100% DIRECT REQUEST*

- More than 55,000* publication recipients are 100% direct request
- Total Readership = 98,601 (pass-along)
- 80,000+ unique enewsletter recipients
- Hundreds of live event attendees
- Over 39,500** visits per month

20.8% Meetings Today users’ budgets continue to rise!

Type of Planners:
- Corporate: 43,520*
- Association: 11,554*
- Independent: 6,691*

Meetings Today is useful to their job.

88.1%

Typical single meeting budgets run the gamut: 29.1% spend $50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

- Budgets of $300K-$499K: 12.6%
- Budgets of $500K-$999K: 12.2%
- Budgets of $1M-$4.9M: 21%
- Budgets of $5M+: 6.4%

- 35.9% in the industry 20+ years
- 30.1% in the industry 11-20 years
- 13.4% in the industry 7-10 years
- 12.5% in the industry 4-6 years

Activities

Planners continue to add to their meetings with great activities.

- 52.6% TEAMBUILDING
- 49.2% LOCAL TOURS
- 38.1% GOLF

CSR ............................................ 33.3%
SPORTING EVENTS .................. 26.9%
SPA ................................................ 31%
SPOUSAL PROGRAMS .............. 27.6%
ATTRACTIONS/ THEME PARKS ...... 26%
WELLNESS.................................... 30.7%

Meetings Today users are experienced

We are always qualifying new planners, with 8.1% of our users in the industry for 3 years or less!
Meetings Today has the largest circulation of any publication... reaching an audience of more than 55,000*!

Meetings Today has the most subscribers with the title of convention and/or meeting planner.*

Meetings Today continues to be the leader in providing quality education with more than 25,000* webinar registrants per year and numerous video broadcasts from top industry events.

Meetings Today users have over $75 Billion in buying power!

* Publisher’s Own Data – May 2019
Meetings Today delivers the content planners want in the way they want it.

We have the industry’s largest audience of any media brand in the meetings and events planning market.*

- More than 55,000* subscribers
- Qualified and engaged live event attendees
- Thousands of possible leads
- **More solutions** to meet your needs
  - Print publications
  - Website opportunities
  - Enewsletter options
  - Premiere live events
  - Lead generation
  - Cutting edge Research & Marketing services

* Publisher’s Own Data – May 2019
## RIGHT AUDIENCE \ RIGHT OPPORTUNITIES

### [meetings today 2020]

<table>
<thead>
<tr>
<th>WEB</th>
<th>PRINT</th>
<th>EMAIL</th>
<th>LIVE</th>
<th>MARKETING SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Units &amp; Rich Media</td>
<td>National</td>
<td>National Newsletters</td>
<td>Meetings Today LIVE!</td>
<td>Lead Generation</td>
</tr>
<tr>
<td>Social Media Retargeting</td>
<td>International</td>
<td>Custom Newsletters</td>
<td>Educational Webinars</td>
<td>Appointment Setting</td>
</tr>
<tr>
<td>Video – Custom &amp; Destination/Property</td>
<td>Guide</td>
<td>E-List Rental</td>
<td>On Location Video Broadcasts</td>
<td>Content Marketing</td>
</tr>
<tr>
<td>Programs &amp; Packages</td>
<td>Supplements</td>
<td>Meetings In a Minute</td>
<td>Custom Webinars</td>
<td>Research</td>
</tr>
<tr>
<td>Digital Edition</td>
<td>Custom Print Options</td>
<td>Friday With Joan</td>
<td>Custom Fams</td>
<td>Social Media</td>
</tr>
<tr>
<td>Online Display Remarketing</td>
<td></td>
<td>New &amp; Renovated</td>
<td></td>
<td></td>
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<tr>
<td>Mobile</td>
<td></td>
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</table>
WHY PRINT?

➔ Print media is a backbone to any brand. Our publications introduce meeting planners to your destinations or properties. This information tells our audience what you want them to understand and how to better handle their business.
➔ Print is a reminder of who, where and what your business is.
➔ Our educational publications will enhance any work you do.

Let the Meetings Today publications reach wide amounts of planners for you.

Our Print Options Include:

➔ 10 monthly magazines
➔ 5 annual supplements

Custom Print Options built for you!

