



Malta
Tourism Authority

CONFERENCES & EXPOS
Marketing Support Program
Application Form & Annexes

June 25

Conferences & Expos Marketing Support Program

Annex 1 - Application Form

1. Applicant Information

1.1 Name of Company / Association applying for Support	
1.2 Name of Company CEO / Managing Director	
1.3 Company Registration Number	
1.4 VAT Registration Number	
1.5 Registered Address	
1.6 Website	
1.6. Contact Person Full Name	
1.7. Contact Person Passport Number	
1.8. Contact Person Mobile Number	
1.9. Contact Person E-Mail Address	

1. Proposed Event Information

[illegible]

2. Proposed Event Information

2.7 What Social and Environmental aspects will the organisation apply before,during and after the event?	
2.8 Define how the event will provide equal opportunity and accessibility.	
2.9 Projected Number of Delegates for Event	
2.10 What Component of the projected number of delegates will be purposely travelling to Malta to attend event, hence eligible for funding?	
Prudence in estimating the number of accredited and hence eligible delegates is rigorously encouraged, since inflated forecasts will result in fines.	

2. Proposed Event Information

[illegible]

3. Expos International Marketing

3.1 A comprehensive international marketing plan is necessary, including particular channels planned to be used and how they are perceived to reach the target audience and encourage potential visitors to visit Malta specifically for the event.

International Marketing Plan Details:

Annex 2 - Company Registration

The Applicant must submit a copy of the Official Company Registration Certificate appropriately labelled as **Annex 2**.

Annex 3 - Full Programme

Where M.I.C.E events are concerned, the Applicant must submit a comprehensive activities programme for the duration of the event referred to as **Annex 3**.

Annex 4 - Costings Report

Where M.I.C.E events are concerned, the Applicant must submit a comprehensive costings report including proforma invoices for Accommodation, DMC Programme, Excursions, Tourist Attraction Entrance Fees, Food and Beverage Expenses including Venue Rental Fees, Outside Catering, Local A/V Rental Fees, Entertainment, Local Land Transportation, Local Printing and Merchandise supplies, referred to as **Annex 4**.

Costing sheets must be submitted in excel format clearly showing the average spend per delegate.

Annex 5 - Economic Impact Asses. Report

The Applicant must additionally submit an Economic Impact Assessment Report appropriately labelled as **Annex 5**.

The Economic Impact Assessment Report is a crucial component of the application for marketing support; thus, any applications without this document will be immediately disqualified.

6. Additional Documentation

In the case of Expos, the below documentation need to be submitted

- 1. Report of Past Events’ actual data of attendees. (Annex 6a)
- 2. Full Event Presentation. (Annex 6b)

The applicant may additionally decide to include further information that, in their opinion, further increases the value of the proposed event. This material must be appropriately labelled as **Annex 6c** and submitted alongside the application.

Today :_____

I, _____, holder of Passport Number _____, in my capacity as _____, duly authorised to represent _____, affirm that I have read, comprehended, and accept all information contained in the CONFERENCES & EXPOS guidelines and this application form.

Furthermore, I confirm that, to the best of my knowledge, all information provided in this application form and its annexes is accurate.

Signature



Malta
Tourism Authority

For Further information please contract the Malta Tourism Authority on
Email: sponsorships@visitmalta.com and Tel: +356 2291 5000