

The Mercado



Dear members of the Conventions Forum,

We are very glad to invite you to the second Mercado workshop that will take place on March 25-27, 2010 in Biarritz, France. Last year's edition in Montreux proved very successful according to the results of the satisfaction survey filled in by both ECM members and their European clients.

The format remains the same this year: a maximum of 15 bureaux will each bring a Corporate Client from their own country, and cover the costs for themselves and the client. This 1.5 day workshop will bring together ECM members, make them meet the key decision-makers of European meetings industry, and facilitate business between them. This interactive way of working gives all participants a unique possibility to enlarge their business network: clients get to know different destinations and Convention Bureaux have more business prospects around Europe.

A very special programme with many networking opportunities has been prepared for you. The dinner organised on Thursday evening will enable you to establish first contacts with all participants. Friday is dedicated to the Workshop, followed by a discussion and a sightseeing tour. In the evening, a special dinner will crown your stay in Biarritz.

In order to ensure the best exchange between participants, this workshop is limited to 15 cities. The registration fee is 950€ and the applications will be proceeded on a first come - first served basis.

Do not miss this great opportunity to meet high quality clients from all over Europe ! Start looking for your client now and send your information to the ECM Head Office by fax: +33.380.56.02.05 no later than **November 30, 2009**.

Please note that a client can only participate once every 3 years. A list of the clients who were invited in March 2009 in Montreux is available at ECM Head Office and will be sent to the members who register for this event. For more information, please contact Katy : katy@europeancitiesmarketing.com.

The highly professional team of Biarritz Convention Bureau will do their utmost to make your stay as enjoyable and as fruitful as possible.

We are looking forward to welcoming you in Biarritz!



Olivier Lépine
ECM Vice President
General Manager, Biarritz Tourisme

The Mercado



PROGRAMME

Thursday, March 25

17.00 *Opening of welcome desk*
19.30 *Cocktail followed by dinner*

Friday, March 26

08.30 - 09.00 *Preparation and set up*
09.00 - 09.15 *Welcome speech*
09.15 - 11.00 *Workshop - 5 appointments*
11.00 - 11.30 *Coffee break*
11.30 - 13.00 *Workshop 5 appointments*
13.00 - 14.30 *Lunch*
14.30 - 15.45 *Workshop 4 appointments*
15.45 - 16.30 *Debriefing sessions
and coffee at the Bellevue*
16.45 *Meeting in the lobby*
16.45 - 19.00 *sightseeing continues with
degustation at Gare du Midi and
pictures at the Phare*
20.00 *Meeting in the lobby*
20.30 *Closing dinner*

Saturday, March 27

Morning Departure of all participants or
option to stay over the week-end
(at own expense)

HOTEL

Sofitel Biarritz Le Miramar Thalassa

13, rue Louison Bobet
64200 Biarritz France
Tel. + 33 (0) 5 59 41 30 00
Fax. +33 (0) 5 59 24 77 20
Web : <http://www.sofitel.com/fr/hotel-2049-sofitel-biarritz-le-miramar-thalassa/index.shtml>

For registrations, please contact Katy Schmitt
(katy@europeancitiesmarketing.com)

Your accommodation and breakfast on March 25 and 26 are included in your registration fee. Any extra expenses in the hotel (e.g. bar) remain at the charge of the participants.



The Mercado



BIARRITZ IN BRIEF

Area: 11,66 km²

Population: 30 055

Climate:

The Atlantic influences the climate of the coastal areas like Biarritz, creating mild and temperate weather all year round. Winters record the highest temperatures in France and summers are warm with cool sea breezes. The average temperature in March is 15°C. Rain usually occurs in short downpours and is distributed throughout the year.

Currency: Euro

ACCESS

By Plane to Biarritz

Airport of Biarritz-Anglet-Bayonne
3 km from the town centre (a shuttle will be organised by Biarritz Tourisme for the delegates taking part in the Mercado from the airport to the hotel on Thursday 25 March for arrivals and Saturday 27 March for departures)

Airport information: +33 (0)5 59 43 83 83

www.biarritz.aeroport.fr/index.php?page=home-2

AIR FRANCE

Paris Orly: up to 6 flights per day

On Thursday 25 March, departures from Paris Orly at 07:10, 09:15, 12:55, 14:55, 17:50

1 hour and 15 mns flight to Biarritz airport

Lyon: up to 3 flights per day

EASYJET

Bristol: 3 flights per week

Lyon: 4 flights per week

Paris Charles de Gaulle: up to 2 flights per day

On Thursday 25 March, departures from Paris Charles de Gaulle at 07:00 and 18:10

1 hour and 30 mns flight to Biarritz airport

RYANAIR

London Stansted: 1 flight per day

On Thursday 25 March, departure from London Stansted at 14:05, arrival at 16:55 in Biarritz airport

Dublin: up to 5 flights per week.