➔ Gatefold Cover (with or without die cut)
➔ Reverse Gatefold Cover
➔ Tip Cover
➔ 2-page Gatefold
➔ 3-page Gatefold
➔ Cover Wrap
➔ French Door
➔ Belly Band
➔ Tab Divider (with or without die cut)
➔ Insert
➔ Label Aire Post-it
➔ Business Reply Cards
➔ Custom

[meetings today 2020]
## 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

#### PRINT

**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 ● Metroplex ● Drive-To Meetings ● Nashville ● 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

**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

#### 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

#### ADS
- **Sales Close:** 12.20.19
- **Advertorials:** 01.03.20
- **Materials:** 01.10.20

### MARCH

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

#### PRINT

**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

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

**NEWSLETTERS**

**Meetings Today Newswire**
- **03.03:** 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

**ADS**
- **Sales Close:** 01.24
- **Advertorials:** 01.31
- **Materials:** 02.07

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

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*Advertorials available with minimum ½ page ads*
## April

### Print

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

**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

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

### Newsletters

**Meetings Today Newswire**
- 04.01: Inland Empire
- 04.02: N/A
- 04.07: Central Illinois
- 04.08: New York State
- 04.09: Hawaii
- 04.14: Georgia
- 04.15: Minneapolis/St. Paul Metro
- 04.16: Greater Boston
- 04.21: Tennessee
- 04.22: Lake Tahoe/Reno
- 04.23: Raleigh, NC
- 04.28: Utah
- 04.29: Galveston
- 04.30: Louisiana

**Meetings Today Newswire**
- 05.05: Orange County, CA
- 05.06: Palm Beach/Treasure Coast, FL
- 05.07: NYC/Long Island
- 05.12: Lake Geneva, WI
- 05.13: Central/West Texas
- 05.14: Portland, OR Metro
- 05.19: Providence, RI; Missouri
- 05.20: Omaha, NE/Council Bluffs, IA
- 05.21: Biloxi, MS Area
- 05.26: Post-Holiday, No Newsletter
- 05.27: Colorado; Coastal Virginia
- 05.28: Coastal Mexico
- 06.02: Wisconsin Dells, WI
- 06.03: Pasadena/Hollywood/The Valleys
- 06.04: Oahu/Kauai
- 06.09: Myrtle Beach, SC; New Jersey
- 06.10: Iowa; Las Vegas
- 06.11: Florida Keys/Key West
- 06.16: Colorado Springs; Utah
- 06.17: Quebec City/Montreal
- 06.18: Australia
- 06.23: Austin/The Hill Country, TX
- 06.24: Columbia, SC
- 06.25: Montana
- 06.30: New Mexico

**Meetings Today Newswire**
- 05.01: Orange County, CA
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- 05.24: Montana
- 05.25: New Mexico

### Copydeadlines

- **Print**
  - April: 02.21
  - May: 04.10

- **Digital**
  - April: 02.28
  - May: 04.17

**Meetings Today Newswire**
- 05.01: Orange County, CA
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- 05.17: Iowa; Las Vegas
- 05.18: Florida Keys/Key West
- 05.19: Colorado Springs; Utah
- 05.20: Quebec City/Montreal
- 05.21: Australia
- 05.22: Austin/The Hill Country, TX
- 05.23: Columbia, SC
- 05.24: Montana
- 05.25: New Mexico

**Meetings Today Newswire**
- 06.01: Orange County, CA
- 06.02: Palm Beach/Treasure Coast, FL
- 06.03: NYC/Long Island
- 06.04: Lake Geneva, WI
- 06.05: Central/West Texas
- 06.06: Portland, OR Metro
- 06.07: Providence, RI; Missouri
- 06.08: Omaha, NE/Council Bluffs, IA
- 06.09: Biloxi, MS Area
- 06.10: Post-Holiday, No Newsletter
- 06.11: Colorado; Coastal Virginia
- 06.12: Coastal Mexico
- 06.13: Wisconsin Dells, WI
- 06.14: Pasadena/Hollywood/The Valleys
- 06.15: Oahu/Kauai
- 06.16: Myrtle Beach, SC; New Jersey
- 06.17: Iowa; Las Vegas
- 06.18: Florida Keys/Key West
- 06.19: Colorado Springs; Utah
- 06.20: Quebec City/Montreal
- 06.21: Australia
- 06.22: Austin/The Hill Country, TX
- 06.23: Columbia, SC
- 06.24: Montana
- 06.25: New Mexico

