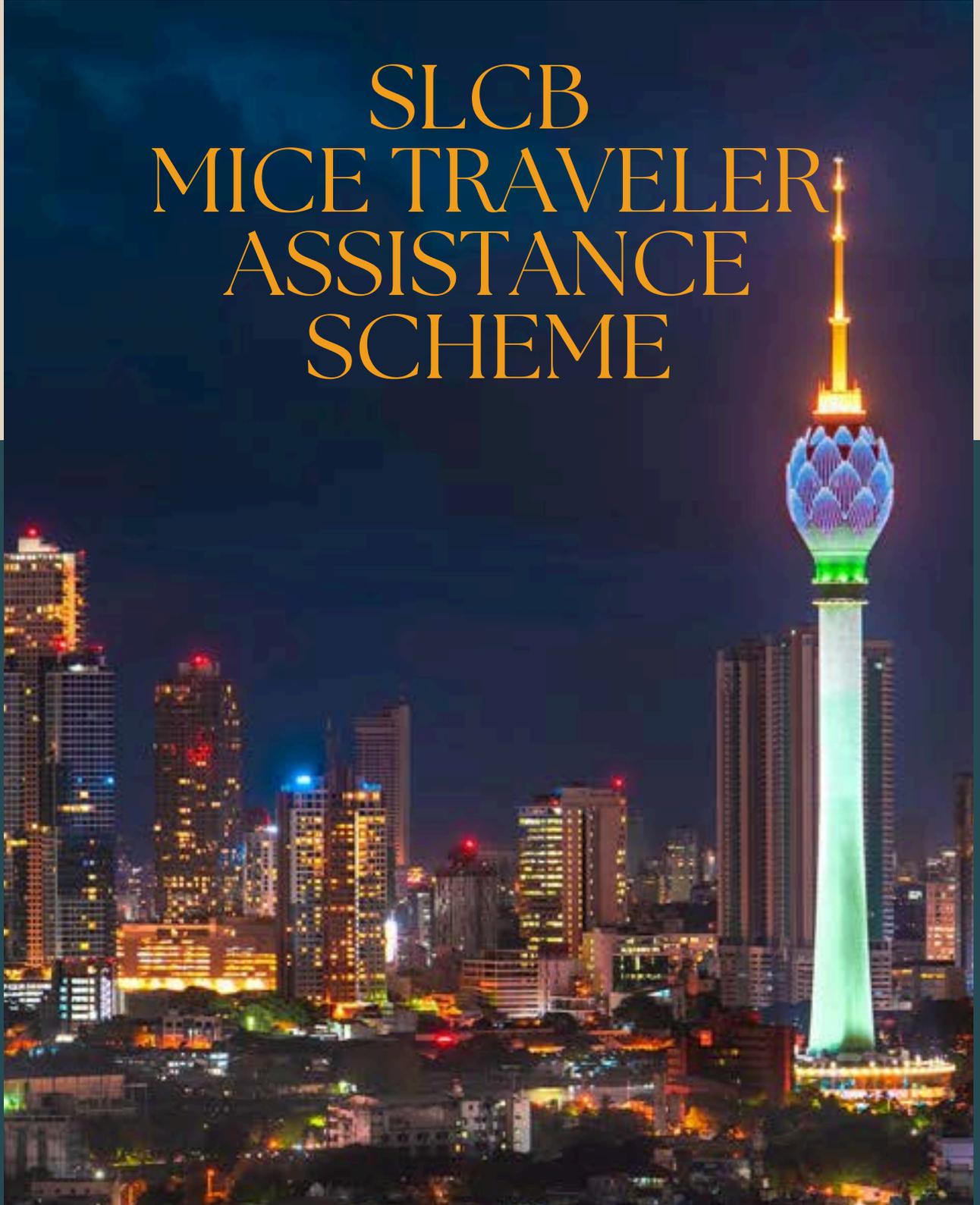




SRI LANKA  
CONVENTION BUREAU

# SLCB MICE TRAVELER ASSISTANCE SCHEME



*Meet In Sri Lanka*

## Entities Eligible to Request the Assistance

- Sri Lanka Tourism Development Authority (SLTDA) registered company with the updated renewal
- 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.)
- The maximum assistance per company per year could be considered under the scheme is LKR 2.0 Mn

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

- Request letter/Email with the completed supporting documents (PERFORMA INVOICE) must be submitted to SLCB at least two (02) months prior to the event.
- Followings should be submitted 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 foreign delegation
  - 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 to the reimbursement.
  - Endorsement from the Foreign Corporate entity (incentive groups)
  - If requested, the company should provide the business registration

