

# 2021 MARKETING PLANNER



PRINT

DIGITAL & SOCIAL

LIVE & VIRTUAL EVENTS

MARKETING SERVICES

CONTENT MARKETING

RESEARCH



**meetings**  
**TODAY**<sup>®</sup> POWERED BY **stamats**



# MEETINGS TODAY AUDIENCE

[meetings today 2021]

## 76,000+ UNIQUE AUDIENCE

- More than **76,908** publication recipients
- Total Readership = **146,188** (*pass-along*)
- Reaches **82%** of *Fortune 500* companies
- **Thousands** of live event attendees

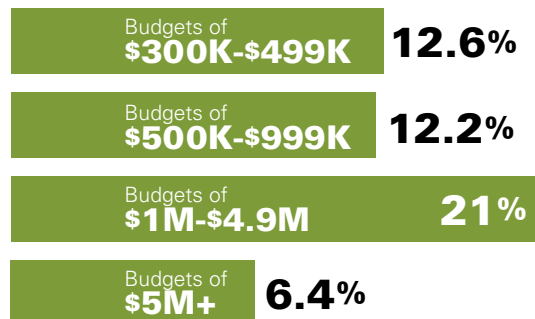
### Type of Planners:

Corporate: **65,878**  
Association: **11,030**

## 20.8%

**Meetings Today users' budgets continue to rise!**

subscribers report increases in budgets



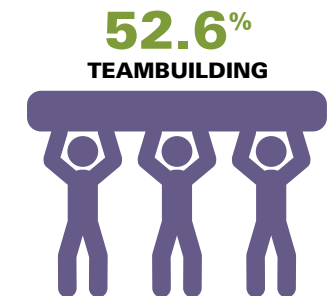
Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

## 88.1%

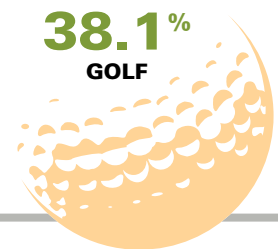
**Of Meeting Planners say Meetings Today is useful to their job.**

### Activities

Planners continue to add to their meetings with great activities.

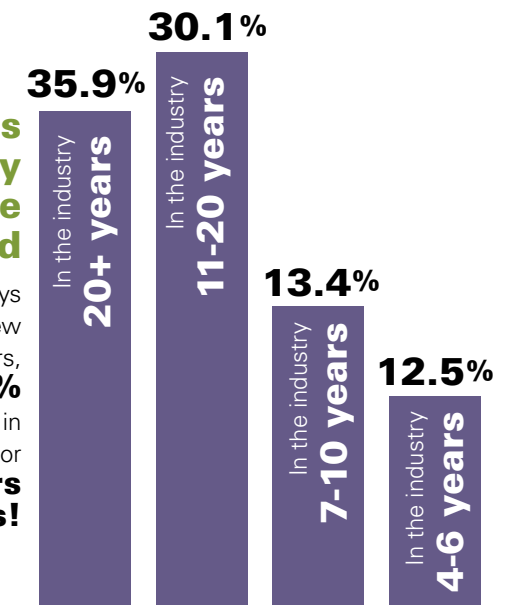


CSR..... **33.3%**  
SPORTING EVENTS ..... **26.9%**  
SPA ..... **31%**  
SPOUSAL PROGRAMS ..... **27.6%**  
ATTRACTIONS/THEME PARKS ..... **26%**  
WELLNESS..... **30.7%**