**Meetings Today Newswire**
- 07.01: Orange County, CA
- 07.02: Palm Beach/Treasure Coast, FL
- 07.03: NYC/Long Island
- 07.04: Lake Geneva, WI
- 07.05: Central/West Texas
- 07.06: Portland, OR Metro
- 07.07: Providence, RI; Missouri
- 07.08: Omaha, NE/Council Bluffs, IA
- 07.09: Biloxi, MS Area
- 07.10: Post-Holiday, No Newsletter
- 07.11: Colorado; Coastal Virginia
- 07.12: Coastal Mexico
- 07.13: Wisconsin Dells, WI
- 07.14: Pasadena/Hollywood/The Valleys
- 07.15: Oahu/Kauai
- 07.16: Myrtle Beach, SC; New Jersey
- 07.17: Iowa; Las Vegas
- 07.18: Florida Keys/Key West
- 07.19: Colorado Springs; Utah
- 07.20: Quebec City/Montreal
- 07.21: Australia
- 07.22: Austin/The Hill Country, TX
- 07.23: Columbia, SC
- 07.24: Montana
- 07.25: New Mexico

### FL0RIDA SupplemEnt

- **Sales Close:** 02.14
- **Materials:** 03.06

### Las Vegas Supplement

- **Sales Close:** 04.10
- **Materials:** 04.24

### 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

### Meetings In A Minute

- 04.10, 04.24
- 05.08, 05.22, 06.12, 06.26
- 05.01, 06.05
- 05.15, 06.19

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*Advertorials available with minimum ½ page ads

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Michael Cerbelli’s: The Hot List™
- 04.06, 04.20
- 05.04, 05.18, 06.01, 06.15
- 06.16, 06.17, 06.18, 06.23, 06.24, 06.25, 06.30

Friday With Joan:
- 04.03, 05.01, 06.05

New & Renovated:
- 04.17, 05.15, 06.19
<table>
<thead>
<tr>
<th>FEATURES</th>
<th>NEWSLETTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JULY/AUGUST</strong></td>
<td><strong>PRINT</strong></td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td><strong>DESTINATIONS</strong></td>
</tr>
<tr>
<td>Meetings Trendsetters</td>
<td>EAST: Washington, D.C. Metro ■ Resorts &amp; Incentives*</td>
</tr>
<tr>
<td>Resorts &amp; Incentives*</td>
<td>MIDAMERICA: Nebraska ■ Southwest Michigan ■ Resorts &amp; Incentives*</td>
</tr>
<tr>
<td>Association Meetings</td>
<td>SOUTH: New Orleans ■ Resorts &amp; Incentives* ■ South Texas</td>
</tr>
<tr>
<td>Best Practices: F&amp;B</td>
<td>WEST: Beverly Hills/West Hollywood/Westside/Beach Cities, CA ■ Idaho/Montana/Wyoming ■ Resorts &amp; Incentives*</td>
</tr>
<tr>
<td>Preferences and Allergies</td>
<td><strong>GLOBAL:</strong> Venues &amp; Destinations</td>
</tr>
<tr>
<td>Coastal Meetings</td>
<td></td>
</tr>
<tr>
<td>Contracts: Advice From the Pros</td>
<td></td>
</tr>
<tr>
<td>In Balance: Wellness*</td>
<td></td>
</tr>
<tr>
<td>CVB/DMO Guide</td>
<td></td>
</tr>
<tr>
<td><strong>WEBINARS</strong></td>
<td><strong>ADS</strong></td>
</tr>
<tr>
<td>07.29: F&amp;B 101: Managing Attendee Food</td>
<td><strong>Sales Close: 06.19</strong></td>
</tr>
<tr>
<td>Preferences and Dietary Requirements From</td>
<td><strong>Advertorials: 06.26</strong></td>
</tr>
<tr>
<td>A to Z</td>
<td><strong>Materials: 0703</strong></td>
</tr>
<tr>
<td>08.26: Key Contract Clauses: A Meeting</td>
<td></td>
</tr>
<tr>
<td>Planners’ Guide to Covering Your Legal</td>
<td></td>
</tr>
<tr>
<td>Bases</td>
<td></td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td><strong>DESTINATIONS</strong></td>
</tr>
<tr>
<td><strong>FEATURES</strong></td>
<td>EAST: Best of* ■ East Coast Gaming* ■ New England ■ Pittsburgh/Western PA</td>
</tr>
<tr>
<td>Affordable Meetings</td>
<td>MIDAMERICA: Best of* ■ Family-Friendly Meetings* ■ East Central Wisconsin ■ MidAmerica Gaming*</td>
</tr>
<tr>
<td>Best of Awards*</td>
<td>SOUTH: Best of* ■ Columbia, SC ■ East Tennessee ■ Myrtle Beach ■ Orlando</td>
</tr>
<tr>
<td>Best Practices: Sustainability</td>
<td>WEST: Best of* ■ Central California Coast ■ Mountain Meetings ■ Phoenix/Scottsdale ■ Mexico</td>
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<tr>
<td>In Balance: Wellness*</td>
<td><strong>GLOBAL:</strong> Venues &amp; Destinations</td>
</tr>
<tr>
<td>IMEX Preview</td>
<td></td>
</tr>
<tr>
<td><strong>WEBINARS</strong></td>
<td><strong>ADS</strong></td>
</tr>
<tr>
<td>09.17: On-Location Broadcast: IMEX America</td>
<td><strong>Sales Close: 07.24</strong></td>
</tr>
<tr>
<td>09.30: Sustainability and Beyond: How to</td>
<td><strong>Advertorials: 07.31</strong></td>
</tr>
<tr>
<td>Create a Greener Meeting and Foster Positive</td>
<td><strong>Materials: 08.07</strong></td>
</tr>
<tr>
<td>Social Impact</td>
<td></td>
</tr>
<tr>
<td><strong>TEXAS SUPPLEMENT</strong></td>
<td></td>
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<tr>
<td><strong>SALES CLOSE: 07.17 // MATERIALS: 07.31</strong></td>
<td></td>
</tr>
</tbody>
</table>
## 2020 PRINT/DIGITAL CONTENT CALENDAR

