

MALLORCA LOVES MICE

2024

BACK TO THE FUTURE





WELCOME TO THE 7TH EDITION OF THE GREATEST MICE EVENT IN THE BALEARICS

Mallorca loves MICE was born as a meeting point for all event suppliers and planners interested in organising events in the Balearics.

Education, panel discussions, success stories, networking, and an industry-specific trade fair come together during a three-day event that encompasses conferences and 1to1 meetings on Friday, 15th of March, and a Fam Trip for 20 national and international MICE agencies, corporate and independent planners over the weekend (16th and 17th March 2024). I hope to see you in Majorca next March!





HIPOTELS CONVENTION CENTER IN PLAYA DE PALMA



Conveniently located 10 minutes away from Palma airport and 15 minutes from Palma, the new convention center is fully equipped with the latest technology. Just a stroll away from the beach, the meeting room is comfortable, spacious and full of natural light, You'll love it!





BACK TO THE FUTURE



“Back to the future” is the claim for the 7th edition of Mallorca loves MICE.

Events with tradition vs events that are born with a loaf of bread under the arm: in this 7th edition we will travel to the past and the future, to learn how to keep alive events that are more than 40 years old, and how to create innovative concepts that succeed the first year they are held.





YOUR CHANCE TO PARTICIPATE AS SPEAKER



As always, we will invite the best experts in the sector. If you organise an event that has a long tradition and is still at the top of mind of its attendees, or you have created a new meeting that has achieved success and recognition, please contact us to present your candidacy as a speaker.





FOUR WAYS TO TAKE PART



PARTNER

Either as a Special or Standard Partner, you can exhibit at the event, plan 10 or 20 1 to 1 meetings with Hosted Buyers, and see your logo on the screen and the event website, among other advantages.



HOSTED BUYER

if you ask 2023 Hosted Buyers if the weekend was profitable, they'll tell you how lucky we were: the weather enabled us to discover amazing venues, an open air museum, a golf course with a sea view... and much more, for 0,00 €



ATTENDEE

Find your way to the event and make sure you're ready for any kind of team building or networking activity! We love to surprise all participants and engage them in different ways to ensure learning & fun.



SPEAKER

If you like public speaking and you have data, experiences, or success or failure stories to tell, please do contact us. We'd love to hear from you and give you visibility on stage, before, and after the event.



PROVISIONAL PROGRAMME FRIDAY, 15TH MARCH



9AM Welcome coffee and registration

10AM Events with tradition: sport, luxury, corporate, and institutional events described by their planners

11AM Official opening

11:30AM Brand new events, 100% success: new concepts that just revolutioned their industry: trade fairs, congresses, conventions, teambuilding activities, and incentives with a twist.

12:30PM Healthy stop





PROVISIONAL PROGRAMME FRIDAY, 15TH MARCH



1PM “Fracasados”: failure stories to share and smile together

1.30PM “MICE Trends” panel discussion

2PM Lunch

4PM 1 to 1 meetings Hosted Buyers
- Suppliers

7PM Networking event





PROVISIONAL PROGRAMME 16TH & 17TH MARCH



Fam Trip in Majorca for 20 national and international events agencies, corporate or independent planners.





PRICES & WHAT'S INCLUDED

SPECIAL PARTNER (1)

- 1.400,00 €
- Provision of a 2x2 m. space in the exhibition area, with a bistro table and two stools.
- 20 1 to 1 meetings with Hosted Buyers
- 2 invitations to the networking event
- Quotation in all trade and local press releases

SPECIAL PARTNER (2)

- Presence with logo in a prominent position in the following spaces:
 - Corporate website
 - Post on the event's social networks (Facebook, Twitter and Instagram)
 - Screen in the meeting room between events
 - Photocall
 - Possibility of being interviewed by the presenter of the event. The interview will be streamed and published after the event on social media.

STANDARD PARTNER

- 800,00 €
- Provision of a 2x2 m space in the exhibition area, with a bistro table and two stools.
- Minimum 10 1 to 1 meetings with Hosted Buyers
- 1 invitation to the networking event
- Presence with logo in a prominent position in the following spaces:
 - Corporate website
 - Post on the event's social networks (Facebook, Twitter and Instagram)

ATTENDEE

- 90,00 € Early bird (until December, 1st)
- 120,00 € Better late than sorry (until February, 1st)
- 160,00€ Holy sh*t! I forgot to register! Regular price (until March, 8th)
- Conferences
- Team building activity
- One coffee break
- Networking lunch
- All the contacts you can make in 8 hours full immersion in the events industry!



"¡Sois unos cracks!"

"You guys are great!"

N. ROS



"Un evento que no te puedes perder de la mano de Pidelaluna! Que siga la felicidad"

"An event you can't afford to miss produced by Pidelaluna! Let the happiness continue"

H. CAMARILLO



"Todo muy bien y aprovechoso con buenos ponentes".

"All very good and profitable with good speakers".

F. CASTAÑÉ



A. BILBAO

"¡Extraordinario!

Extraordinario significa fuera de lo ordinario.

Fue extraordinario el grupo de personas

Extraordinario contenido y ponentes

Extraordinarias conexiones humanas

Extraordinarias actividades disfrutadas

Extraordinaria visión de Mallorca

Extraordinario disfrute y aprendizaje

Extraordinario cuidado organizativo

Extraordinaria ilusión emitida".



A. CARDEÑOSA



"Una maravilla de evento y de destino".

"A marvellous event and destination".

GLOBAL EVALUATION IN THE POST
EVENT SURVEY: 4,7/5

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THANKS.