Structure of Organization:

Organizer：Macao Convention and Exhibition Association (MCEA)

Sponsoring Organization：Macao Foundation

Supporting Organizations：

- Commerce and Investment Promotion Institute
- Macao Chamber of Commerce

Co-organizers：

- Macau Fair & Trade Association
- The Association of Advertising Agents of Macau
- Macau Federal Commercial Association of Convention & Exhibition Industry
- Macao Association of Convention, Exhibition & Tourism Sectors
- Hengqin Convention and Exhibition Industry Association

Objectives :

- To commend strong and promising MICE events held in Macao
- To give special recognition to mainstream peripheral industries in the MICE industry chain for their continuous and high-quality services and contributions to the development of Macao's MICE industry
- To give special recognition to leaders and senior practitioners who have made significant contributions to the development of Macao's MICE industry
- To encourage Macao's MICE industry to move towards internationalization, specialization, and branding
- To deliver the concepts of pursuing service excellence, sharing industry platforms, and creating a healthy competitive environment
- To improve the regional competitiveness and international influence of Macao's MICE industry

A. Award Categories

- Brand Exhibition Award (1-3)
- Brand Convention Award (1-3)
- Innovative Exhibition Award (1-3)
- Bid Convention Award (1-3)
- Original Convention and Exhibition Award (1-3)
- Creative Event Award (1-3)
- MICE Quality Service Award (5-8)
- Macao-Hengqin Multi-Venue Event Contribution Award (1-3)

Eligibility :

- The awards are open to all organizers/coordinators of MICE events held in Macao/Hengqin.
- Any exhibitions / conventions (including bid conferences) that were held between **1- October 2025 and 30-September 2026 (both dates inclusive)**
- Candidates for the awards for leaders and practitioners in Macao's MICE industry must be nominated and recommended by the five Macao MICE industry associations.

Commencement of submission of entry forms: 15th September 2026 (Tuesday)
Submission Deadline: 30th October 2026 (Friday)

B. Contact

Contact : Mr. Joel
Tel : (853) 2871 4079
Website : www.mcea.org.mo

C. Participation & Submission Methods

- How to apply?
  - Self-nomination by event organizers/coordinators
  - Recommendation by organizations, enterprises or communities
- How to submit entry documents?
  - Visit the website of MCEA at www.mcea.org.mo and download the entry form
  - Electronic submission: upload the entry form and all necessary documents to the cloud, and then email the download link to mcea.macau@gmail.com

D. Requirements for Judging

◆ Brand Exhibition Award

This award aims to recognize and reward exhibitions that excel in hardware and software facilities, such as exhibition coordination, set-up, service quality, and effectiveness. They should also serve as good role models for exhibition brand creation, have been held with 3-consecutive years and have a positive impact on the development of the MICE industry in Macao.

Judging Criteria :

1. **How to build up the brand and its competitive advantages? (30%)**
   - How to build up the brand image?
   - What are the advantages in brand building?

2. **Exhibition Set Up and Coordination (20%)**

   Please provide the following information with attachment of brief caption of photos:
   - Event floor plan and booths layout
   - Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard booths
   - Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
   - Photos/samples of admission passes and brochures for VIPs/guests/general audiences
   - Photos/Videos of on-site coordination and guidance of audiences
   - Others (please specify)

3. **Business Generation（20%）**
   - Explain how the marketing strategies were used to attract exhibitors and buyers, i.e. introducing to the exhibitors, professional audiences/buyers the advantages and business opportunities of the event
   - Explain how an effective interactive exchange platform was built up for all involved participants in terms of services provided (e.g. business matching, etc.) to achieve more cooperation opportunities

4. **Sustainable Practices（15%）**
   - Explain through what types of sustainable practices (e.g. multi-venue event, multi-destination tourism, series of activities, crisis management, etc.) to enhance the quality in organizing events

5. **Overall Impact（15%）**
   - Explain the meaning and importance of the Exhibition and its positive impact on Macao
   - Has it achieved the expected impact on the society and economy

◆ Brand Convention Award

This award aims to recognize and reward conventions that demonstrate outstanding overall performance in planning & coordination, organization & reception, on-site coordination, etc. They should also serve as good role models for convention brand creation, have been held with 3-consecutive years and have a positive impact on the development of the MICE industry in Macao.

Judging Criteria :

1. How to build up the brand and its competitive advantages? (30%)

- How to build up the brand image?
- What are the advantages in brand building?