### 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!**

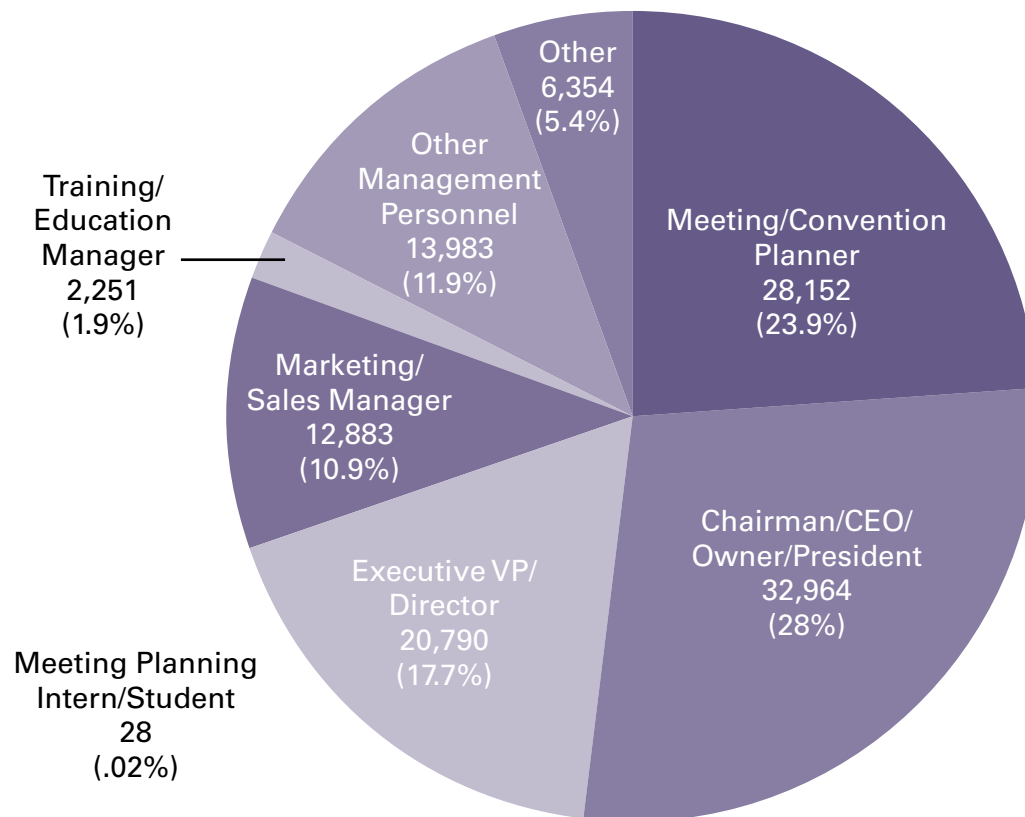


# QUALITY OR QUANTITY? **WE'RE BOTH**

[meetings today **2021**]

MeetingsToday has the largest circulation of any publication... reaching an audience of more than 76,000\*!

**MeetingsToday has the most subscribers with the title of convention and/or meeting planner.\***



\* Publisher's Own Data

## % of Meetings Planned Annually

# OF MEETINGS	#	%
Less than 6	22,536	41 %
6-15	14,398	26.2%
16-30	6,032	11%
31-50	3,630	6.6%
51-100	3,046	5.5%
More than 100	3,979	7.2%

**MeetingsToday users have over \$75 Billion in buying power!**

# 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.

[meetings today 2021]



## Our Print Options Include:

- 9 monthly magazines
- 3 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



Destination spread

# meetings TODAY<sup>®</sup>

POWERED BY **stamats**



## WEB

- Web Units & Rich Media
- Social Media Retargeting
- Video – Custom & Destination/Property
- Digital Edition
- Podcasts
- Sponsored Content
- Online Display Remarketing
- Mobile
- Ehandbooks



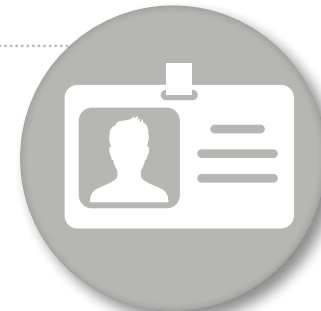
## PRINT

- National
- International
- Destination Guides
- Supplements
- Custom Print Options



## EMAIL

- National Newsletters
- Custom Newsletters
- E-List Rental
- Meetings In a Minute
- New & Renovated
- The Hot List™



## LIVE

- MeetingsToday LIVE!
- Educational Webinars
- On Location Video Broadcasts
- Custom Webinars
- Custom Fams
- Virtual Events



## MARKETING SERVICES

- Lead Generation
- Lead Nurturing
- Appointment Setting
- On Location Video Broadcasts
- Content Marketing
- Research
- Social Media
- Database Services

### JANUARY/FEBRUARY

#### PRINT

##### FEATURES

Best Practices: Budget Tips  
Drive-To Meetings\*  
In Balance: Wellness  
Meetings Today Trends  
Resort Meetings\*  
Pharma/Medical Meetings  
Outdoor Meetings  
The State of the Industry

##### WEBINARS

**01.27:** Expert Cost-Saving Tips: Budgeting in the New Normal

**02.24:** Managing Stress Through Mindfulness in Chaotic Times

##### 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 ■ Arizona ■ Las Vegas ■ Monterey/Santa Cruz, CA ■ Mountain Meetings ■ San Diego

**GLOBAL:** Venues & Destinations

##### ADS

**Sales Close:** 12.18.20

**Advertorials:** 01.02

**Materials:** 01.08

#### NEWSLETTERS

##### Meetings Today Newswire

**01.05:** Meetings Today Trends  
**01.06:** Drive-to Meetings  
**01.07:** In Balance: Wellness  
**01.12:** Best Practices: Budget Tips  
**01.13:** Resort Meetings  
**01.14:** Outdoor Meetings  
**01.19:** Pharma/Medical Meetings  
**01.20:** Kansas  
**01.21:** Connecticut  
**01.26:** Eastern PA  
**01.27:** Arizona  
**01.28:** Milwaukee Area  
**02.02:** Houston  
**02.03:** Las Vegas  
**02.04:** Coastal Carolina

