

# mice

## BUSINESS DAY BUDAPEST 2026

***20 October 2026 | Hungexpo Congress Center***



The leading B2B MICE workshop connecting international suppliers with top Hungarian and international buyers.

- Pre-scheduled meetings
- High-quality hosted buyers
- Efficient one-day format
- Premium networking environment
- A high-quality professional conference
- Premium hospitality included

Meet the right partners, in one day.

## Meeting room exhibitor packages

### Basic Meeting Room package

- 1 table in the meeting room
- 1 online timetable - with 10\*15 minutes slots
- 2 participants in the workshop
- Brief introduction of the exhibitor on the event website
- Participation at the conference programmes of MICE Business Day
- Full-day coffee break and business lunch for participants

**Price: 1460 EUR**

**Early Bird fee until 15 June 2026: 1330 EUR**

### Meeting Room+ package

- 2 tables in the meeting room
- 2 x online timetable - with 20\*15 minutes slots
- 4 participants in the workshop
- Brief introduction of the exhibitor on the event website
- Exhibitor introduction via direct mailing sent to hosted buyers once prior to the event.
- Participation at the conference programmes of MICE Business Day
- Full-day coffee break and business lunch for participants

**Price: 2510 EUR**

**Early Bird fee until 15 June 2026: 2300 EUR**

*\*For Experience Area Participations, additional electricity needs will incur an extra fee.*

*Experience area exhibitors must arrange their own installations (furniture, decoration) for their stands.*

## Experience area exhibitor packages

### Basic Experience Area package

- Own stand installation of up to 8m<sup>2</sup> in the Experience Area with 220V connection\*
- 2 participants in the workshop
- Brief introduction of the exhibitor on the event website
- Participation at the conference programmes of MICE Business Day
- Full-day coffee break and business lunch for participants

**Price: 1460 EUR**

**Early Bird fee until 15 June 2026: 1330 EUR**

*Online diary can be added additionally to this package.*

### Experience Area+ package

- Own stand installation of up to 15 m<sup>2</sup> in the Experience Area with 220V connection\*
- 4 participants in the workshop
- Exhibitor introduction via direct mailing sent to hosted buyers prior to the event
- Brief introduction of the exhibitor on the event website
- Participation at the conference programmes of MICE Business Day
- Full-day coffee break and business lunch for participants

**Price: 2510 EUR**

**Early Bird fee until 15 June 2026: 2300 EUR**

*Online diary and co-exhibitor participation can be added additionally to this package*

*\*For Experience Area Participations, additional electricity needs will incur an extra fee.  
Experience area exhibitors must arrange their own installations (furniture, decoration) for their stands.*

## Additional options

### INCREASE MEETINGS

**online diary** – with 10\*15 minutes slots (*only available for Experience Area Participation*)

**Price: 485 EUR**

### INCREASE NETWORKING

Participation in the **welcome reception** with networking opportunities with hosted buyers.

**Price: 100 EUR/person**

### INCREASE BRAND AWARENESS

**Exhibitor introduction via direct mailing** sent to hosted buyers prior to the event.

**Price: 230 EUR**



### EXPAND PRESENCE

**Co-exhibitor option** (for Experience Area+ packages only):  
Up to 5 co-exhibitors, each listed in the exhibitor directory, with 2 participants and 1 online meeting diary.

**Price: 740 EUR/co-exhibitor**

### INCREASE VISIBILITY

**Screening of a self-produced promotional film** (max. 2 minutes) during networking periods.

**Price: 1175 EUR**

***! The additional options are available only with the purchase of a package.***

## Let's connect!

*Ready to meet the right partners in Hungary?  
Contact us to secure your place or request  
a customised offer.*

 [sales@turizmus.com](mailto:sales@turizmus.com)

 [www.micebusinessday.hu](http://www.micebusinessday.hu)

- The participation fee includes on-site food and beverage consumption, which will be itemized on the invoice.*
- Prices exclude VAT.*
- The prices in euros apply to EU taxpayers with foreign headquarters who fall outside the territorial scope of the VAT Act.*
- Hungarian-based companies are required to complete the application form in Hungarian, and the amounts indicated in HUF, inclusive of VAT, apply to them.*

**Experience the highlights of  
last year's event in two minutes.**