2. Main Content (20%)

- Describe the program content/agenda and itinerary arrangement (including both the main convention/conference and breakout meetings)

3. Convention Set Up and Coordination (20%)

Please provide the following information with attachment of brief caption of photos:

- Photos/videos/samples taken from different angles of the main conference hall and meeting rooms/lecture hall (show as much as possible the backdrops, interior settings and facilities, entrance signage, participants admission pass, registration/information counter, hall directional signage, banners, posters, program booklets/brochures, etc.)
- Photos/samples of speakers, attendants, audience flow, on-site coordination, etc.
- Others (please specify)

4. Sustainable Practices（15%）

- Explain through what types of sustainable practices (e.g. multi-venue event, multi-destination tourism, series of activities, crisis management, etc.) to enhance the quality in organizing events

5. Overall Impact（15%）

- Explain the meaning and importance of the theme of the convention and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

◆ Innovative Exhibition Award

This award aims to recognize and reward exhibitions that demonstrate outstanding overall performance in exhibition planning, event concepts, and marketing strategies. They should also demonstrate the spirit of innovation and share their experience in organizing innovative exhibitions. Additionally, they should have achieved a certain degree of market effectiveness, bringing new elements to the MICE industry in Macao.

Judging Criteria :

1. Innovation and Characteristics（30%）

- What are the innovative elements and advantages that were introduced to the event?
- Specify how the innovation can inspire Macao MICE industry and what positive impact it has created

2. Exhibition Set Up and Coordination（20%）

Please provide the following information with attachment of brief caption of photos:

- Event floor plan and booths layout
- Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard

booths

- Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters ,etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences
- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

3. **Business Generation（20%）**
   - Explain how the marketing strategies were used to attract exhibitors and buyers, i.e. introducing to the exhibitors, professional audiences/buyers the advantages and business opportunities of the event
   - Explain how an effective interactive exchange platform was built up for all involved participants in terms of services provided (e.g. business matching, etc.) to achieve more cooperation opportunities

4. **Sustainable Practices（15%）**
   - Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

5. **Overall Impact（15%）**
   - Explain the importance of the Exhibition and its positive impact on Macao
   - Has it achieved the expected impact on the society and economy

◆ Bid Convention Award

This award aims to recognize and reward successful bid conventions which have already been held in Macao. They should set a good example for convention bidding and share their experience with MICE industry peers. The goal is to encourage Macao's MICE practitioners to leverage their strengths, improve their bidding capabilities, and attract more quality international conventions to Macao, in order to drive the MICE industry forward in Macao.

Requirement for nomination: successful bid convention/conference that has been held in Macao between 1-October 2025 and 30-September 2026.

Judging Criteria :

1. **Bidding Experience and Winning Factors (30%)**
   - Describe the successful experience in bidding the event
   - What are the competitive advantages?

2. **Main Content (20%)**
   - Describe the program content/agenda and itinerary arrangement (including both the main convention/conference and breakout meetings)

3. **Convention Set Up and Coordination (20%)**

Please provide the following information with attachment of brief caption of photos:

- Photos/videos/samples taken from different angles of the main conference hall and meeting rooms/lecture hall (show as much as possible the backdrops interior settings and facilities, entrance signage, participants admission pass, registration/information counter, hall directional signage, banners, posters, program booklets/brochures, etc.)
- Photos/samples of speakers, attendants, audience flow, on-site coordination,etc
- Others (please specify)

4. **Sustainable Practices（15%）**
   - Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

5. **Overall Impact（15%）**
   - Explain the meaning and importance of the theme of the convention and its positive impact on Macao
   - Has it achieved the expected impact on the society and economy

◆ Original Convention and Exhibition Award

This award aims to recognize and reward conventions/exhibitions for their originality rooted in Macao's unique culture and economic diversity (with 3-consecutive years), as well as the collaborative development of the MICE industry in Macao. They should be established and held continuously in Macao, demonstrating outstanding achievements in project coordination, team execution, MICE concepts, project effectiveness, etc. They should also make a sustainable contribution to the MICE industry in Macao set a good example for the industry.

Remarks: The judging criteria for this award differ between conventions and exhibitions. Please submit the documents required for conventions and exhibitions, as listed in point B, respectively. The judging criteria for conventions and exhibitions in points A, C, D, and E are the same.

