

HÔTELS - BUREAUX DE CONVENTION - DESTINATIONS

PARTANCE

LUXURY TRADE ADVISOR

MICE
Expert

REFERENCING

HOTELS,
DESTINATIONS,
DMC'S,
CONVENTION BUREAUX



YOU ARE AN HOTELIER ...

POSITION YOUR ESTABLISHMENT IN THE SPOTLIGHT FOR EVENT DECISION-MAKERS.

YOU ARE A DESTINATION - CONVENTION BUREAU ...

PROMOTE YOUR DESTINATION TO EVENT ORGANIZERS

YOU ARE A DMC...

BECOME THE KEY LOCAL PARTNER FOR AGENCIES AND BUSINESSES



REFERENCING PLATFORM

The Partance Platform is dedicated to Hotels, Destinations and MICE actors wishing to promote their assets to decision-makers in the trade.

Designed as a qualified sourcing tool offering targeted and qualitative visibility, facilitating qualified connections with decision-makers looking for reliable references and recommendations.

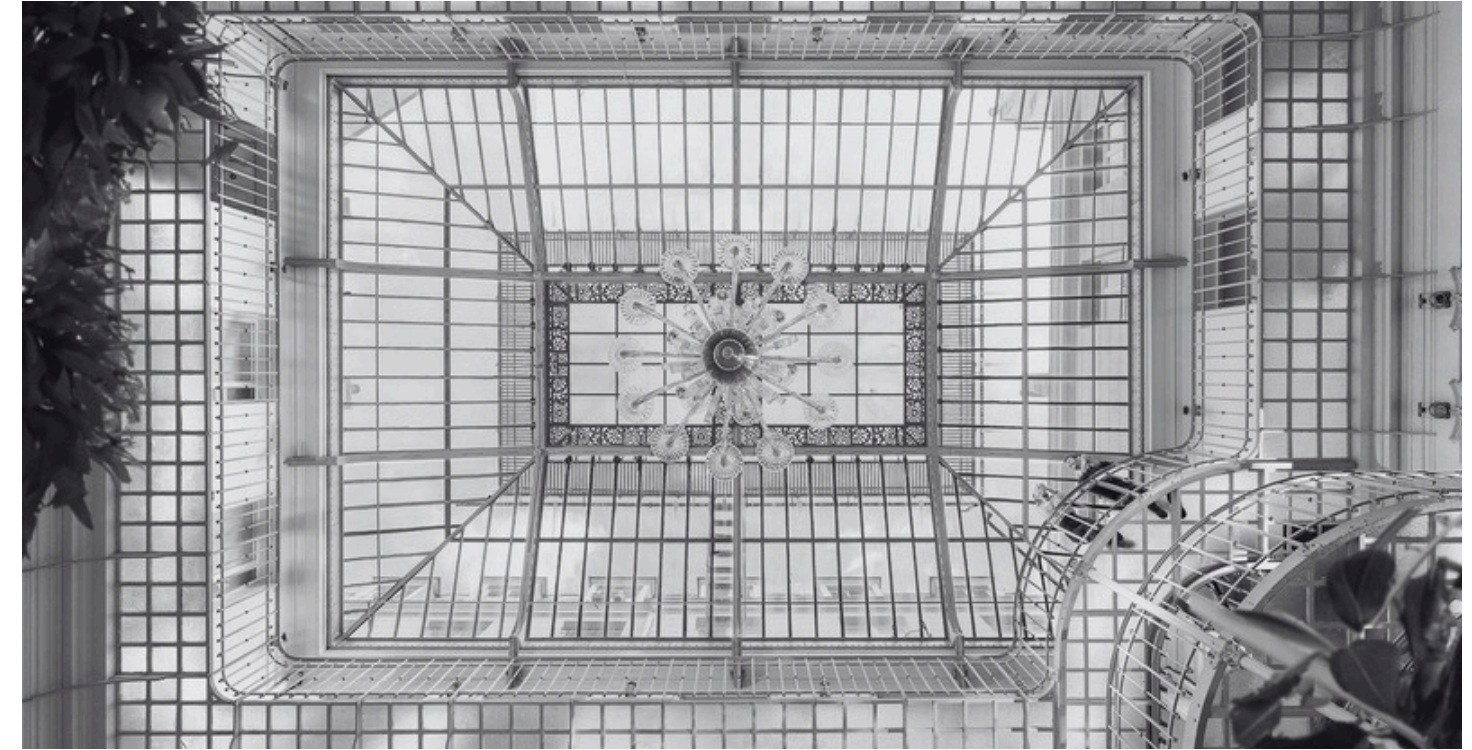


A TARGETED AND INFLUENTIAL AUDIENCE

YOUR MICE ASSETS ARE VISIBLE TO:

- Event agencies
- Incentive Houses
- PCO's
- Companies and their MICE decision-makers
- Associations/Federations based on the French-speaking European markets.