**02.09:** Nashville  
**02.10:** Chicago Suburbs  
**02.11:** Pacific Northwest  
**02.16:** Monterey/Santa Cruz, CA  
**02.17:** Eastern Iowa Cities  
**02.18:** Dallas/Fort Worth  
**02.23:** San Diego  
**02.24:** Miami/Fort Lauderdale  
**02.25:** San Francisco Bay Area

**Michael Cerbelli's: The Hot List™**  
01.04, 01.18, 02.01, 02.15

**Meetings In a Minute:** 01.08, 01.22, 02.05, 02.19

**New & Renovated:** 01.15, 02.12

### MARCH

##### FEATURES

Best Practices: Risk Management/Security  
Corporate Meetings  
In Balance: Wellness  
Resorts & Spa Meetings\*  
Technology in Meetings  
Jobs Resources  
Executive Retreats/  
Small Meetings  
The State of the Industry

##### WEBINARS

**03.31:** A Hybrid Meetings Primer

##### 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:** Venues & Destinations

##### ADS

**Sales Close:** 01.22

**Advertorials:** 01.29

**Materials:** 02.05

##### Meetings Today Newswire

**03.02:** Toronto  
**03.03:** Arkansas  
**03.04:** Chicago  
**03.09:** Greater Palm Springs, CA  
**03.10:** Metro Seattle  
**03.11:** Tampa/St. Pete/Clearwater  
**03.16:** Madison, WI  
**03.17:** Baltimore Metro  
**03.18:** Charlotte

**03.23:** Michigan  
**03.24:** Colorado  
**03.25:** Western Canada  
**03.30:** Ohio  
**03.31:** Birmingham, AL

**Michael Cerbelli's: The Hot List™**  
03.08, 03.22

**Meetings In a Minute:** 03.12, 03.26

**New & Renovated:** 03.19

APRIL	PRINT			NEWSLETTERS	
	<b>FEATURES</b> Best of Nominations Best Practices: Site Selection Convention Centers* In Balance: Wellness Luxury Hotels Native American Gaming The State of the Industry  <b>WEBINARS</b> <b>04.28:</b> Site Selection in the Post-Shutdown World	<b>DESTINATIONS</b> <b>EAST:</b> Convention Centers* ■ New York State ■ Boston  <b>MIDAMERICA:</b> Agricultural Meetings ■ Convention Centers* ■ Central Illinois ■ Minneapolis/St. Paul Metro  <b>SOUTH:</b> Convention Centers* ■ Galveston ■ Georgia ■ Louisiana ■ Raleigh, NC ■ Tennessee  <b>WEST:</b> Convention Centers* ■ Inland Empire ■ Reno/Lake Tahoe ■ Hawaii ■ Utah  <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 02.19  <b>Advertorials:</b> 02.26  <b>Materials:</b> 03.05	<b>Meetings Today Newswire</b>  <b>04.01:</b> Inland Empire <b>04.06:</b> Central Illinois <b>04.07:</b> New York State <b>04.08:</b> Hawaii <b>04.13:</b> Georgia <b>04.14:</b> Minneapolis/St. Paul Metro <b>04.15:</b> Boston <b>04.20:</b> Tennessee  <b>04.21:</b> Lake Tahoe/Reno <b>04.22:</b> Raleigh, NC <b>04.27:</b> Utah <b>04.28:</b> Galveston <b>04.29:</b> Louisiana  <b>Michael Cerbelli's: The Hot List™</b> 04.05, 04.19 <b>Meetings In a Minute:</b> 04.09, 4.23 <b>New &amp; Renovated:</b> 04.16	
	<b>FLORIDA SUPPLEMENT // SALES CLOSE: 02.12 // MATERIALS: 02.26</b>				
	<b>FEATURES</b> Best Practices: Event Tech Conference Centers* In Balance: Wellness IMEX Frankfurt Preview The State of the Industry  <b>WEBINARS</b> <b>05.26:</b> The State of the Industry Summit	<b>DESTINATIONS</b> <b>EAST:</b> Conference Centers* ■ East Coast Gaming* Providence, RI ■ NYC/Long Island  <b>MIDAMERICA:</b> Conference Centers* ■ Lake Geneva, WI ■ Missouri ■ Omaha, NE/Council Bluffs, IA  <b>SOUTH:</b> Conference Centers* ■ Beach Meetings* ■ Biloxi, MS Area ■ Central/West Texas ■ Coastal Virginia ■ Palm Beach/Treasure Coast, FL  <b>WEST:</b> Conference Centers* ■ Coastal Mexico ■ Orange County, CA ■ Portland, OR Metro ■ Sacramento/Central Valley/High Sierras, CA ■ Wine Country Meetings  <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 03.12  <b>Advertorials:</b> 03.19  <b>Materials:</b> 03.26	<b>Meetings Today Newswire</b>  <b>05.04:</b> Orange County, CA <b>05.05:</b> Palm Beach/Treasure Coast, FL <b>05.06:</b> NYC/Long Island <b>05.11:</b> Lake Geneva, WI <b>05.12:</b> Central/West Texas <b>05.13:</b> Portland, OR Metro <b>05.18:</b> Providence, RI; Missouri <b>05.19:</b> Omaha, NE/Council Bluffs, IA  <b>05.20:</b> Biloxi, MS Area <b>05.25:</b> Post-Holiday, No Newsletter <b>05.26:</b> Coastal Virginia, Sacramento/Central Valley/High Sierras, CA <b>05.27:</b> Coastal Mexico  <b>Michael Cerbelli's: The Hot List™</b> 05.03, 05.17 <b>Meetings In a Minute:</b> 05.07, 05.21 <b>New &amp; Renovated:</b> 05.14	
MAY	<b>FEATURES</b> Best Practices: Negotiating F&B: Trending Now In Balance: Wellness Special Venues SMERF The State of the Industry  <b>WEBINARS</b> <b>06.16:</b> On-Location Broadcast: MPI WEC  <b>06.30:</b> Strategic Negotiating in the Post-Shutdown World	<b>DESTINATIONS</b> <b>EAST:</b> New Jersey ■ Montreal/Quebec City  <b>MIDAMERICA:</b> Iowa ■ MidAmerica Gaming Destinations* ■ Wisconsin Dells, WI  <b>SOUTH:</b> Austin/The Hill Country, TX ■ Florida Keys/Key West ■ Myrtle Beach ■ Columbia, SC  <b>WEST:</b> Colorado Springs ■ Montana ■ New Mexico ■ Pasadena/Hollywood/The Valleys  <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 04.09  <b>Advertorials:</b> 04.16  <b>Materials:</b> 04.23	<b>Meetings Today Newswire</b>  <b>06.01:</b> Wisconsin Dells, WI <b>06.02:</b> Pasadena/Hollywood/The Valleys <b>06.03:</b> State of the Industry <b>06.08:</b> Myrtle Beach, SC <b>06.09:</b> Las Vegas <b>06.10:</b> Florida Keys/Key West <b>06.15:</b> Colorado Springs <b>06.16:</b> Quebec City/Montreal <b>06.17:</b> New Jersey  <b>06.22:</b> Austin/The Hill Country, TX <b>06.23:</b> Columbia, SC <b>06.24:</b> Montana <b>06.29:</b> Iowa <b>06.30:</b> New Mexico  <b>Michael Cerbelli's: The Hot List™</b> 06.07, 06.21 <b>Meetings In a Minute:</b> 06.11, 06.25 <b>New &amp; Renovated:</b> 06.18	
	<b>LAS VEGAS SUPPLEMENT // SALES CLOSE: 04.02 // MATERIALS: 04.16</b>				
JUNE					