Judging Criteria:

1. Originality and special characteristics (30%)
- What are the competitive advantages and factors of originality?
- How can these originality factors create positive impact on local MICE industry

2 · Convention:

Convention Main Content (20%)
- Describe the program content/agenda and itinerary arrangement (including both the main convention/conference and breakout meetings)

Convention Set Up and Coordination (20%)

Please provide the following information with attachment of brief caption of photos:
- Photos/videos/samples taken from different angles of the main conference hall and meeting rooms/lecture hall (show as much as possible the backdrops interior settings and facilities, entrance signage, participants admission pass, registration/information counter, hall directional signage, banners, posters, program booklets/brochures, etc.)
- Photos/samples of speakers, attendants, audience flow, on-site coordination,etc.
- Others (please specify)

3 · Exhibition:

Exhibition Set Up and Coordination (20%)

Please provide the following information with attachment of brief caption of photos:
- Event floor plan and booths layout
- Event main stage for Opening Ceremony, photos/videos of customized booths (if any) and standard booths
- Photos/videos taken from different angles of the exhibition hall (show as much as possible the traffic flow, entrance signage, registration/information counter, hall directional signage, banners, posters, etc.)
- Photos/samples of admission passes and brochures for VIPs/guests/general audiences
- Photos/Videos of on-site coordination and guidance of audiences
- Others (please specify)

Business Generation（20%）
- Explain how the marketing strategies were used to attract exhibitors and buyers, i.e. introducing to

the exhibitors, professional audiences/buyers the advantages and business opportunities of the event
- Explain how an effective interactive exchange platform was built up for all involved participants in terms of services provided (e.g. business matching, etc.) to achieve more cooperation opportunities

4． Sustainable Practices（15%）
- Explain through what types of sustainable practices (e.g. crisis management, series of activities, etc.) to enhance the quality in organizing events

5． Overall Impact（15%）
- Explain the meaning and importance of the Exhibition and its positive impact on Macao
- Has it achieved the expected impact on the society and economy

◆ Creative Event Award

The awards are designed to recognize the outstanding performance on festival events, covering from event planning, activity content & format, marketing strategies, etc., of which combine both creative elements and the characteristics of Macau in matching with the development trend of the market, injecting new vitality into the Macao MICE industry and providing good demonstration and successful experience. These festival events should also possess good potential for sustainable development.

To reflect the diversity of event content and its format, a wide range of events, such as e-sports, festival celebrations, cultural and sports activities, film/music/literary presentation ceremonies, food/travel/leisure carnivals (or parade shows), education/technology /business events, as well as other festive events related to themes on historical, religious and cultural exchanges, are welcome to participate. The awards are designed to encourage local MICE industry to participate by means of a richer and more diversified format so as to jointly promote the development of the industry.

Judging Criteria :

1. Creativity & Potential（30%）
- What are the creativities and characteristics of the event?
- What are the advantages and potentials that will bring new vitality to Macao?
- What are the inspirations and positive impacts on the Macao MICE industry?

2. Event Planning and Coordination（20%）

Please provide the following information with attachment of brief caption of photos:
- Event planning proposal (including event briefing, activity format and concept, schedule arrangement, etc.)
- Photos/Videos of the opening ceremony
- Photos/videos (show as much as possible on-site traffic flow, entrance signage, registration/information counter, directional signage, banners, posters, etc.)
- Photos/samples of admission passes for VIPs/guests & general audience as well as relevant promotional materials of the event
- Photos/videos of on-site guidance and participation & interaction with audiences
- Others (please specify)

3. Business Generation（20%）
- Explain how marketing strategies were used to demonstrate the advantages and business opportunities of the event
- Explain how an effective platform was developed and how service was offered to all involved participants to achieve interactive exchange and cooperation

4. Sustainable Practices（15%）
- Explain through what types of sustainable practices (e.g. crisis management, series of

activities/contests, etc.) to enhance the quality in organizing events

5. **Overall Impact（15%）**
   - Explain the meaning and importance of the event and its positive impact on Macao
   - Has it achieved the expected impact on the society and economy

◆ MICE Quality Service Award

This award is to commend and reward any industry professionals who have outstanding performance in closely related areas in terms of professionalization, industrialization and marketization of the MICE industry and has made contributions to talents fostering as well as to any MICE industry service provider(s) who possess positive impact on the development of the industry.

The scope of this award covers following areas:

- ❖ Event venue design/construction;
- ❖ Venue supply & operation management;
- ❖ Marketing & promotion/Public Relations/Media Advertising;
- ❖ Logistics agencies/transportation;
- ❖ Travel supporting facilities (hotel, catering, tour guide, etc.);
- ❖ Backend support (e.g. security, cleaning, fire safety, medical and health, security system);
- ❖ Venue supporting facilities (e.g. network communication, power supply, stage production, lighting and audio/sound equipment supply and rental, venue design/decoration and floral arrangement);
- ❖ Human resources/data management (e.g. registration system, education and training, professional certification, legal affairs/consultation, foreign language translations), etc.

