



**SRI LANKA**  
CONVENTION BUREAU



**MICE  
Traveler  
Assistance  
Scheme**

## Eligibility Criteria

- Sri Lanka Tourism Development Authority (SLTDA) registered company
- A Government Entity
- Professionally recognized organization duly registered as an Association or a Company by guarantee at least for the past five years.
- A Business event that has approached to Sri Lanka Tourism with foreign participants (There should be a local Co-partner who has registered with SLTDA.)

## Steps to be followed to seek the Assistance under the Scheme

- Request letter/Email with the completed supporting documents must be
- Submitted to SLCB at least three (03) months prior to the event.
  - Followings should be provided to SLCB within one month of completion of the Event for reimbursement.
  - Official letter/email requesting reimbursement
  - List of names, country and passport numbers of the overseas participants.
  - Proof of branding opportunities provided for SLCB during the programme with photographs/videos/proof documents
  - Certified copies of Invoice/s and receipt/s of related payment.
  - If requested, the company should provide the business registration

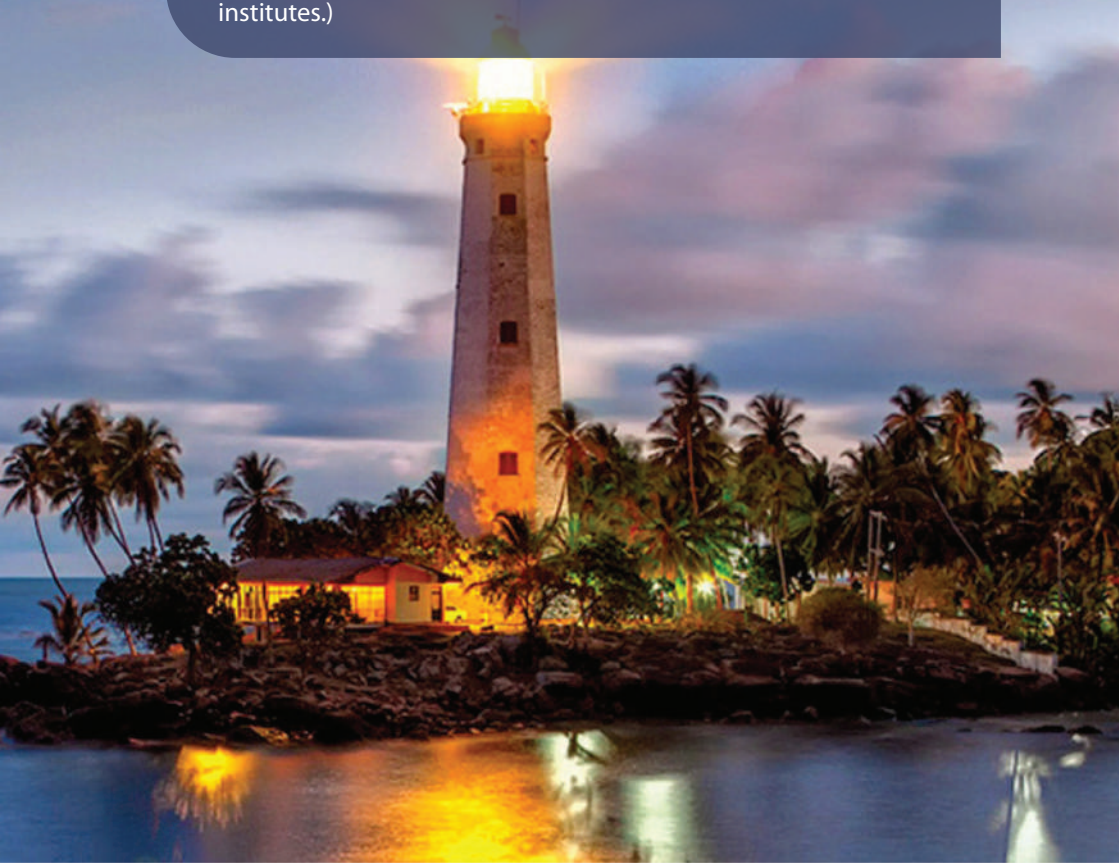


## Stage 01: Bidding / Shortlisted stage of the Events

To be eligible for the assistance the event in consideration should be an event with minimum 100 overseas participants.