### OCTOBER

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>DESTINATIONS</th>
<th>ADS</th>
</tr>
</thead>
<tbody>
<tr>
<td>All-Inclusive Meetings*</td>
<td>EAST: Delaware ■ Maryland ■ Poconos, PA</td>
<td><strong>Sales Close:</strong> 08.21</td>
</tr>
<tr>
<td>Attractions</td>
<td>MIDAMERICA: Greater Cleveland ■ Illinois ■ Lake Meetings</td>
<td><strong>Advertorials:</strong> 08.28</td>
</tr>
<tr>
<td>In Balance: Wellness</td>
<td>WEST: New Mexico ■ Family-Friendly Meetings* ■ Hawaii’s Big Island ■ Oregon ■ Tucson, AZ</td>
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<tr>
<td><strong>WEBINARS</strong> 10.28: Inspiring CSR Programs: Discover Engaging Corporate Social Responsibility Programs That Will Engage Your Attendees</td>
<td>GLOBAL: Venues &amp; Destinations</td>
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### NOVEMBER

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<tr>
<th>CALIFORNIA SUPPLEMENT // <strong>SALES CLOSE:</strong> 08.14 // <strong>MATERIALS:</strong> 08.28</th>
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</thead>
</table>
| **FEATURES**
- Best Practices: F&B Design
- CVB Update*
- Executive Retreats/Small Meetings
- In Balance: Wellness Sports Venues |
| **WEBINARS** 11.18: Leveraging Your CVB Relationship: Tapping Into Free Services From CVBs/DMOs |
| **DESTINATIONS**
- EAST: CVB Update* ■ Massachusetts ■ Portland, ME
- MIDAMERICA: Central Iowa ■ CVB Update* ■ Grand Rapids, MI ■ St. Louis
- SOUTH: CVB Update* ■ Mississippi ■ Hilton Head ■ Atlanta
- WEST: Across The Borders ■ CVB Update* ■ Desert Meetings ■ Napa/Sonoma, CA ■ Downtown/Mid-City/Downtown Los Angeles, CA
- GLOBAL: Venues & Destinations |
| **ADS**
- **Sales Close:** 09.18
- **Advertorials:** 09.25
- **Materials:** 10.02 |

### DECEMBER

<table>
<thead>
<tr>
<th>FEATURES</th>
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<tbody>
<tr>
<td>Best Practices: Social Media Golf Resort Meetings*</td>
<td>EAST: Atlantic City, NJ ■ New &amp; Renovated Properties* ■ Rhode Island</td>
<td><strong>Sales Close:</strong> 10.23</td>
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<td>In Balance: Wellness</td>
<td>MIDAMERICA: Indiana ■ Kansas City Area ■ New &amp; Renovated Properties* ■ Wisconsin</td>
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<tr>
<td><strong>WEBINARS</strong> 12.16: Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees</td>
<td>WEST: Nevada ■ New &amp; Renovated Properties* ■ Sacramento/Central Valley/High Sierras, CA</td>
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<td>GLOBAL: Venues &amp; Destinations</td>
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| **ADS**
- **Sales Close:** 10.20
- **Advertorials:** 11.10
- **Materials:** 11.30 |

