# How to list your business on Africa MICE Hub

A complete reference for businesses: the process, what to prepare, every package, what a listing costs, and how review works. Written for hotels and venues, DMCs, PCOs, event technology, transport, catering, audio-visual and exhibition suppliers.

THE FIVE STEPS




## In this guide

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Business is free and includes your first listing. Enterprise removes every listing and token limit and adds magazine, directory and early-access placement. Anything else can be added on its own, at any time.

SECTION 1

# The listing journey, step by step

STEP 1

### Choose your package

- Business is free and includes your first listing.
- Enterprise removes every listing and token limit.
- Change package whenever you need to - no lock-in.

STEP 2

### Build your listing

- Pick the category that matches what you sell.
- Add description, location, contacts and facilities.
- Upload your logo and gallery. Drafts save as you go.

STEP 3

### Generate the AI design

- The design step is required before you can submit.
- Preview the page and regenerate for a different take.
- Nothing is published until you submit it to us.

STEP 4

### Fund the listing

- Business listings carry a wallet-funded token budget.
- Tokens cost $0.01 per token, metered on views.
- Enterprise and complimentary listings skip this step - no wallet allocation is needed.

STEP 5

### Submit for review

- We review every submission before it goes public.
- You are emailed the decision - no chasing needed.
- Approved listings go live in the directory at once.

SECTION 2

# What to prepare before you start

Have these ready before you open the listing form. Complete profiles are reviewed faster and rank better in directory search.

### Business essentials

- Registered business name and the category you sell into
- A one-line tagline and a full description of your service
- Year established, team size and service areas

### Brand assets

- Logo on a transparent or white background (square works best)
- At least three gallery images of venues, work or people
- Optional: video link or virtual tour URL

### Contact & location

- Primary contact person, role, email and phone
- WhatsApp number and website
- Street address, city, state/province, country and postal code
- A map location so buyers can find you

### Proof & capability

- Facilities, amenities and capacity you can service
- Languages your team works in
- Certifications, memberships or awards you hold
- Social profiles you want shown on the listing

SECTION 3

## Packages at a glance

| PACKAGE | FEE | LISTINGS | LISTING FUNDING |
|---|---|---|---|
| Business | Free · No package fee | 2 live listings | Wallet-funded token allocation |
| Enterprise | $999 · per 1 year | Unlimited listings | No token allocation |
| Feature Listing | $200 · per 6 months | 2 live listings | Wallet-funded token allocation |

SECTION 4

## What each package includes

### Business

**2 live listings**

Start listing, pay only for what you use

- Advertising campaigns
- Advanced analytics
- Directory listings
- Members-only content
- Priority support

### Enterprise

**Unlimited listings**

Everything, unlocked

- Advertising campaigns
- Advanced analytics
- Featured in It's a MICE World
- Publish articles
- Directory listings
- Unlimited listings
- List without buying tokens
- Featured directory placement
- Verified business badge
- Early access releases
- Members-only content
- Priority support

### Feature Listing

**2 live listings**

- Featured in It's a MICE World
- Featured directory placement

SECTION 5

## Costs, tokens and your wallet

### Package fee

Business is free to open. Enterprise is billed up front for the year and includes every capability on the platform.

### Pay-per-visibility

Business listings run on tokens: 1 token per profile view and 100 tokens per booking request, deducted from the budget you allocate. Tokens are $0.01 per token.

### Wallet

Your wallet holds the funds you use to allocate budgets and buy add-ons. Top-ups start at $10.00 and post instantly once the payment is confirmed.

**Add-ons**

Any capability your package does not include can be added on its own - monthly, annual or one-off - and starts working as soon as it is paid for.

SECTION 6

## Listing allowances and limits

Every package carries an allowance, and the same rules apply everywhere on the platform - what you see in My Listings is exactly what the system enforces.

| RULE | HOW IT WORKS |
| --- | --- |
| Every listing occupies one slot | Active, pending and draft listings all count towards your allowance, so you always know what you have committed. |
| Unlimited means unlimited | Packages and add-ons that carry unlimited listings never block a new listing, whatever your history. |
| Declined listings free a slot | A listing the team rejects or archives no longer counts, so you can correct and try again without wasting capacity. |
| The wall is visible up front | My Listings shows used and remaining slots, and the create button changes state the moment you reach the limit. |
| You are told, not blocked silently | Reaching your allowance sends an email with the options: upgrade the package, add capability, or renew an expired listing. |

SECTION 7

# Review, statuses and corrections

Every submitted listing is reviewed by the editorial team before it goes live. This is exactly what you will see on My Listings, and what each status means.

| STATUS | WHAT IT MEANS | YOUR NEXT STEP |
|---|---|---|
| Draft | Created but not submitted. Only you can see it. | Finish the details and generate the AI design. |
| Pending payment | Wallet balance is below the allocation you set. | Top up your wallet, then submit again. |
| Pending approval | Submitted and waiting for the editorial team. | No action needed - you are emailed on the decision. |
| Approved | Cleared for publication and about to go live. | Nothing - activation is automatic. |
| Active | Live in the directory and taking views and bookings. | Update it whenever you need to. |
| Rejected | Declined with a written reason. Not counted against your allowance. | Read the reason, correct it, resubmit. |
| Expired | The listing period ended. | Renew from My Listings to return it to service. |
| Suspended | Hidden by the team, usually pending verification. | Contact support to resolve it. |

### Editing a live listing

Editing never takes a live listing offline. Changes are reviewed in the background and applied once approved, so you keep receiving enquiries while we check the update.

SECTION 8

# Add-ons you can switch on

Anything a package does not include can be added on its own. Add-ons activate the moment they are paid for - no support request needed.

| ADD-ON | WHAT IT GIVES YOU | PRICE |
|---|---|---|
| Advertising campaigns | Create and run ad campaigns in the marketplace. | $39 per month |
| Advanced analytics | Unlock the full analytics suite for your listings. | $19 one-off |
| Featured in It's a MICE World | One editorial feature in the next magazine issue. | $300 per year |
| Directory listings | Create and manage business listings in the industry directory. | $200 per year |
| Unlimited listings | No cap on how many listings the account can publish. | $149 per year |
| List without buying tokens | Publish listings without allocating a token budget — metering is included. | $200 per year |
| Featured directory placement | Stay at the top of your category all month. | $49 per month |
| Early access releases | Beta access to upcoming platform releases. | $9 one-off |
| Members-only content | Access exclusive content reserved for signed-in members. | $9 one-off |

SECTION 9

# Support

Questions about a listing, a review decision or a package are handled through the support desk in your backoffice - it keeps the whole conversation, the history and any attachments in one place.

- Email: info@africamicehub.com
- Phone: +254705761111

### Renewals and expiry

We email you 30, 14, 7, 2 and 1 days before a listing period ends. The listing stays visible through a 3-day grace window, then moves to Expired. Renewing from My Listings returns it to service with its history, images and design intact.

FREQUENTLY ASKED

## Answers to the common questions

### How long does the review take?

Submissions are reviewed in the order received. You are emailed the moment a decision is made, and the status on My Listings updates immediately.

### Can I edit a live listing?

Yes. Editing never unpublishes a live listing - your changes are reviewed and then applied, so you keep taking enquiries throughout.

**What happens when my listing period ends?**

We email you 30, 14, 7, 2 and 1 days before expiry. The listing keeps working for a 3-day grace window, then moves to Expired until you renew it from My Listings.

**Do I always have to fund tokens?**

No. Pay-per-visibility funding only applies to listings on packages without a token waiver. Enterprise listings and complimentary listings are published without any allocation.

**How do I pay?**

By card or mobile money through the secure checkout. Wallet top-ups start at $10.00. Promotional codes can be applied at payment.

**What if I need more listings than my package allows?**

Upgrade to a package with a larger allowance, or add the unlimited-listing capability where it is offered. My Listings always shows how many slots you have used and how many remain.