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**Press Releases**

IBTM World reports strong exhibitor sales ahead of first face to face event in two years

By RX  
[Events](#)



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[IBTM World Barcelona](#), which will take place in-person between 30 November - 2 December at Fira Barcelona, has announced robust exhibitor sales two months ahead of the event, with strong representation from some of the world's best-known destinations and suppliers.

Exhibitors include Dubai Tourism, Atout France, Germany Convention Bureau, Rwanda Convention Bureau, Meet in Ireland, Istanbul Convention Bureau, Cyprus Convention Bureau, Hungarian Convention Bureau, Norway Convention Bureau, who are attending with 18 partners, Croatia Convention Bureau, Lithuania, Turespana Convention Bureau (Spain), Czech Republic Convention Bureau, Hilton, Titanic Hotels, Hyatt, Basquetour and GL Events. Sardinia will attend IBTM World for the first time and joining the Tech pavilion will be Z-Factor from Poland, who provide software solutions for many of the leading hotel groups

Exhibitors can take advantage of Reed Exhibition's in-house stand design and build team, SmartSpace, to help them create a stand which adheres to the latest health and safety and physical distancing guidelines. SmartSpace works collaboratively with clients to deliver unique, high quality stand solutions that help drive a high return on investment and audience engagement.

Ross Curran, head of SmartSpace said: "The pandemic has resulted in challenges with finding stand builders with availability, so SmartSpace is a great way to get around this. We have been preparing for re-opening with Covid guidelines in place, and all our stands are Covid compliant. We have a team of talented designers on hand, and we can advise exhibitors every step of the way to ensure that their stands are engaging, sustainable, and safe, and ready for them when they arrive on site."

David Thompson, Event Director, said: "Our fantastic exhibitor sales demonstrate that there is a real appetite to return to events. People clearly want to meet up face-to-face again as soon as possible and get back to business, and we're delighted that many exhibitors are returning with larger stands than previously, and some with additional stand partners.

"We have put robust safety measures in place for IBTM World Barcelona, and we are looking forward to meeting up with many of our industry friends and colleagues at the show."

Under the theme of 'New Business, New Tech, New World', IBTM World Barcelona will focus on quality one-to-one business meetings, inspiring educational content and rewarding networking opportunities to help attendees re-connect and thrive in the next chapter in meetings and events.

For more information and to register for the event, please [click here](#).

**- Ends -**

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## **Notes to Editors:**

### **About IBTM**

IBTM is a world-leading showcase for the meetings and [events industry](#) with a portfolio of events and products offering business solutions across five continents. The portfolio includes IBTM World, IBTM Africa, IBTM Americas, IBTM Asia Pacific, IBTM Wired and IBTM Connect.

[www.ibtmevents.com](http://www.ibtmevents.com)

IBTM World, the leading global event for the meetings and events industry, is the must-attend three-day event for the worldwide meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Fira Barcelona every December for IBTM's flagship show, with over 74,000 business meetings taking place.

Next event: Tuesday 30 November to Thursday 2 December 2021 at Fira Barcelona

<https://www.ibtmworld.com/> followed by IBTM World Online, from 14-15 December 2021.

IBTM Americas, the leading event for the meetings and [events industry](#) in North America, Latin America, Europe and beyond, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media visit Centro Citibanamex in Mexico City every August.

<https://www.ibtmamericas.com/>

IBTM Asia Pacific, the leading event for the meetings and [events industry](#) in Asia Pacific, is the must-attend two-day event for the region's meeting, incentives, conference and events industry. Thousands of meetings and events buyers, suppliers and international trade media are expected to visit Marina Bay Sands in Singapore for the inaugural event in June.

Next event: Tuesday 5 to Wednesday 6 April 2022 at Marina Bay Sands in Singapore

<https://www.ibtmasiapacific.com/>

IBTM Wired is the newest addition to IBTM's global portfolio of events and intelligence for the meetings, incentives, conferences and events industry. The event takes place annually online and unites thousands of industry professionals from around the world for four days of one-to-one business meetings, sparking new connections and renewing existing ones and a programme of live and on-demand education sessions.

<https://www.ibtmwired.com/en-gb.html>

IBTM Connect is the leading online knowledge hub for the global meetings, incentives, conference and events industry. Established in 2020, it is packed with cutting-edge content to help inspire and educate the global meetings and events industry, with regularly updated industry news and insights, as well as on-demand interviews and webinars with high-profile industry experts.

### **About RX (Reed Exhibitions)**

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RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](http://www.rxglobal.com)

## **About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.\*

\*Note: Current market capitalisation can be found at <https://www.relx.com/investors>