### NEWSLETTERS

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>10.01:</strong> Greater Cleveland</td>
</tr>
<tr>
<td><strong>10.02:</strong> Napa/Sonoma, CA</td>
</tr>
<tr>
<td><strong>10.03:</strong> Atlantic City, NJ</td>
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<tr>
<td><strong>10.14:</strong> New Mexico ■ Montgomery County, MD</td>
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<td><strong>10.15:</strong> Boise, ID ■ San Diego ■ Santa Fe</td>
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<td><strong>10.16:</strong> Florida ■ Wisconsin ■ South Dakota</td>
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<tr>
<td><strong>10.17:</strong> Dallas ■ Fort Worth ■ Austin</td>
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<td><strong>10.18:</strong> Scottsdale/Phoenix ■ Las Vegas ■ Tucson, AZ</td>
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<tr>
<th>Michael Cerbelli’s: The Hot List™</th>
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</thead>
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<tr>
<td><strong>10.05, 10.19</strong></td>
<td><strong>10.09, 10.23</strong></td>
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<tr>
<th>New &amp; Renovated</th>
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<tr>
<td><strong>10.10</strong></td>
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</tbody>
</table>

**Advertorials:** Available with minimum ½ page ads | **10.11** |

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*Advertorials available with minimum ½ page ads*
Active & Engaging Networking Opportunities

Come and join us for the opportunity to meet face-to-face in locations planners want to see. Being a part of Meetings Today LIVE! means you will enjoy many prospecting experiences.

➔ Guaranteed one-on-one appointments with qualified meeting planners looking to book in your area.
➔ Numerous networking opportunities throughout each day of the event.
➔ Highly selective attendance at each and every event with a maximum of 40 suppliers.
➔ EIC-accredited educational sessions at nearly every event.
➔ Corporate Social Responsibility programs to support the community.

For more information on how you can be a part of these events, please contact us at mtlive@meetingstoday.com or call your Meetings Today sales representative.

Love the format... mixing one-on-ones with activities. Hosts offer “wow” factor as much as possible.

Krista Rupp, Sales & Marketing Manager, Santa Cruz County CVC
ONLINE INFORMATION

Web units: Guaranteed impressions. Choose from all IAB web units

Rich Media High Impact Units: Get the most from your creative with a number of rich media options. Choose from Catfish, Pushdown, Peelbacks, Expandable Leaderboards and Belly Bands.

Search engine deliverables: From expanded listings to destination sponsorships. Call more attention to YOU on MeetingsToday.com. Target a specific group of planners who plan in your area. Our Destination Sponsorships use standard IAB 468 x 60 banners.

Online Display Remarketing: We can remarket your banner ad to people who have visited MeetingsToday.com as they browse Google Ad Network. Extend your online display to our audience beyond our website.

Mobile Sponsorships: Planners live on their smartphones. Our website is designed for that purpose. Take your message to our mobile uses every month with an exclusive monthly sponsor!

Programs & Packages: Highlight what you are offering in the market this week, this month or this year with our special section for planners dedicated to key regions planners are likely to visit.

Ad Units

- **Leaderboard**: 728 x 90
- **Catfish**: 955 x 75
- **Medium Rectangle**: 300 x 250
- **Half Page Ad**: 300 x 600
- **Small Rectangle**: 300 x 100
- **Expandable Leaderboard**: 728 x 180
- **Expandable Belly Band**: 600 x 250
- **Destination Sponsorship**: 468 x 60
- **Super Leaderboard**: 970 x 90
- **Rising Star Pushdown**: 970 x 90 - 970 x 415
Reach our audience!