👉 HIGH LEVER PROFILES CLIENTELE WITH GREAT POTENTIAL



HIGH-QUALITY PRESENTATION

YOUR ESTABLISHMENT OR DESTINATION IS PRESENTED BY :

- Capabilities and infrastructure
- MICE specificities
- Event-based operation and its market positioning

👉 YOU ARE VALORISED, NOT JUST LISTED



AN EXTENDED DIGITAL PRESENCE

THROUGH PARTANCE'S MICE ACTIVITIES :

- Roadshows
- Ateliers/Workshops
- Lunch presentations
- Sales Calls
- Fam trip

👉 YOUR VISIBILITY IS EXTENDED BEYOND THE DIGITAL



A SELECTIVE FRAMEWORK WITH HIGH ADDED VALUE

PARTANCE FOCUSES ON:

- A carefully controlled selection of participating partners
- A qualitative representation by destination
- A coherent MICE offer

👉 YOU BENEFIT FROM PARTANCE'S IMAGE AND RECOMMENDATION, AND
👉 YOU OPERATE IN A CREDIBLE, TRANSPARENT, AND RECOGNIZED MICE ENVIRONMENT

PLATFORM AUDIENCE / VISITORS

- The platform is consulted each month by 300 to 600 highly qualified MICE decision-makers.
- The value of this audience is not measured in volume but in the relevance of profiles with strong prescribing power.
- As a guide, an audience of +/- 400 visitors/month represents thousands of potentially influenced projects over a year.
- This audience is continuously stimulated by all the MICE actions carried out by Partance throughout the year.



INCLUDED SERVICES	PARTANCE SETUP		BENEFIT FOR YOUR ESTABLISHMENT / DESTINATION
PARTNER PROFILE	1	Creation of your dedicated page with introductory text, photos, contact details and highlighting of your MICE offer	A clear, high-quality, and attractive presentation of your offer
RANKING BY SECTOR	2	Insertion by sections: Hotels, Destinations, DMCs, MICE infrastructures	Buyers quickly find your services according to their needs.
PRESENCE ON A RECOGNIZED PLATFORM	3	Associating your product/destination with Partance's premium and expert image in the French-speaking markets	Strengthening your MICE credibility and reputation
EDITORIAL SPOTLIGHT	4	Possibility of appearing in the site's news section	Promoting your news and updated products
RELAYING INFORMATION ON EVENTS	5	Possible connection with Workshops, Lunches and Roadshows	Synergy between digital visibility and meetings
DIRECT LINK TO YOUR SITE	6	Redirecting to your website or business contacts	Generating qualified traffic and inbound requests
INTERNATIONAL VALUATION	7	Partance operates in all French-speaking markets	Opportunity to reach out to the European French-speaking markets
SUSTAINABLE REFERENCING	8	Visible presence throughout the year	A long-term and sustainable investment
HUMAN SUPPORT	9	Partance shares its MICE expertise	Responsive and personalized relationship

IN SUMMARY



YOU ENRICH YOUR MICE CLIENTELE,
YOU INCREASE THE VOLUME OF YOUR REQUESTS,
YOU OPTIMIZE YOUR VISIBILITY AND CREDIBILITY IN THE MARKET,
YOU SAVE TIME,
YOU DEVELOP YOUR TURNOVER.



ANNUAL REGISTRATION

(12 MONTHS FROM THE DATE OF REGISTRATION)

A LASTING, LEGIBLE AND HIGH-QUALITY PRESENCE

- Ongoing visibility among qualified MICE decision-makers
- An update of your information at any time
- A long-term presence that goes beyond one-off actions

👉 ANNUAL REGISTRATION ALLOWS YOU TO BENEFIT FROM A CONTINUOUS PRESENCE WITH MICE DECISION-MAKERS IN THE PROFESSION.



ANNUAL INSERTION COST

1.500€ HT/ YEAR OR NET

(DEPENDING ON BILLING LOCATION)

Registration includes:

- Insertion on the PARTANCE platform
- A dedicated profile highlighting your MICE strengths
- Visibility to a qualified MICE audience
- Access to Partance's MICE activities (workshops, roadshows, presentation lunches, etc.)
- Partance support in showcasing your offer

👉 WITH ADDITIONAL CHARGE : CUSTOM DEVELOPMENT

VIDEO INSERTION, INSERTION OF YOUR INFRASTRUCTURE PLANS, PROMOTION ON THE PARTANCE HOMEPAGE, NEWS DISTRIBUTION

(CONTACT US)

We would be delighted to discuss the positioning of your offer with you and,
the best way to showcase your MICE strengths on the platform

SEE YOU VERY SOON !

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