**JULY/AUGUST**

**SEPTEMBER**

**PRINT**

**FEATURES**

Meetings Trendsetters  
Resorts & Incentives\*  
Association Meetings  
Best Practices: F&B Trends  
Coastal Meetings  
Contracts: Advice From the Pros  
In Balance: Wellness\*  
The State of the Industry  
CVB Update \*

**WEBINARS**

**07.28:** Elevating the F&B Experience  
**08.25:** Must-Know Contract Clauses

**DESTINATIONS**

**EAST:** Newport, RI ■ Washington, D.C., Metro ■ Resorts & Incentives\*  
**MIDAMERICA:** Nebraska ■ North Dakota ■ Columbus, OH ■ Detroit Metro ■ Resorts & Incentives\*  
**SOUTH:** Caribbean/Cancun\* ■ Central/West Tennessee ■ New Orleans ■ Resorts & Incentives\* ■ South Texas  
**WEST:** Beverly Hills/West Hollywood/Westside/Beach Cities, CA ■ Idaho ■ Resorts & Incentives\* ■ Washington ■ Wyoming

**GLOBAL:** Venues & Destinations

**ADS**

**Sales Close:**  
06.18

**Advertorials:**  
06.25

**Materials:**  
07.02

**NEWSLETTERS**

**Meetings Today Newswire**

**07.01:** F&B: Trending Now  
**07.06:** In Balance: Wellness  
**07.07:** SMERF  
**07.08:** Best Practices: Event Tech  
**07.13:** Conference Centers  
**07.14:** Industry Updates  
**07.15:** Industry Updates  
**07.20:** Beverly Hills/Westside/Beach Cities  
**07.21:** South Texas  
**07.22:** Idaho  
**07.27:** New Orleans  
**07.28:** Wyoming  
**07.29:** Central/West Tennessee  
**08.03:** Detroit Metro  
**08.04:** Best Practices: Negotiating  
**08.05:** North Dakota  
**08.10:** Washington, D.C., Metro  
**08.11:** Columbus, OH  
**08.12:** Industry Updates  
**08.17:** Washington  
**08.18:** Newport, RI  
**08.19:** Meetings Trendsetters  
**08.24:** Caribbean/Cancun  
**08.25:** Nebraska  
**08.26:** Contracts: Advice From the Pros  
**08.31:** Association Meetings