Get your message out to our subscribers with the following:

➔ Meetings Today Newswire (Tuesday through Thursday)
➔ Friday With Joan (monthly)
➔ Meetings in a Minute (monthly)
➔ New & Renovated (monthly)
➔ Michael Cerbelli's: The Hot List™ (bi-monthly)

Daily Option

Available Ad Units:
Spotlights: 250 x 200 image; URL, Headline, 75 words
Medium Rectangle: 300 x 250
Leaderboard: 728 x 90

Weekly (Tues. through Thurs.) Options

Available Ad Units:
Medium Rectangle: 300 x 250
Leaderboard: 728 x 90

Monthly/Bi-Monthly Options

Available Ad Units:
Leaderboard: 728 x 90
Spotlights: 250 x 200 image; URL, Headline, 75 words
Exclusive Sponsorship: includes Leaderboard and Evertorial

Bi-Monthly

Favorite Find
Meet the extraordinary
MIDAMERICA
New & Renovated
Meetings in a Minute
Michael Cerbelli’s: The Hot List™

Friday With Joan
Meetings Today Newswire
Meetings in a Minute
New & Renovated
Michael Cerbelli’s: The Hot List™

Available Ad Units:
Leaderboard: 728 x 90
Spotlights: 250 x 200 image; URL, Headline, 75 words
Exclusive Sponsorship: includes Leaderboard and Evertorial
Podcasts are one of the fastest growing content formats today. The Meetings Today audience can listen on their computers while at work or on the go using their mobile device.

We host the content on our servers so subscribers can listen with just one click, or they can download the file and take it with them to listen without an Internet connection.

In addition to hosting your Podcast, we will drive our audience to your content with a link from one of our newsletters as well as a social media post.

Choose the option that is right for you:

<table>
<thead>
<tr>
<th>EXPRESS LISTEN</th>
<th>$1,500 Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>An Express Listen is 3-5 minutes and is a quick Q&amp;A with a VIP at a customer account.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PODCAST</th>
<th>$3,000 Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Podcast is 15-30 minutes and includes a more in-depth interview with a predetermined list of questions.</td>
<td></td>
</tr>
</tbody>
</table>

What’s included:

- Posting of your Podcast or Express Listen on MeetingsToday.com, iTunes, Google Play and Pocket Casts
- Push in a daily newsletter
- One social media post
- Posted on MeetingsToday.com
CONTENT MARKETING

Give your content a voice with Meetings Today

Sharing your story with those who are most interested has never been easier. Get your custom content on the pages of Meetings Today and MeetingsToday.com, extending your reach to the meeting planning professional.

The options are limitless to get your message in the hands of an audience of more than 55,000*. We can work with you to customize your content so your specific, targeted message reaches those which are most important to you. Or bring your already produced content to us and use our select options to get your story seen.

Meetings Today can help you create your story and then deliver your message to the meeting planner marketplace. We have an exceptional staff of content creators ready to put a voice to your story.

<table>
<thead>
<tr>
<th>CONTENT CREATION</th>
<th>A LA CARTE RATE</th>
<th>BUNDLE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategy session teleconference (1 hour); 1 or 2 phone interviews with experts; 500-800 word article created in first person by expert; click-through optimization and links; designed into useable PDF document; hosted on MeetingsToday.com (CMS) for up to one year</td>
<td>$4,200</td>
<td>$14,900</td>
</tr>
<tr>
<td>2-page article published in Meetings Today magazine</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>5 social media posts</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>3 editorial mentions in Meetings Today Newswire</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>3 related content links from other MeetingsToday.com content</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Placement in our CMS and publication on MeetingsToday.com</td>
<td>$800</td>
<td></td>
</tr>
</tbody>
</table>

If you have created your own content in-house or through an agency, we offer a special content syndication package to ensure you reach your target audience.

<table>
<thead>
<tr>
<th>CONTENT SYNDICATION</th>
<th>A LA CARTE RATE</th>
<th>BUNDLE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review and feedback of submitted content by our experts against current best practices</td>
<td>$1,000</td>
<td>$14,900</td>
</tr>
<tr>
<td>Enhanced homepage listing</td>
<td>$1,000/ two weeks</td>
<td></td>
</tr>
<tr>
<td>30-minute podcast</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>2-page article published in Meetings Today magazine</td>
<td>$8,000</td>
<td></td>
</tr>
<tr>
<td>5 social media posts</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>3 editorial mentions in Meetings Today Newswire</td>
<td>$6,600</td>
<td></td>
</tr>
<tr>
<td>3 related content links from other MeetingsToday.com content</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Placement in our CMS and publication on MeetingsToday.com</td>
<td>$800</td>
<td></td>
</tr>
</tbody>
</table>

* Publisher’s Own Data – Nov 2018
3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails and a landing page designed to guide potential customers along the sales journey, from awareness to consideration and ultimately, to purchase.

**Pre-Program**
Starts with a 30-minute conference call to help identify your content goals and KPI’s.

**Targeted List**
Choose from our database to create a custom list of your target prospects.

**Custom Content**
Each program includes three mobile-responsive emails and a landing page. Work with our content marketing team to create engaging content that clicks with readers.