Eligibility: with 3-consecutive years or more working experience, and are still active in the Macao MICE related industry chain; long-term participation in various local convention and exhibition events. All SME service providers are welcome to participate.

Judging Criteria :

1. **Advantages and potential（30%）**
   - Ever participated in government-level exhibitions or conference services with international UFI\ICCA certifications. What professional capabilities and results have been demonstrated?
   - What kind of related services have mainly been provided for the events and what are the advantages?
   - What are the potentials and competitiveness, and what positive effects will it bring to Macao's convention and exhibition industry?

2. **Scope of Services and Execution（20%）**
   Please provide the following information with attachment of brief caption of photos:
   - Proof of cooperation with related MICE events (including agreement of cooperation, proof of service content, work flow arrangement, etc.)
   - Provide photos/videos of on-site work (if any, please try to fully demonstrate the team's ability on project coordination, working schedule and execution, etc.)
   - Provide photos/videos/written information of the overall project effectiveness. If any, please try to fully show the feedback on result effectiveness, such as the effect pictures of overall venue design/construction, samples released by relevant media for public attention, etc.)
   - Please provide photos/samples of admission card and related work certificates/manuals (if any).
   - Others (please specify)

3. **Business Generation（20%）**

- How to provide high-quality services for the MICE industry and establish an efficient coordination and cooperation mechanism between different industries?
- How to maximize the strength of the industry and explore its business opportunities and markets in the MICE industry?

4. **Sustainable Practices（15%）**
   - What sustainable development practices (e.g. training industry talents/convention and exhibition talents, creating innovative service content/formats, etc.) are used to continuously improve the quality of service?

5. **Overall Impact（15%）**
   - The importance and positive impact of this service on the development of Macao's convention and exhibition industry
   - Have the expected social and economic effects been achieved?
   - Have ever received any industry-related government awards or honor recognition?

◆ Macao-Hengqin Multi-Venue Event Contribution Award

This award aims to recognize and reward MICE events that consistently promote inter-regional cooperation and resource integration between the MICE industries of Macao and Hengqin, enrich Macao-Hengqin MICE cooperation, innovate the mode of such cooperation, and drive the integrated development of the MICE industries in both regions. These events should have been held continuously in Macao and Hengqin using the "multi-venue event" pattern at least three times, and they should serve as a good example for the industry.

Judging Criteria :

1. **Practical Experience and Advantages (30%)**
   - Describe the experience in implementing multi-venue events
   - Describe the advantages and potential of the event and how it has revitalized the synergy between Macao and Hengqin's MICE industries

2. **Event Planning and Coordination（20%）**

   Please provide the following information and attach a brief caption for each photo:
   - Event planning proposal (including the event profile, format, concept, and schedule)
   - Photos/videos of the opening ceremony
   - Photos/videos of the event venue (showing as much as possible the event venue, audience flow, entrance signage, registration/information counter, directional signage, banners, posters, etc.)
   - Photos/samples of admission passes for guests/general audiences and relevant promotional materials of the event.
   - Photos/videos of on-site guidance, as well as audience participation and interaction
   - Others (please specify)

3. **Business Generation（20%）**
   - Explain how marketing strategies are used to demonstrate the advantages and business opportunities of the event?
   - Explain how services are provided to all participants, and describe how an effective exchange and cooperation platform is built?

4. **Sustainable Practices（15%）**
   - Explain the types of sustainable practices used to enhance the quality of the event (e.g., complementary arrangements for multi-venue events, multi-destination tourism, a series of activities/competitions, crisis management)

5. **Overall Impact（15%）**
   - Explain the importance of the event and its positive, inspirational impact on the synergy between Macao and Hengqin's MICE industries
   - Explain whether it has achieved the expected impact on society and the economy

E. Attentions:

- Should a MICE event includes both exhibition and convention, please base on the primary and secondary level of the 2 events to select for the corresponding award for nomination. If exhibition is primary and convention is secondary, please nominate for the award in the Exhibition category. If convention is primary and exhibition is secondary, please nominate for the award in the Convention category.
- Candidates are required to submit all necessary supporting information on/before the submission deadline. The organizer will remind the candidates in due course. If it is overdue, the nomination will then be regarded as automatically given up.
- Whether the information provided is complete and convincing or not will have a direct impact on the judging scores. Therefore, please provide as much as possible detailed information and full justification for reference.
- The same event can enter for a maximum of 2 nominations at the same time.
- The same organizer can nominate for a number of MICE events. But for events that were jointly organized, only one of the organizers can represent to nominate.
- MCEA reserves the final right for discretion and decision on this event.

Note: MCEA reserves the right to make the final interpretations and decisions regarding this initiative.