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www.conventa.si



Press Release

New Europe's favourite MICE tradeshow celebrates its 10th birthday and launches #ConventaThrowback

January 2018 marks the 10th anniversary of Conventa, the New Europe meetings industry trade show established by Gorazd Čad of Toleranca Marketing and Miha Kovačič of the Slovenian Convention Bureau. Initially only a regional show, Conventa now hosts buyers from North America as well from all over Europe. Exhibitors, meanwhile, hail from all the South-East Europe as well as Greece, Turkey, Austria, Northern Italy.

“The show has grown slowly and organically over the past 10 years and now includes long haul buyers from the US and Canada as well as regional buyers from Slovenia, Croatia and other South East Europe countries, thanks to increased marketing and promotions, better visibility at global shows like IMEX, IBTM and, in particular, Slovenia’s hosting of the SITE Incentive Summit 2 years ago. The SITE Event brought the crème de la crème of the incentive industry into Slovenia, Croatia and Northern Italy. Clearly, they liked what they saw!” said Miha Kovačič, co-founder of Conventa and Director of the Slovenian Convention Bureau.

“Conventa has grown steadily over the years because we’re truly obsessive about keeping its boutique shape and scale. For many hosted buyers Conventa is their first taste of the region and we want to ensure that this first taste sends them home wanting more. Conventa has never sought to be the biggest MICE industry trade show. We’ve always been focused on nurturing friendships, building true and lasting relationships, connecting guests with our people, place and purpose”, said Gorazd Čad, co-founder, show director and Managing Director at Toleranca Marketing.

“We’re launching #ConventaThrowback as a fun way to celebrate our 10th anniversary and to connect the entire Conventa community together. Over 10 years we have brought more than 2 200 MICE professionals to Slovenia and enable them to visit also other countries: Croatia, Montenegro, Serbia,... Now we want to take them on a journey down memory lane and recall the stories, the great laughs, the wonderful connections that happened as a result of Conventa,” said Miha Kovačič.

Conventa 2018 will attract 500 buyers and suppliers of MICE experiences to Slovenia's capital, Ljubljana over 2 days on 24 and 25 January 2018. Post events familiarisation trips have been arranged for Ljubljana, Maribor, Bled, Portorož and Piran, Kranjska Gora, Zagreb and Belgrade.

About Conventa

Conventa has been connecting the meetings industry of New Europe for ten years. Since its outset, the show has hosted 2 286 hosted buyers from 48 countries and attracted 1 192 exhibitors from 17 countries. It has been described by many meetings industry professionals as the must-go-to event that every year commences a new business year.

About Toleranca Marketing

Toleranca marketing is an independent, integrated events marketing and consulting agency specialised in the meetings industry for the Central, South-East and Eastern European regions. We are a young and flexible team being active in various fields within the meetings industry. Beside the professional organisation for both association and corporate events we are the proud co-organiser of Conventa!

About Slovenian Convention Bureau

The Slovenian Convention Bureau (SCB) is a member-based organisation that focuses on the marketing and promotion of Slovenia as a destination for business events including meetings, incentive travel experiences, conferences, events and exhibitions. SCB features more than 60 members, including convention centres, hotels, PCO's and DMC's, the Ljubljana Convention Bureau, incentive and other hospitality service providers. SCB acts as a professional intermediary between meeting planners and suppliers, assisting organisers to select the most appropriate solution for their event.

**For further information about #ConventaThrowback please contact
miha@conventa.info**

