



New Europe exhibition for  
meetings, events & incentive travel

22<sup>nd</sup> - 23<sup>rd</sup> January 2020  
Ljubljana, Slovenia

Press Release  
For immediate release  
Ljubljana, November 18, 2019

## CONVENTA - FIVE IN ONE

Conventa, the most comprehensive marketing platform in the  
New Europe region

Conventa will once again be taking place at the Ljubljana Exhibition and Convention Centre in January of 2020, bringing many novelties. Already in its 12th edition, Conventa has outgrown its frames as a classical trade show, becoming the main juncture for meeting planners. The goal of the event is not just to provide a space where providers and buyers meet, but also to develop and improve the regional congress market in terms of quality and creativity.

The biggest novelty is that Conventa now comprises of 5 interconnected platforms. This way, the Conventa brand is widening its market and solidifying its reputation as the most comprehensive marketing platform in the New Europe region.

Conventa's 2020 platform is made up of 5 parts:

### CONVENTA TRADESHOW

The oldest B2B event in New Europe

The tradeshow remains the heart of Conventa, traditionally taking place in January. Famous for top-tier buyers and exhibitors, Conventa provides all visitors with an authentic boutique experience. Conventa is a story that is strategically thought out, bringing measurable and visible results to all participants. It's all about quality, not quantity. Even though the number of hosted buyers at Conventa does not radically vary, Conventa still hosts around 90% of new hosted buyers each year. This is what sets it apart from other similar events on the market.

[www.conventa.si](http://www.conventa.si)

### CONVENTA CROSSOVER

Festival of events and live marketing

Life is too short to waste time at boring events. Through an innovative event format, Crossover aims to change the way we organise events in the region. Crossover is a mix of educational workshops, exciting lectures, exchanging ideas and networking while listening to great music and tasting excellent food. Most importantly, it's a crazy event format designed to boost creativity and education. Crossover is not just a conference, but a creative platform that has grown to become a true festival of events and live marketing. It is also the central stage for the annual Conventa Best Event Award competition.

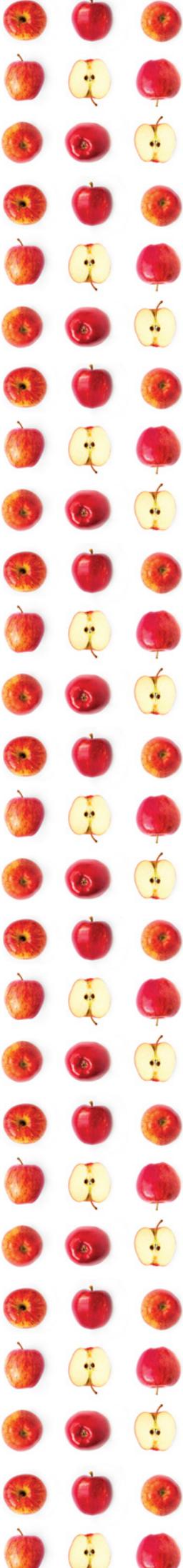
[www.crossover.si](http://www.crossover.si)

### CONVENTA TREND BAR

How to organise interesting, different and effective events

The project, which we experimentally started in 2018, has become a true regional movement. This year, Trend Bars have been carried out in 13 destinations, connecting over 500 meeting planners. At the event, we search for answers on how to make events and destinations more interesting, different and market-effective. Everyone who wants to learn and exchange ideas in a relaxed and interactive environment is warmly invited.

[www.conventa.si/conventa-trend-bar-2019](http://www.conventa.si/conventa-trend-bar-2019)



## CONVENTA TECH & MORE

### The place for amazing ideas

From the very beginning, providers of technical equipment and event organisation solutions have been part of Conventa. From informational technologies and systems to promotional material, event production solutions and marketing tools. In 2020 with the 12th edition of the Conventa Trade Show, we will be providing even more space and opportunities on the exhibition floor. We will enable exhibitors to present their solutions and establish new businesses.

[www.conventa.si/tech-and-more](http://www.conventa.si/tech-and-more)

## CONVENTA YOUNG TALENTS

### More contacts, more contracts

Conventa Young Talents is an upgrade to the acknowledged Future Leaders Forum, providing an excellent opportunity for potential employers to meet young talents. We have expanded our One2One business scheduling system to give employers and young talents an efficient way to arrange meetings. Only a handful of events offer such a comprehensive solution and Conventa is proud to be one of them

[www.conventa.si](http://www.conventa.si)

Conventa is the first in the region. Not just as the first event of the year, but also in terms of quality. Quality is the most important for us, confirmed by the exceptional hosted buyers, who respond to our invitation. Hosted buyers are chosen based on their potential for the region. They also must be relevant for our exhibitors, who keep returning to Conventa year after year.

Reserve your time for Conventa from 22<sup>nd</sup> to 23<sup>rd</sup> January 2020 at GR in Ljubljana

For additional information regarding media partnership, please contact:

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[www.conventa.si](http://www.conventa.si)

## 11 YEARS OF RESULTS

“Conventa is a boutique, but one of the most well-organized shows in Europe”

## DOING BUSINESS OVER A CUP OF COFFEE SINCE 2009

<b>2.864</b> HOSTED BUYERS from <b>48</b> countries	<b>1.454</b> EXHIBITORS from <b>18</b> countries	<b>30.400</b> ONE2ONE prescheduled meetings	<b>37.436</b> BILATERAL talks
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**CONVENTA PROMISES TO STAY A BOUTIQUE SHOW FOCUSED ON QUALITY,  
NOT QUANTITY!**