

ARE YOU ORGANIZING A PHYSICAL,
HYBRID OR VIRTUAL CONFERENCE?
LET TPB PHILIPPINES ASSIST YOU!



TPB'S INCENTIVE
PROGRAM FOR MICE

The Enhanced MICE Plus Program is a set of incentives and privileges that the TPB offers to boost the MICE industry by encouraging local and foreign organizers to bring meetings, incentive travel, conventions and exhibitions to the country.

FORMS OF TPB ASSISTANCE

MEETINGS &
CONVENTIONS

- 1. Technical advice / assistance on event planning
- 2. Provision of brochures & other printed materials
- 3. Tokens for VIPs
- 4. Digital promotion of the event
- 5. Food & beverage
- 6. Venue rental
- 7. Event technology solutions (for virtual & hybrid events)
- 8. Hotel accommodation for foreign buyers
- 9. Half day city tour

INCENTIVE
GROUPS

- 1. Technical advice / assistance on event planning
- 2. Provision of brochures & other printed materials
- 3. Tokens for VIPs
- 4. Giveaways for all participants
- 5. Cultural entertainment
- 6. Food & beverage during one of the receptions

*up to a maximum of P1M

EXHIBITIONS

- 1. Technical advice / assistance on event planning
- 2. Provision of brochures & other printed materials
- 3. Tokens for VIPs
- 4. Food & beverage for VIPs
- 5. Half day city tour
- 6. Hotel accommodation for foreign buyers

*up to a maximum of P1M

VIRTUAL
EVENTS

- 1. Technical advice on event planning and supplier selection
- 2. Coordination with tourism industry partners
- 3. Assistance with government liaison and contacts
- 4. Provision of Philippine Tourism AVPs or images
- 5. Virtual Management Company for Meetings, Conventions and Exhibitions

*up to a maximum of P500,000

ELIGIBILITY AND QUALIFICATIONS

WHAT TYPE OF EVENTS ARE QUALIFIED?

FACE-TO-FACE EVENTS

1. Meetings, Conventions and Exhibitions/Trade Shows
 - » Bid to host regional/international MICE Events
 - » Attendance promotion campaigns for MICE Events
 - » Regional, national and international meetings, conferences, conventions and exhibitions/trade shows
 - » Local (regional and national) and international corporate events such as workshops, seminars, conferences, offshore meetings, team buildings, and other employee engagement activities
2. Incentive travel programs/tour groups (local and foreign)

VIRTUAL and HYBRID EVENTS

WHO ARE ELIGIBLE FOR ASSISTANCE?

1. Private Corporations/Entities
2. Meetings, Incentive Travel, Conventions, Exhibitions (MICE) or Business Events Organizers
3. Associations
4. National Government Agencies (NGAs), Government Owned and Controlled Corporations (GOCCs), Government Financial Institutions (GFIs)
5. Local Government Units (LGUs)
6. Academic Institutions
7. Non-Government Organizations (NGOs)

INELIGIBLE FOR ASSISTANCE

1. Local and international festivals*
2. Sporting events*
3. Cultural events*
4. Dance competitions
5. Social events such as reunions and homecoming activities, parties and gala
6. Fashion shows and beauty contests
7. Concerts
8. Culinary tours and competitions; cooking demonstrations*
9. Group tours (Leisure tours not corporate-funded/sanctioned)
10. Academic student exchange programs
11. Trade missions of other countries in the Philippines
12. All other events which promote products and services of other countries
13. Philippine representation to attend events abroad

*Unless such event has a conference or exhibition component



HOW TO APPLY?

1. Fill out and submit the MICE Event Support and Assistance Application Form
2. Send us a formal Letter of Request with the following attachments:
 - » Latest/Proposed Event Program
 - » Proposed amount/value of requested support, and the corresponding package of benefits offered to TPB in exchange for said supportFor direct financial assistance requests, submit the following:
3. Total estimated budget for the event, including cost of the specific items for which the TPB-MICE support is requested
4. List of other sources of support that will make up the balance of the total estimated budget, and the status on whether these are confirmed or pending.

SCAN THE QR CODE TO APPLY FOR ASSISTANCE:



REQUEST FOR FINANCIAL SUBSIDY MUST BE SUBMITTED THREE (3) MONTHS AHEAD OF THE SCHEDULED EVENT