**Superior Results**
This program significantly outperform standard e-blasts, often yielding open rates and CTRs that are three to five times higher.
Planners who visit MeetingsToday.com are your customers. They come to us for the most up-to-date news, destinations and topical information in the market. This is the most cost-efficient way to extend your online display and to increase your impressions multifold. Increase click-throughs, as well as your overall group meetings business!

1. Meeting planner visits MeetingsToday.com
2. Planner is tracked
3. Planner leaves MeetingsToday.com
4. Your ad follows them on the web

Extend your online display and increase your impressions multi-fold. Increase click-throughs, as well as your overall group meetings business!

<table>
<thead>
<tr>
<th>WEB UNIT</th>
<th>PIXEL SIZE</th>
<th>PER THOUSAND IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard*</td>
<td>728 x 90</td>
<td>$40</td>
</tr>
<tr>
<td>Medium Rectangle*</td>
<td>300 x 250</td>
<td>$40</td>
</tr>
<tr>
<td>1/2 Page Ad*</td>
<td>300 x 600</td>
<td>$50</td>
</tr>
</tbody>
</table>

* To purchase web remarketing, there has to be a campaign running on MeetingsToday.com
Audience Matching (Facebook/Instagram)

Reach our audience beyond our website

Audience matching works very similarly to ad remarketing on Google. In addition to using a cookie to track our visitors when they log onto Facebook and Instagram, we have also uploaded all of our subscriber emails to Facebook/Instagram and can reach 52,000* of our highly qualified audience when they are logged onto the sites. Facebook/Instagram Matching is another way to stay engaged with the Meetings Today audience.

Reasons to use remarketing

➔ Reach our audience on Facebook and Instagram
➔ Drive sales activity and generate leads
➔ Increase registrations
➔ Promote your brand and build awareness
➔ Large-scale reach to potential customers where they are on the web
➔ Measure response and engagement with your current ad creative
➔ Multiple options for ad creative, including an image ad, a multi-image carousel ad or video ad

Please note: There will still be other standard banner advertisers on the page that are not targeted.

* Publisher’s Own Data – July 2019
### Image Ad

An image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. An image ad gives you a clean, simple format to use with inspiring imagery and engaging copy.

### Carousel Ad

The carousel format allows you to showcase 2-10 images within a single ad, each with its own link. With more creative space, you can highlight different products or tell a story about your brand that develops across each carousel card.

### Video Ad

Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.

<table>
<thead>
<tr>
<th></th>
<th>IMAGE AD</th>
<th>CAROUSEL AD</th>
<th>VIDEO AD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>File type</strong></td>
<td>jpg or png</td>
<td>jpg or png</td>
<td>Most types supported</td>
</tr>
<tr>
<td><strong>Resolution</strong></td>
<td>Recommend 1,200px x 628px</td>
<td>Recommend 1,080px x 1,080px</td>
<td>Highest resolution within file size and ratio limits</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>Minimum 600px x 600px; less than 20% text on image</td>
<td>Minimum 600px x 600px; less than 20% text on image</td>
<td>4GB max, 240-minute max</td>
</tr>
<tr>
<td><strong>Ratio</strong></td>
<td>9:16 to 16:9</td>
<td>1:1</td>
<td>9:16 to 16:9</td>
</tr>
<tr>
<td><strong>Headline/text</strong></td>
<td>30-character headline 125-character write-up</td>
<td>40-character headline 125-character write-up</td>
<td>25-character headline 125-character write-up</td>
</tr>
<tr>
<td><strong>Link description</strong></td>
<td>30 characters</td>
<td>20 characters</td>
<td>30 characters</td>
</tr>
<tr>
<td><strong>Per 1,000 Impressions</strong></td>
<td>$40</td>
<td>$40</td>
<td>$40</td>
</tr>
</tbody>
</table>
Meetings in a Minute: Meetings Today continues to bring video meeting planner tips on a monthly basis. These can be custom-designed for your property or destination. Meeting planners share their tips, you sponsor with a logo, click-through URL and pre/post-roll video.

Destination/Property Videos: In 3 minutes or less, showcase your property/destination when planners are doing their research. There’s a special section on our website housing these by region or you can attach them to your listing for a minimal, annual cost.

Other video options:

➔ **Video Marketing:** Have a big announcement? Make it a video announcement!