**Michael Cerbelli's: The Hot List™**  
07.05, 07.19, 08.02, 08.16

**Meetings In a Minute:** 07.09,  
07.23, 08.13, 08.27

**New & Renovated:** 07.16, 08.20

**Meetings Today Newswire**

**09.01:** East Tennessee  
**09.02:** Central California Coast  
**09.07:** Downtown/Mid-City Los Angeles, CA  
**09.08:** Affordable Meetings  
**09.09:** Pittsburgh/Western PA  
**09.14:** Best Practices: Sustainability  
**09.15:** South Carolina  
**09.16:** East Central Wisconsin  
**09.21:** Mexico  
**09.22:** Orlando  
**09.23:** In Balance: Wellness  
**09.28:** New England  
**09.29:** Phoenix/Scottsdale  
**09.30:** Industry Updates

**Michael Cerbelli's: The Hot List™**  
09.13, 09.27

**Meetings In a Minute:** 09.10,  
09.24

**New & Renovated:** 09.17

**TEXAS SUPPLEMENT // SALES CLOSE:** 07.16 // **MATERIALS:** 07.30

OCTOBER

NOVEMBER/DECEMBER

### PRINT

#### FEATURES

All-Inclusive Meetings\*  
Attractions  
Best Practices: CSR  
Gaming Properties & Destinations  
In Balance: Wellness  
IMEX Preview  
The State of the Industry

#### WEBINARS

**10.27:** Giving Back: The Hottest CSR Trends

#### DESTINATIONS

**EAST:** Maryland ■ Poconos, PA  
**MIDAMERICA:** Greater Cleveland ■ Illinois ■ Lake Meetings ■ Kansas City Area  
**SOUTH:** North Carolina ■ Jacksonville/NW Florida ■ San Antonio/The Hill Country ■ Savannah, GA ■ Virginia  
**WEST:** Family-Friendly Meetings\* ■ Oregon ■ Tucson, AZ ■ Hawaii ■ San Francisco Bay Area  
**GLOBAL:** Venues & Destinations

#### ADS

**Sales Close:** 08.20

**Advertorials:** 08.27

**Materials:** 09.03

### NEWSLETTERS

#### Meetings Today Newswire

**10.05:** Greater Cleveland  
**10.06:** North Carolina  
**10.07:** Oregon  
**10.12:** Savannah, GA  
**10.13:** Jacksonville/NW Florida  
**10.14:** Illinois  
**10.19:** Hawaii  
**10.20:** Poconos, PA; Kansas City  
**10.21:** San Antonio/The Hill Country

**10.26:** Tucson, AZ  
**10.27:** Maryland, San Francisco Bay Area  
**10.28:** Virginia

**Michael Cerbelli's: The Hot List™**  
10.04, 10.18

**Meetings In a Minute:** 10.08, 10.22

**New & Renovated:** 10.15

#### Meetings Today Newswire

**11.02:** Best Practices: CSR  
**11.03:** Gaming Properties & Destinations  
**11.04:** State of the Industry  
**11.09:** All-Inclusive Meetings  
**11.10:** In Balance: Wellness  
**11.16:** Industry Updates  
**11.17:** The State of the Industry  
**11.18:** St. Louis  
**11.23:** Mississippi  
**11.24:** Pre-Holiday, No Newsletter  
**11.25:** Holiday, No Newsletter  
**11.30:** Post-Holiday, No Newsletter  
**12.01:** Atlantic City, NJ  
**12.02:** Kansas City Area, Atlanta  
**12.07:** Naples/SW Florida  
**12.08:** Central Iowa  
**12.09:** Massachusetts

**12.14:** Shreveport/Baton Rouge, LA  
**12.15:** Puerto Rico  
**12.16:** Nevada; Wisconsin  
**12.21:** Rhode Island, Grand Rapids, MI  
**12.22:** Napa/Sonoma, CA  
**12.23:** Industry Updates  
**12.28:** Hilton Head  
**12.29:** Indiana  
**12.30:** Alabama