Birmingham: 3 flights per week

Marseille: 3 flights per week

By Plane to San Sebastian

San Sebastian (Fontarrabia):

50 km from Biarritz

Information: 00 34 943 66 85 00

Flights from:

Madrid, daily flights on Ibéria and Air Nostrum

Barcelona, daily flights on Air Nostrum

By Plane to Bordeaux

Bordeaux (Mérignac) :

180 km from Biarritz - 2 hours drive to Biarritz (RN10 et A63)

Information: +33 (0)5 56 34 50 50

By rail

Biarritz railway station (SNCF)

3km from the town centre

Tel. : +33 (0)5 59 50 83 07

Trains from :

Paris (Gare Montparnasse): www.voyages-sncf.com

Madrid and Vintimiglia

Several TGVs (high speed trains)

By car

Highway A63, exit No.4 "Biarritz"

Paris: 789km

Bordeaux: 187 km

Madrid: 550km

Bilbao: 160 km

San Sebastian: 30 km



Please fill in this registration form below **before November 30, 2009**

Please send the form back to ECM at +33 380 56 02 05

Organisation:

Job Title:

First Name:

Last Name:

Address:

Postcode & City:

Country:

Phone:

Fax:

Email:

Date of Arrival:

Time:

Flight:

Date of Departure:

Time:

Flight:

Special requirements:

REGISTRATION FEE: 950 €

This registration fee covers hotel accommodation for two nights in hotel Miramar (single occupancy, including breakfast and taxes), participation in the Mercado Workshop, two dinners, lunch, transfers to dinners, technical and social programme for ECM members and the accompanying corporate client

PAYMENT:

Please select your way of payment. You will automatically receive an invoice

CREDIT CARD

I authorize European Cities Marketing to debit my credit card for the registration fee

Type of card:

VISA

MASTER

AMEX

Number:

Expiry Date:

/

/

Cardholder's Name:

CVC/CVV code (3 digits):

BANK TRANSFER

Please ensure that the name of the participant and the reference "ECM Mercado Workshop 2010" is clearly stated on the bank transfer slip. Please make sure that the payment is in Euros and net of any bank transfer charges. Otherwise we will ask you to pay the complementary amount by cash upon arrival.

*We kindly ask you to pay the fee before arrival. If your payment has not arrived by **March 15, 2010**, we will ask you to pay the registration fee in Euros cash upon arrival.*

Account Name: ECTC

Bank: Société Générale

Swift Code: SOGEFRPP

IBAN: FR7630003007570005037302287

Any cancellation must be sent in writing to katy@europeancitiesmarketing.com. In case of cancellation after February 15, only 50% of the registration fee will be refunded. After February 26, no refund will be made.

I certify that I understand and agree to the conditions of participation.

Date and signature: _____

IMPORTANT!

Please read carefully the following conditions of participation for applying Convention Bureaux.