### Assistance to be provided

- Reimbursement of site inspection cost - Ground handling and accommodation expenses for site inspection for two foreign representatives for up to 3 nights/4 days. (up to LKR 500,000/-)
- Reimbursement of Bid production/printing cost
- Reimbursement of compulsory payments to the international body, related to Bid submission subject to the event been awarded to Sri Lanka. (100% Reimbursement for Government Entities, Non-Profit Organizations and Universities recognized by University Grants Commission. 50% reimbursement for other institutes.)



# SLCB MICE Traveler Assistance Scheme

## Stage 01: Bidding / Shortlisted stage of the Events

### No. of Overseas Participants

### Assistance to be provided

**50-99**

Reimbursement up to 250,000/- to cover the local event cost paid to the Local Hotel/Event Management Company

**100-249**

Full or Partial contribution towards the Conference Package or Gala dinner cost for foreign participants up to LKR 1.0 million (LKR 4000 per foreign participant)

**250 -399**

Partial contribution towards the Conference Package or Gala dinner cost of foreign participant up to LKR 1.5 million (LKR 5000 per foreign participant)

**Above 400**

Partial contribution towards the Conference Package or Gala dinner cost of foreign participant up to LKR 2.0 million (LKR 5000 per foreign participant)

Documents related to confirmation of participation at the event / conference should be provided as proofs. (Invitation Letter, Photographs, Conference ID, Presentation slot details, Summery report of the outcome)



## Stage 02: - Confirmed Events

### 2.1 Meetings, Conferences, Congresses, Events and Incentives

No. of Overseas Participants	Assistance to be provided
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**30-49**

Colombo City tour/Cultural Performance  
(up to LKR 75,000/-)

**50-99**

Cultural show during one of the dinners  
(Up to LKR 150,000/-)

**100-249**

Cultural show during one of the dinners  
(3 performances)

Partial contribution for dinners cost of foreign participant up to LKR 1.0 million  
(LKR 4000 per foreign participant)

**250 -399**

Cultural show during one of the dinners  
(3 performances)

Partial contribution for a gala dinner cost of foreign participant up to LKR 2.0 million  
(LKR 5000 per foreign participant)

**Above 400**

Cultural show during one of the dinners  
3 performances)

Partial contribution for a gala dinner cost of foreign participant up to LKR 2.5 million  
(LKR 5000 per foreign participant)

### 2.2 Exhibitions

No. of Overseas Participants	Assistance to be provided
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**Minimum 25**

Partial contribution for a welcome / Gala dinner cost of foreign participant up to LKR 500,000 (LKR 4000 per foreign participant)

Digital Screen

Cultural performance for the Inauguration ceremony

Applicant should request assistance only on one category of Stage 02 (2.2).  
Ex: If there is a MICE event that has a Conference and an exhibition, applicant should request assistance only for either Conference or Exhibition).

## **The expected Publicity and Branding Opportunity for Sri Lanka Tourism**

- Logo Publicity
- Video Presentation during the event
- Country presentation during one of the dinners, if available
- Display Sri Lanka Tourism pull-up banners during the event
- Announcement during the main event Sri Lanka Tourism assistance.
- Provide pre-event e promotional material (image and video form) of the event and post event images and videos for SLCB social media publicity
- Publish a post event press release in local newspaper/s and recognize SLCB support if applicable (upon the approval of the organizer - Corporate/ Association/ Government Organization etc.)

SLCB would request either all above publicity and branding opportunities or selected/ agreed publicity and branding opportunities when assisting the events.



**Meet in Sri Lanka**

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