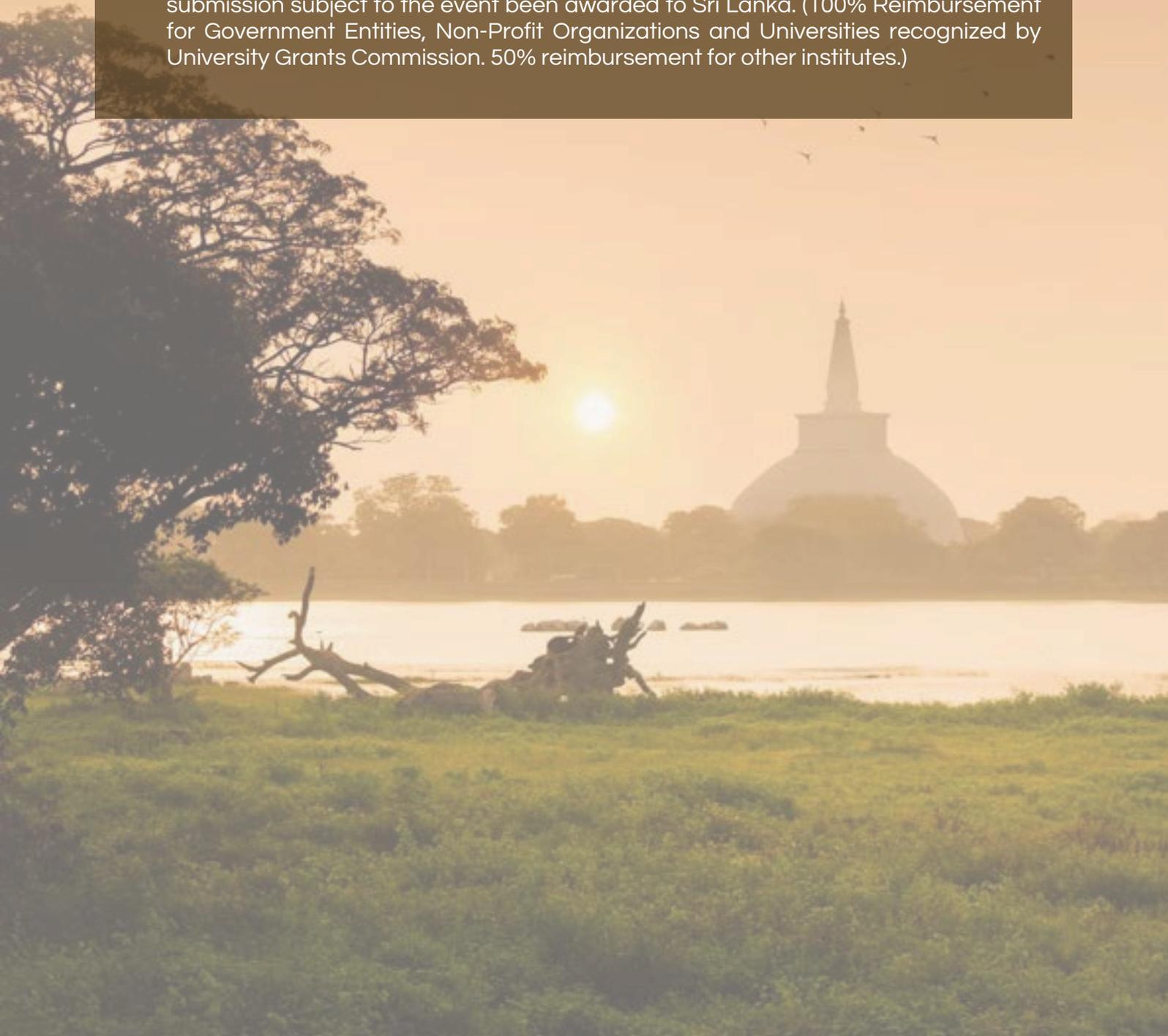
## **Stage 01: Bidding / Shortlisted stage of the Events (Above I & II)**

### **Request the Assistance**

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 1.0 million)
- 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.)



## Stage 2 - Confirmed events

In the Confirmed Events Stage, assistance will be provided for events that fall under the following three categories:

1. Conferences/Congresses, Meetings and Exhibitions
2. Incentive groups including International Events
3. Local Events with National Interest having foreign participants minimum of 10%

### Assistance for :

- **Conferences/Congresses, Meetings and Exhibitions**
- **Incentive groups including International Events Categories**

No. of Overseas Participants	Assistance to be provided
Up to 100	<ul style="list-style-type: none"><li>• Within Chairman's Authority Limit</li><li>• The nature of the assistance will be decided based on the event support request</li></ul>
101-349	<ul style="list-style-type: none"><li>• Value addition of the event up to LKR 1.2 Million. – (partial cost of PCO cost, souvenirs, entertainment, city tours, excursions etc)</li><li>• The nature of the assistance will be decided based on the event support request</li></ul>
Above 350	<ul style="list-style-type: none"><li>• Value addition of the event up to LKR 1.5 Million.</li><li>• The nature of the assistance will be decided based on the event support request</li></ul>

### Assistance for Local Events with National Interest having foreign participants minimum of 10% of the total participation

10% of the total SLCB event support budget will be allocated for the local events

## 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
- 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



SRI LANKA CONVENTION BUREAU  
No 78, 4<sup>th</sup> Floor, Hotel School Building,  
Galle Road, Colombo 03, Sri Lanka

[www.meetinsrilanka.com](http://www.meetinsrilanka.com)  
[mktslcb@srilanka.travel](mailto:mktslcb@srilanka.travel)