyers receive the exhibitor's profiles to request meetings. Following these requests, MITM schedules up to a maximum of 20 meetings, of 20 minutes each, per single or shared stand (up to 40 meetings per multiple stands). Also there's free time for additional meetings, out of those pre-scheduled. After MITM, buyers and international journalists have the opportunity to experience sights or tourist services taking one of the post-tours offered by the venue and/or the exhibitors.



How is pre-scheduled appointments fulfilment guaranteed?

MITM refunds to buyers their registration fee –which includes air transportation, hotel accommodation, meals, etc- only if buyers complete all their scheduled appointments. To complement the meetings productivity, MITM schedules one welcome reception, one working lunch, one closing dinner and three coffee breaks, where exhibitors join buyers to conduct additional non-scheduled meetings and for further networking. With the same purpose, light entertainment, free drinks and snacks are allowed in the stands for one hour to attract buyers.



How are the buyers selected to participate in MITM?

To assure that hosted buyers are truly potential clients of the exhibitors, MITM carries out a careful selection and an approval procedure through an application form, which gives enough information as to determine the buyer potential, proving the veracity of the information given by the applicant. MITM turns down about 30% of received applications. This procedure, which is highly strict, limits the number of hosted buyers and therefore the number of exhibitors. MITM is a quality oriented trade show, minimizing the importance of quantity, as MITM is aware of the difficulty to obtain legitimate international MICE buyers in great numbers to come to any trade show.

Can exhibitors invite their potential clients to participate in MITM?

Yes, they can invite their own potential clients as hosted buyers free of cost, previous MITM approval. Once the application forms are approved, their transportation and hotel expenses will be paid by MITM, as specified at the buyer's registration form.

### The venue

It is the smallest country in Central America, also known as "America's Thumb" It is also the country with more volcanoes per square kilometer in the world. It has the 3rd most beautiful lake in the world that is known for its turquoise color of volcanic origin. Its 310 km approx. bathe the Pacific Coast along the entire territory and to be 29.5 ° C warm water all year round, offering an abundance of marine life and is a destination to be visited any time of year great for events or conferences incentives regardless of the date you have workable plan. El Salvador has one of the 10 best waves around the world for surfing, tropical climate all year round, never meet with extreme climates, offers the largest exhibition complex in Central America. Its geographic location highlights the most beautiful sunsets on the beach as well as a warm and welcoming sunrise which invites the visitor to fully enjoy your stay.

Very few countries around the world offer the ability to have breakfast in the mountains, lunch in an exotic warm-water beach and dinner in a beautiful volcanic lake ... all in the same day. Visit us is a real incentive!

Our connectivity allows us to be part of a major multi. Know our distance:

Airport to capital: 35 minutes by car. Airport to beach: 15 minutes by car. El Salvador to Guatemala: 25 minutes by plane / 3 hours by car. El Salvador to Honduras: 25 minutes by plane / 4 hours by car. El Salvador to Nicaragua: 1 hour by plane / 4:30 hours by car. El Salvador to Miami: 1:45 minutes by plane. El Salvador to Madrid: 8 hours by plane.

**If you like to have more informations, or to exhibit or to attend as Hosted Buyer please send a mail to [mitm@tourism-insider.com](mailto:mitm@tourism-insider.com)**

Print well-formatted:

