# 2020 PRINT/DIGITAL CONTENT CALENDAR

## JANUARY/FEBRUARY

### FEATURES
- Best Practices: Budget Tips
- Drive-To Meetings*
- In Balance: Wellness
- Meetings Today Trends
- Resort Meetings*
- Pharma/Medical Meetings
- Technology in Meetings

### WEBINARS
- 01.08: On-Location Broadcast: PCMA
- 01.29: Cost-Saving Strategies: How to Maximize Your Meetings Budget
- 02.26: In Balance: Wellness Options That Enrich Attendees and Create Engagement

### DESTINATIONS
- **EAST:** Drive-To Meetings* ■ Connecticut ■ Philadelphia/Valley Forge/Eastern, PA
- **MIDAMERICA:** Drive-To Meetings* ■ Milwaukee Area ■ Eastern Iowa Cities ■ Kansas ■ Chicago Suburbs
- **SOUTH:** Coastal Carolina ■ Dallas/Fort Worth ■ Drive-To Meetings* ■ Houston ■ Miami/Fort Lauderdale
- **WEST:** Drive-To Meetings* ■ Pacific Northwest ■ San Francisco Bay Area ■ Arizona ■ Las Vegas ■ Monterey/Santa Cruz, CA ■ Mountain Meetings ■ San Diego
- **GLOBAL:** Venues & Destinations

### NEWSLETTERS

#### Meetings Today Newswire
- 01.02: Post-Holiday, No Newsletter
- 01.07: Connecticut
- 01.08: Milwaukee Area
- 01.09: Coastal Carolina
- 01.14: Pacific Northwest
- 01.15: Dallas/Fort Worth
- 01.16: N/A
- 01.21: San Francisco Bay Area
- 01.22: Kansas
- 01.23: N/A
- 01.28: Eastern PA
- 01.29: Arizona
- 01.30: N/A
- 02.04: Houston
- 02.05: Las Vegas
- 02.06: N/A
- 02.11: Nashville
- 02.12: Chicago Suburbs
- 02.13: N/A
- 02.18: Monterey/Santa Cruz, CA
- 02.19: Eastern Iowa Cities
- 02.20: N/A
- 02.25: San Diego
- 02.26: Miami/Fort Lauderdale
- 02.27: N/A

### ADS
- Sales Close: 12.20.19
- Advertisials: 01.03.20
- Materials: 01.10.20

### ADS Sales Close, Advertisials, Materials:
- 01.24
- 01.30
- 02.07
- 02.10
- 02.20
- 02.27

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### MARCH

### FEATURES
- Best Practices: Risk Management/Security
- Corporate Meetings
- In Balance: Wellness
- Resorts & Spa Meetings*

### WEBINARS
- 03.25: Risk Management Primer: How to Protect Your Attendees and Organization From Disaster

### DESTINATIONS
- **EAST:** Baltimore Metro ■ Toronto
- **MIDAMERICA:** Chicago ■ Destination Value Dates* ■ Madison, WI ■ Michigan ■ Ohio
- **SOUTH:** Arkansas ■ Birmingham, AL ■ Charlotte ■ Destination Value Dates* ■ Tampa/St. Pete/Clearwater
- **WEST:** Colorado ■ Destination Value Dates* ■ Greater Palm Springs, CA ■ Metro Seattle ■ Western Canada
- **GLOBAL:** Bermuda

### NEWSLETTERS

#### Meetings Today Newswire
- 03.02: Toronto
- 03.04: Arkansas
- 03.05: Chicago
- 03.10: Greater Palm Springs, CA
- 03.11: Metro Seattle, Western Canada
- 03.12: Tampa/St. Pete/Clearwater
- 03.17: Madison, WI
- 03.18: Baltimore Metro
- 03.19: Charlotte, Birmingham, AL
- 03.24: Michigan
- 03.25: Colorado
- 03.26: Bermuda
- 03.31: Ohio

### ADS Sales Close, Advertisials, Materials:
- 03.24
- 03.30
- 02.07

### ADS Sales Close, Advertisials, Materials:
- 03.14
- 03.20

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*Advertorials available with minimum 1/2 page ads

**DISTRIBUTION:** JAN/FEB: MPI NCC

06.10.20
# 2020 PRINT/DIGITAL CONTENT CALENDAR

## APRIL

### FEATURES
- Best of Nominations
- Best Practices: Site Selection
- Convention Centers*
- In Balance: Wellness
- Luxury Hotels
- Native American Gaming

### WEBINARS
- **04.29:** What to Ask Meeting Facilities Onsite and When You Can't Travel for a Site Inspection

### PRINT

#### DESTINATIONS
- **EAST:** Convention Centers* • New York State • Greater Boston
- **MIDAMERICA:** Agricultural Meetings • Convention Centers* • Central Illinois • Minneapolis/St. Paul Metro
- **SOUTH:** Convention Centers* • Galveston • Georgia • Louisiana • Raleigh, NC • Tennessee
- **WEST:** Convention Centers* • Inland Empire • Reno/Lake Tahoe • Hawaii (Insert) • Utah
- **GLOBAL:** Venues & Destinations

#### ADS
- **Sales Close:** 02.21
- **Advertorials:** 02.28
- **Materials:** 03.06

## MAY/JUNE

### FEATURES
- Best Practices: Event Tech
- Conference Centers*
- In Balance: Wellness
- Special Venues

### WEBINARS
- **05.27:** Designing Events for an Insecure World
- **06.24:** Hotel Sales Cycles: Understanding Hotel Revenue
- Needs to Get the Best Deal for Your Meeting

### PRINT

#### DESTINATIONS
- **EAST:** Convention Centers* • Providence, RI • New Jersey • NYC/Long Island
- **MIDAMERICA:** Conference Centers* • Missouri • Omaha, NE/Council Bluffs, IA • Wisconsin Dells, WI
- **SOUTH:** Conference Centers* • Austin/The Hill Country, TX • Beach Meetings* • Biloxi, MS Area • Coastal Virginia • Palm Beach/Treasure Coast, FL
- **WEST:** Conference Centers* • Coastal Mexico • Montana • New Mexico
- **GLOBAL:** Australia

#### ADS
- **Sales Close:** 04.10
- **Advertorials:** 04.17
- **Materials:** 04.24

## FLORIDA SUPPLEMENT
- **SALES CLOSE:** 02.14
- **MATERIALS:** 03.06

## LAS VEGAS SUPPLEMENT
- **SALES CLOSE:** 04.10
- **MATERIALS:** 04.24

## NEWSLETTERS

### Meetings Today Newswire

<table>
<thead>
<tr>
<th>Date</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>04.01</td>
<td>Inland Empire</td>
</tr>
<tr>
<td>04.02</td>
<td>N/A</td>
</tr>
<tr>
<td>04.07</td>
<td>Central Illinois</td>
</tr>
<tr>
<td>04.08</td>
<td>New York State</td>
</tr>
<tr>
<td>04.09</td>
<td>Hawaii</td>
</tr>
<tr>
<td>04.14</td>
<td>Georgia</td>
</tr>
<tr>
<td>04.15</td>
<td>Minneapolis/St. Paul Metro</td>
</tr>
<tr>
<td>04.16</td>
<td>Greater Boston</td>
</tr>
<tr>
<td>04.21</td>
<td>Tennessee</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>05.05</td>
<td>Orange County, CA</td>
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<tr>
<td>05.06</td>
<td>Palm Beach/Treasure Coast, FL</td>
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<td>05.07</td>
<td>NYC/Long Island</td>
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<tr>
<td>05.12</td>
<td>Lake Geneva, WI</td>
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<tr>
<td>05.13</td>
<td>Central/West Texas</td>
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<tr>
<td>05.14</td>
<td>Portland, OR Metro</td>
</tr>
<tr>
<td>05.19</td>
<td>Providence, RI; Missouri</td>
</tr>
<tr>
<td>05.20</td>
<td>Omaha, NE/Council Bluffs, IA</td>
</tr>
<tr>
<td>05.21</td>
<td>Biloxi, MS Area</td>
</tr>
<tr>
<td>05.26</td>
<td>Post-Holiday, No Newsletter</td>
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<tr>
<td>05.27</td>
<td>Colorado; Coastal Virginia</td>
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<tr>
<td>05.28</td>
<td>Coastal Mexico</td>
</tr>
<tr>
<td>06.02</td>
<td>Wisconsin Dells, WI</td>
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<tr>
<td>06.03</td>
<td>Pasadena/Hollywood/The Valleys</td>
</tr>
<tr>
<td>06.04</td>
<td>Oahu/Kauai</td>
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<tr>
<td>06.09</td>
<td>Myrtle Beach, SC; New Jersey</td>
</tr>
<tr>
<td>06.10</td>
<td>Iowa; Las Vegas</td>
</tr>
<tr>
<td>06.11</td>
<td>Florida Keys/Key West</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Destination</th>
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</thead>
<tbody>
<tr>
<td>06.16</td>
<td>Colorado Springs; Utah</td>
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<tr>
<td>06.17</td>
<td>Quebec City/Montreal</td>
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<tr>
<td>06.18</td>
<td>Australia</td>
</tr>
<tr>
<td>06.23</td>
<td>Austin/The Hill Country, TX</td>
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<tr>
<td>06.24</td>
<td>Columbia, SC</td>
</tr>
<tr>
<td>06.25</td>
<td>Montana</td>
</tr>
<tr>
<td>06.30</td>
<td>New Mexico</td>
</tr>
</tbody>
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### Meetings In a Minute
- **04.10, 04.24**
- **05.08, 05.22, 05.12, 05.26**

### Friday With Joan
- **04.03**
- **05.01, 06.05**

### New & Renovated
- **04.17**
- **05.15, 06.19**

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*Advertorials available with minimum ½ page ads*
### FEATURES
- **JULY/AUGUST**
  - Meetings Trendsetters
  - Resorts & Incentives*
  - Association Meetings
  - Best Practices: F&B Preferences and Allergies
  - Coastal Meetings
  - Contracts: Advice From The Pros
  - In Balance: Wellness*
  - CVB/DMO Guide

- **SEPTEMBER**
  - Affordable Meetings
  - Best of Awards*
  - Best Practices: Sustainability
  - In Balance: Wellness
  - IMEX Preview

### WEBINARS
- **JULY/AUGUST**
  - 07.29: F&B 101: Managing Attendee Food Preferences and Dietary Requirements From A to Z
  - 08.26: Key Contract Clauses: A Meeting Planners’ Guide to Covering Your Legal Bases

- **SEPTEMBER**
  - 09.17: On-Location Broadcast: IMEX America
  - 09.30: Sustainability and Beyond: How to Create a Greener Meeting and Foster Positive Social Impact

### DESTINATIONS
- **JULY/AUGUST**
  - **EAST:** Washington, D.C. Metro ■ Resorts & Incentives*
  - **MIDAMERICA:** Nebraska ■ Southwest Michigan ■ Resorts & Incentives*
  - **SOUTH:** New Orleans ■ Resorts & Incentives* ■ South Texas
  - **WEST:** Beverly Hills/West Hollywood/Westside/ Beach Cities, CA ■ Idaho/Montana/Wyoming ■ Resorts & Incentives*
  - **GLOBAL:** Venues & Destinations

- **SEPTEMBER**
  - **EAST:** Best of* ■ East Coast Gaming* ■ New England ■ Pittsburgh/Western PA
  - **MIDAMERICA:** Best of* ■ Family-Friendly Meetings* ■ East Central Wisconsin ■ MidAmerica Gaming*
  - **SOUTH:** Best of* ■ Columbia, SC ■ East Tennessee ■ Myrtle Beach ■ Orlando
  - **WEST:** Best of* ■ Central California Coast ■ Mountain Meetings ■ Phoenix/Scottsdale ■ Mexico
  - **GLOBAL:** Venues & Destinations

### ADS
- **JULY/AUGUST**
  - Sales Close: 06.19
  - Advertorials: 06.27
  - Materials: 07.03

- **SEPTEMBER**
  - Sales Close: 07.24
  - Advertorials: 07.31
  - Materials: 08.07

### NEWSLETTERS
#### Meetings Today Newswire
- **JULY/AUGUST**
  - 07.01: Central/West Tennessee
  - 07.02: N/A
  - 07.07: Maui
  - 07.08: Detroit Metro
  - 07.09: Idaho
  - 07.14: N/A
  - 07.15: North Dakota
  - 07.16: N/A
  - 07.21: Beverly Hills/Westside/Beach Cities
  - 07.22: South Texas
  - 07.23: N/A
  - 07.28: New Orleans
  - 07.29: Wyoming
  - 07.30: N/A
  - 08.04: Southwest Michigan
  - 08.05: Georgia Coast
  - 08.06: N/A
  - 08.11: Washington, D.C. Metro
  - 08.12: Columbus, OH
  - 08.13: N/A
  - 08.18: Washington
  - 08.19: Newport, RI
  - 08.20: N/A
  - 08.25: Caribbean/Cancun
  - 08.26: Nebraska
  - 08.27: N/A

- **SEPTEMBER**
  - 09.01: East Tennessee
  - 09.02: Central California Coast
  - 09.03: N/A
  - 09.08: Post-Holiday, No Newsletter
  - 09.09: Pittsburgh/Western PA
  - 09.10: N/A
  - 09.15: South Carolina
  - 09.16: East Central Wisconsin
  - 09.17: N/A
  - 09.22: Mexico
  - 09.23: Orlando
  - 09.24: N/A
  - 09.29: New England
  - 09.30: Phoenix/Scottsdale

### TEXAS SUPPLEMENT
- Sales Close: 07.17
- Materials: 07.31

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*Advertorials available with minimum ½ page ads

DISTRIBUTION: SEPT: IMEX America
## FEATURES

- **Oct**: All-Inclusive Meetings*
  - Attractions
- **Nov**: Best Practices: F&B Design
  - Executive Retreats/Small Meetings
- **Dec**: Best Practices: Social Media
  - Golf Resort Meetings*

## WEBINARS

- **Oct 12.28**: Inspiring CSR Programs: Discover Engaging Corporate Social Responsibility Programs That Will Engage Your Attendees
- **Nov 11.18**: Leveraging Your CVB Relationship: Tapping Into Free Services From CVBs/DMOs
- **Dec 12.16**: Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees

## DESTINATIONS

- **Oct**: NEW ENGLAND: Delaware
  - Maryland
  - Poconos, PA
- **Nov**: MIDWEST: Central Iowa
  - CBV Update
  - Grand Rapids, MI
  - St. Louis
- **Dec**: WEST: Atlantic City, NJ
  - New & Renovated Properties
  - Rhode Island

## MATERIALS

- **Oct**: Sales Close: 08.14
- **Nov**: Sales Close: 09.18
- **Dec**: Sales Close: 10.23

## ADS

- **Oct**: Sales Close: 08.21
- **Nov**: Sales Close: 09.25
- **Dec**: Sales Close: 10.02

## NOTES

- **Oct**: 10.01: Greater Cleveland
  - 10.02: Executive Retreats/Small Meetings
  - 10.03: Meetings Today Newswire
  - 10.04: N/A
  - 10.05: Meetings Today Newswire
  - 10.06: N/A
  - 10.07: Meetings Today Newswire
  - 10.08: N/A
  - 10.09: Meetings Today Newswire
  - 10.10: N/A
  - 10.11: Meetings Today Newswire
  - 10.12: Christmas, No Newsletter
  - 10.13: N/A
  - 10.14: Meetings Today Newswire
  - 10.15: N/A
  - 10.16: Meetings Today Newswire

- **Nov**: 11.01: N/A
  - 11.02: Meetings Today Newswire
  - 11.03: N/A
  - 11.04: Meetings Today Newswire
  - 11.05: N/A
  - 11.06: Meetings Today Newswire
  - 11.07: N/A
  - 11.08: Meetings Today Newswire
  - 11.09: N/A
  - 11.10: Meetings Today Newswire
  - 11.11: N/A
  - 11.12: Meetings Today Newswire
  - 11.13: N/A
  - 11.14: Meetings Today Newswire
  - 11.15: N/A
  - 11.16: Meetings Today Newswire
  - 11.17: N/A

- **Dec**: 12.01: N/A
  - 12.02: Meetings Today Newswire
  - 12.03: N/A
  - 12.04: Meetings Today Newswire
  - 12.05: N/A
  - 12.06: Meetings Today Newswire
  - 12.07: N/A
  - 12.08: Meetings Today Newswire
  - 12.09: N/A
  - 12.10: Meetings Today Newswire
  - 12.11: N/A
  - 12.12: Meetings Today Newswire
  - 12.13: N/A

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*Advertorials available with minimum ½ page ads*