**Michael Cerbelli's: The Hot List™**  
11.01, 11.15; 12.06, 12.20

**Meetings In a Minute:** 11.12; 12.10

**New & Renovated:** 11.19; 12.17

# LET MEETINGS TODAY LIVE! **CONNECT YOU** [meetings today **2021**]

## 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.



**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

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

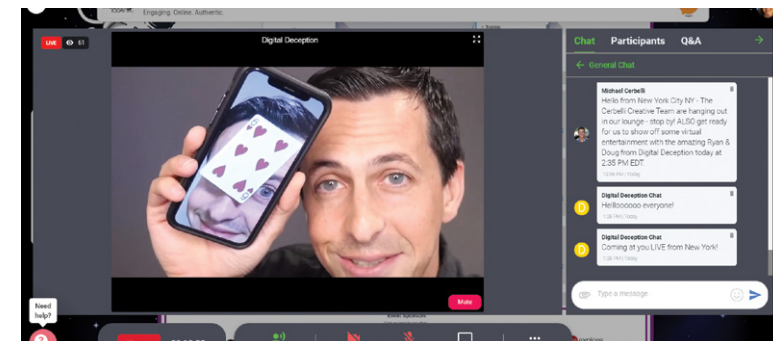
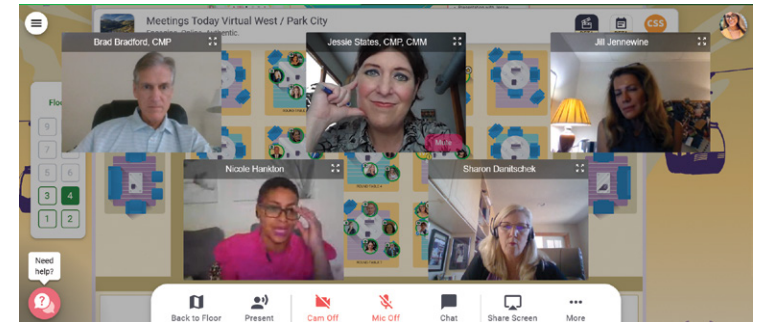
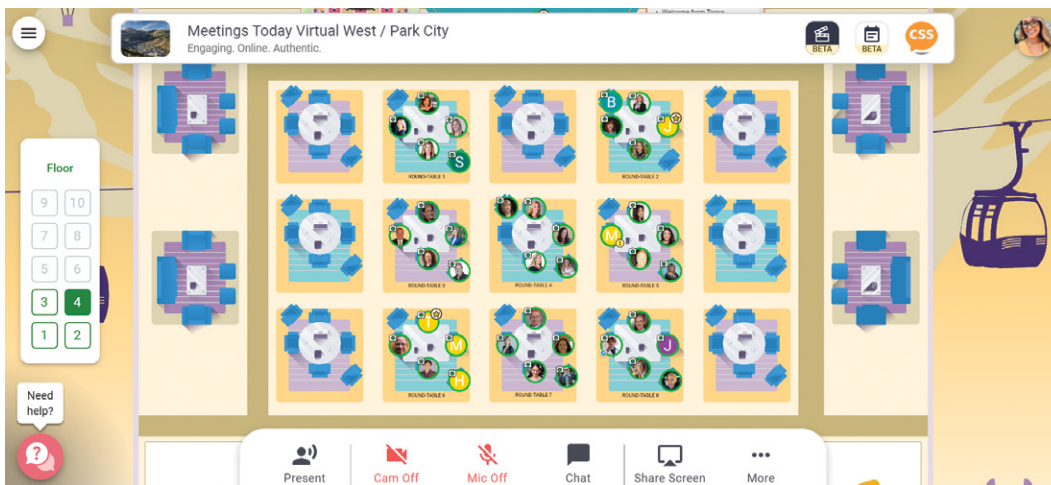
# CONNECT VIRTUALLY

[meetings today 2021]

## Meetings Today Virtual Events

Are you looking to separate yourself from the rest? Meetings Today has exclusive custom virtual programs that will be unique to your destination, state, corporation, or property.

- Meetings Today Virtual is an opportunity to network, learn, and meet one on one with planners in a unique space without leaving your home or office. Meetings Today is dedicated to bring the most qualified planners for you to meet with while making it fun and exciting during the process.
- It starts with a tutorial on how to navigate the platform. Then we are off and running with education, one-on-one appointments, roundtables, and prize drawings. All of this in 3½ hours.



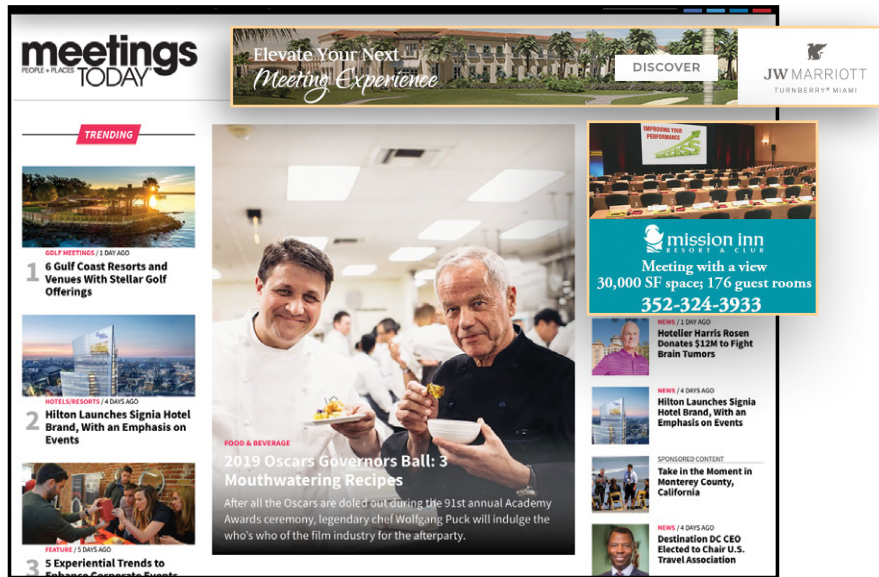
**For more information on how you can be a part of these events, please contact us at [mtlive@meetingstoday.com](mailto:mtlive@meetingstoday.com) or call your Meetings Today sales representative.**