1. Cities and Convention Bureaux shall be members of ECM Conventions Forum.
2. A Corporate client can be defined as follows:
 - Either corporate client or agent managing meetings of at least 200 pax
 - The client must be entitled to make decisions or strong recommendations regarding the choice of future meetings destinations
 - The client organises meetings and events all over Europe
3. A Corporate Client shall come from the same country than the ECM member who invited this Client.
4. Upon receipt of registration, ECM members will receive a list of clients who already attended the Mercado in 2009. One client can take part in the Mercado only once every 3 years.
5. No more than two Convention Bureaux from any country can attend the Mercado Workshop.
6. It is highly recommended to start looking for a client immediately upon receipt of the invitation.
7. A minimum of 10 participants is set. Should this minimal number of participants not be achieved, ECM reserves the right to cancel the Mercado Workshop.
8. In order to allow the best networking, a maximum of 15 participants is set. Therefore, only 15 first applications meeting the above-mentioned requirements will be accepted. The remaining applications will be included in a waiting list according to the date of their reception by ECM.
9. Once the client who meets the above mentioned conditions has accepted to attend the Mercado Workshop, a duly completed registration forms for ECM members and Corporate clients should be sent to ECM Head Office.
10. An application shall be considered by ECM as effective only upon receipt of duly filled registration forms for ECM members and Corporate clients. No pre-reservation can be made.
11. The applications shall be subject of approval by ECM. A decision shall be communicated by ECM to the Convention Bureau.
12. Should an approved client cancel the participation in the Mercado Workshop, the Convention Bureau may replace this client by another client but this will be treated as a new application to be placed on the waiting list according to the new date of reception. No direct replacement is possible.
13. The Convention Bureaux are authorized to attend the Mercado Workshop only if their respective clients are present. Should a client cancel the participation in the programme, fully or partially (including late arrival and early departure), the Convention Bureau is not allowed to attend the respective parts of the programme (working and social).
14. Participating Convention Bureaux shall provide to their clients all the information regarding the Mercado Workshop.
15. Convention Bureaux have the responsibility to ensure that their clients bring with them any information and/or material about their events as well as the information about the decision-making process.
16. Participating Convention Bureaux shall cover the registration fees for themselves and their clients. This registration fee includes transport (and transfers from/to the local airport on March 25 and March 27), accommodation, meals and entertainment from arrival at the hotel to departure at the end of the workshop.
17. Participating Convention Bureaux shall cover their own and their clients travel expenses up to the arrival to the local airport.
18. English is the official language of the Mercado Workshop.



Please fill in this registration form below **before November 30, 2009**

Please send the form back to ECM at +33 380 56 02 05

and your picture (to be printed with your information below in the clients' leaflet) by mail @ katy@europeancitiesmarketing.com

CLIENT & ORGANISATION DETAILS:

First Name:

Last Name:

Job Title:

Organisation:

Organisation Profile:

Address:

Postcode & City:

Country:

Phone:

Fax:

Email:

Website:

Date of Arrival:

Time:

Flight:

Date of Departure:

Time:

Flight:

EVENT DETAILS:

What type of events do you organise abroad?

Conventions

Product launches

Seminars / Workshops

Exhibitions

Incentives

Other (please, specify)

Average number of events that you organise per year

Number of meetings planned for 2010/2011 abroad

Average number of participants

How far in advance do you start planning your event?

Decision maker

Decision making process

Average length of your events

Usual time of year

Which destinations have you used in the past?

Which destinations are you interested in?

Do you have any specific requirements for destinations?

Do you use DMCs when organising meetings and events abroad?

MPI member

Local business travel association

Other (please, specify)

Other comments

I certify that I understand and agree to the conditions of participation

I agree to let ECM use the information collected above as well as my picture in order to make a clients' leaflet to the attention of ECM members taking part in the Mercado workshop.

Date and signature: _____

IMPORTANT!

Please read carefully the following conditions of participation for applying Corporate Clients.

1. A Corporate client can be defined as follows:
 - Either corporate client or agent managing meetings of at least 200 pax
 - The client must be entitled to make decisions or strong recommendations regarding the choice of future meetings destinations
 - The client organises meetings and events all over Europe
2. A Corporate Client shall come from the same country than the ECM member who invited this Client.
3. One client can take part in the Mercado only once every 3 years.
4. European Cities Marketing reserves the right to refuse an application, in case the client does not meet the necessary requirements.
5. Registration fees including transport (and transfers from/to the local airport on March 25 and March 27), accommodation, meals and entertainment from arrival at the hotel to departure at the end of the workshop shall be covered by the participating Convention Bureaux.
6. A minimum of 10 participants is set. Should this minimal number of participants not be achieved, ECM reserves the right to cancel the Mercado Workshop.
7. In order to allow the best networking, a maximum of 15 participants is set. Therefore, only 15 first applications meeting the above-mentioned requirements will be accepted. The remaining applications will be included in a waiting list according to the date of their reception by ECM.
8. The clients shall duly fill in the Client Registration form to be sent to ECM Head Office.
9. The applications shall be a subject of approval by ECM. A decision shall be communicated by ECM to the Convention Bureau.
10. The clients must receive from the Convention Bureau full briefing regarding the Mercado Workshop.
11. The clients shall bring with them any information and/or material relating to their events as well as the information relating to the decision-making process.
12. In order to assure the best networking, the participants are required to attend the whole programme.
13. English is the official language of the Mercado Workshop.
14. Clients' information collected in the registration form will be used to create a leaflet to the attention of ECM members attending the Mercado workshop. Clients must therefore give their approval for their names and details to appear in the leaflet by ticking the approval box in the registration form.