➔ **Digital:** Include a video with your online ads!

➔ **Custom Video Webinars**
WEBINARS

CEU-Accredited Education

With more than 25,000* registrants in 2019, Meetings Today will continue to offer a full line-up of education for our planners in 2020. Our webinars are a creative and effective way for you to stand up, display your brand and generate hundreds of leads.

These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

Ask us for special webinar packages while they are available.

ON LOCATION BROADCASTS

From Industry Shows

We produce our On-Location video broadcasts from the top industry shows, including MPI & IMEX America. These broadcasts allow planners who were unable to attend the ability to be engaged in the event. Our shows give them the opportunity to gain valuable insight from what they may have missed.

All of our On Location broadcasts are taped and customized to each show. They feature a panel of experts discussing industry topics. These are created and executed by Meetings Today’s veteran content team.

Exclusive Sponsorships are available!

* Publisher’s Own Data – May 2019
## Industry Leader in Planner Education

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Title/Topic</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.08.20</td>
<td><strong>ON-LOCATION BROADCAST:</strong> PCMA Convening Leaders (Jan. 5-Jan. 9)</td>
<td>Panel of Industry Leaders</td>
</tr>
<tr>
<td>1.29.20</td>
<td>Cost-Saving Strategies: How to Maximize Your Meetings Budget</td>
<td>Robyn Mietkiewicz</td>
</tr>
<tr>
<td>2.26.20</td>
<td>In Balance: Wellness Options That Enrich Attendees and Create Engagement</td>
<td>Lee Papa</td>
</tr>
<tr>
<td>3.25.20</td>
<td>Risk Management Primer: How to Protect Your Attendees and Organization From Disaster</td>
<td>Brenda Rivers</td>
</tr>
<tr>
<td>4.29.20</td>
<td>What You Miss in Selecting and Inspecting Sites Can Hurt You... More Now Than Ever</td>
<td>Joan Eisenstodt</td>
</tr>
<tr>
<td>5.27.20</td>
<td>Designing Events for an Insecure World</td>
<td>Tahira Endean</td>
</tr>
<tr>
<td>6.24.20</td>
<td>Planner and Hotel Sales Relationships and Expectations in a Post-COVID-19 World</td>
<td>Industry Expert</td>
</tr>
<tr>
<td>7.29.20</td>
<td>F&amp;B 101: Managing Attendee Food Preferences and Dietary Requirements From A to Z</td>
<td>Tracy Stuckrath</td>
</tr>
<tr>
<td>9.30.20</td>
<td>Sustainability and Beyond: How to Create a Greener Meeting and Foster Positive Social Impact</td>
<td>Nancy Zavada</td>
</tr>
<tr>
<td>10.28.20</td>
<td>Inspiring CSR Programs: Discover Engaging Corporate Social Responsibility Programs That Will Engage Your Attendees</td>
<td>Industry Expert</td>
</tr>
<tr>
<td>11.23.20</td>
<td>Leveraging Your CVB Relationship: Tapping Into Free Services From CVBs/DMOs</td>
<td>Bonnie Wallish</td>
</tr>
<tr>
<td>12.16.20</td>
<td>Exciting New Meetings Technology: How the Latest Tech Tools Can Create Efficiencies and WOW Attendees</td>
<td>Industry Expert</td>
</tr>
</tbody>
</table>

### WEBINAR/ON LOCATION SCHEDULE

#### Webinar sponsors receive:
- Logo and click-through URL on all eblasts promoting the event
- Logo on registration page
- Logo on screen during the event
- All registration data from planners who plan in your region

#### On Location Video Broadcast sponsors receive:
- 728 x 90 leaderboard on registration eblasts
- Logo and click-through URL on registration eblasts
- 5-minute interview with your representative included in the program
- Logo and click-through URL on the registration page
- Logo and click-through URL on the web page during the event
- Audio mention during the event as an exclusive sponsor
- Your video commercial can end out the program
- Complete registration data
Make the “Return” in ROI a reality with Lead Generation

Opportunities exist in basic lead generation, appointment setting, special event registration, tradeshow follow-up and data cleansing.

**GROW** your sales pipeline and increase lead volume quickly

**TAP** into new verticals and emerging markets quickly

**IDENTIFY** true decision makers within an organization

**TARGET** specific feeder cities

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**Benefits of Lead Generation**

- Create new revenue from new sources
- Update contact information and add new contacts to your database
- Avoid wasting valuable time calling contacts that don’t have the budget or need your product