**This was a great event. It was our first virtual show and I didn't go in with any expectations, however came out with a great experience. I think this makes the best of where we are right now with trade shows and it's a great platform to use.**

Connie Reeves  
Principal/CEO  
Connie Reeves & Company

# WEBSITE MARKETING

[meetings today 2021]



**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:** Call more attention to YOU on MeetingsToday.com. Target a specific group of planners who plan in your area.

**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 users every month with an exclusive monthly sponsor!

**Sponsored Content:** Tell the readers of *Meetings Today* about your destination, property or facility in an article you provide. Displayed on the home page of MeetingsToday.com right below the Industry News means you will have fantastic visibility. Your article will also be promoted in our daily newsletter that goes to an audience of more than 55,000\*.

## 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



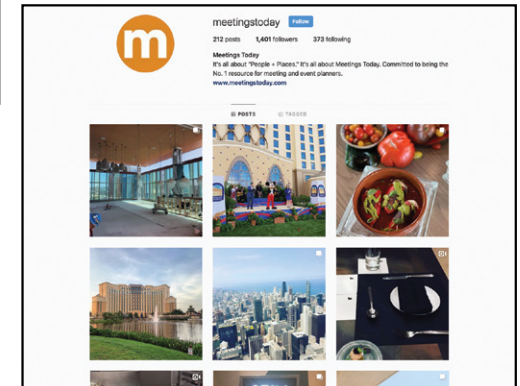
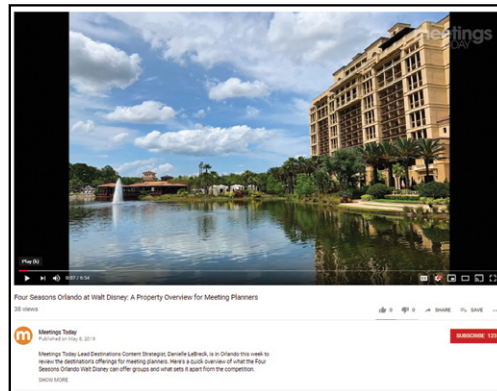
# SOCIAL MEDIA REMARKETING

[meetings today 2021]

## Expand your brands reach with a Social Media Campaign

Social media is one of the most effective channels to connect with our audience, market your brand, and expand your reach. By organizing a social media campaign with Meetings Today, you can utilize one or more of our channels (Twitter, Instagram, Facebook, YouTube) to promote and build your brand, while driving targeted traffic and building a robust online community of meetings professionals.

Your message will be seen by only members of the Meetings Today Universe. Either by emails from our database or planners who visited MeetingsToday.com, your message will be seen by the RIGHT social media audience.



## 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



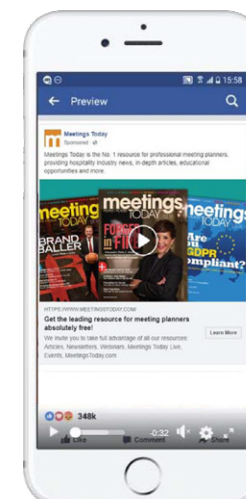
### Image Ad

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.

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

## AUDIENCE Remarketing (Google Ad Network) Reach our audience beyond our website.

Remarketing is a powerful way to stay engaged with the Meetings Today audience, regardless of where they are on the web. We can display your banner ad to people who have previously visited meetingstoday.com as they browse the Google Ad Network. When people leave our website, Audience Remarketing helps you reconnect with them by showing relevant ads as they browse the web.

### Reasons to use remarketing:

- 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



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

### Available Ad Units:

728x90  
300x250  
300x600

# ENEWSLETTERS

[meetings today 2021]

## Reach our audience of 55,000!

Get your message out to our subscribers with the following:

- Meetings Today Newswire (Tuesday through Thursday)
- 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

**NEW for 2021:** Meetings in a minute video sponsorship.

### Weekly (Tues. through Thurs.) Options

#### Available Ad Units:

Medium Rectangle: 300 x 250

Leaderboard: 728 x 90



Meetings Today Newswire

## Monthly/Bi-Monthly Options

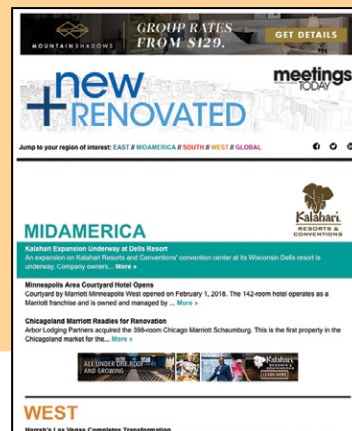
#### Available Ad Units:

Leaderboard: 728 x 90

Spotlights: 250 x 200 image; URL, Headline, 75 words

Exclusive Sponsorship: includes Leaderboard and Evertorial

## Monthly



New & Renovated

## Bi-Monthly



Michael Cerbelli's: The Hot List™

## Tell your story and generate leads with Sponsored Content

Tell the readers of *Meetings Today* eHandbook about your destination, hotel or facility in an article you provide. The two-page article will be included within the Meetings Today eHandbook, which will be promoted on MeetingsToday.com as well as be distributed via our Meetings Today Newswire newsletter that goes to our entire audience.

### What's included:

- All registrations from the downloaded eHandbook. **LEADS!**
- Full page ad (same specs as print) inside the eHandbook.
- Logo on Eblast to more than 50,000 planners to promote the eHandbook.
- Logo treatment on the download page.
- Opportunity to submit (up to 2 pages) of content that relate to the subject matter.
- Meetings Today will also promote the e-handbook on other media channels including: Monthly print publication, newsletters, social media, and remarketing.
- Custom opportunities available.



**BEYOND THE BALLROOM**

See why Tucson's one-of-a-kind culture creates an experience that extends beyond the ballroom. Book now through 2023 and earn up to \$35,000 OFF your Master Account.

FIND OUT MORE:  
TucsonOnUs.com

FREE YOURSELF

tucson

A Hybrid Meetings How-To

33



Sponsored by Visit Tucson

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**Tucson—Beyond the Ballroom**

Arizona's second largest city is that place that seamlessly blends the many unique cultures of the Southwest. Western, Native American and Mexican American influences are seen in our art, music, cuisine and architecture. It's one of those places that still inspires. With a National Park bordering the city on two sides and surrounded by five mountain ranges, you and your attendees can go from the desert to a mountain forest within an hour! Our revitalized downtown is filled with great restaurants and entertainment venues creating a hub of activity for locals and visitors. Tucson was named the first American UNESCO City of Gastronomy in 2015, reflecting the diversity and rich cultural heritage of food. Simply put, you'll taste things here that you won't anywhere else—cholla buds, chiltepinis, mesquite flour and more. We're known for our Mexican food here but there's food from around the world, including adventurous American cuisine as well.

**Ready for You**

Tucson is open and ready for you when you are ready to travel. We've always been known as a "wellness" destination featuring wide open spaces. Now we are helping individual properties and brands throughout the region communicate their

A Hybrid Meetings How-To

34



Sponsored by Visit Tucson

CLICK FOR CONTENTS

cleaning and safety plans and guidelines to their customers. We've partnered with the Arizona Lodging & Tourism Association to promote the "SafeStay" program. <https://azla.com/azla/azla-travel-downturns-to-area-hotels-and-resorts>, and through our partnership with the Pima County Health Department we are identifying local business that have been certified "Ready for You" ([tucsonisimmediately.com](https://tucsonisimmediately.com)) as we

**Visit Tucson**

Meeting in Tucson is an experience that goes far beyond the ballroom. There are top-rated destination resorts, full-service hotels, boutique properties and dude ranches as well as a wide range of unique event venues to choose from. With many properties tucked into the foothills that surround our city, it is easy for groups to transition from the ballroom to outdoor adventures and activities such as biking or hiking at Saguaro National Park and exploring local attractions. With our great weather, unique landscapes and spectacular outdoor experiences, it's an authentic backdrop for your next meeting or chill cook-off or margarita making competition! Tucson is a city unlike any other for those looking to have a meeting no attendees will soon forget.

Meeting and event planners will also

welcome back visitors to the region. Negotiating the landscape of new government orders and regulations can be challenging for meeting and event planners so we've put together a comprehensive resource at [www.visittucson.org/meetings.html](https://www.visittucson.org/meetings.html) with the most recent and accurate information about what you can expect in Southern Arizona.

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Fax: (520) 884-7804  
ghughes@visittucson.org  
[www.visittucson.org/meetings](https://www.visittucson.org/meetings)  
#VisitTucson  
#VisitTucsonAZ

A Hybrid Meetings How-To

35

## More than just Print, Digital and Events

We provide a full suite of marketing solutions so you can focus on running your business. From research and data capabilities to content and campaign management, our knowledgeable and passionate team of experts will help integrate all aspects of your marketing efforts. Starting with a clear strategic vision we'll equip you with the right set of tools to ensure you're giving your customers the best possible experience so you'll get the best possible return on investment.



### RESEARCH

Find out what your planners are looking for and what they think about your property or destination.



### DATA SERVICES

Validate your data. Our in-house data management experts will help you maintain data purity and integrity for optimal marketing efforts.



### CONTENT MARKETING

Award-winning customized content delivered to multiple audiences on multiple channels.



# VIDEO OPPORTUNITIES

[meetings today 2021]



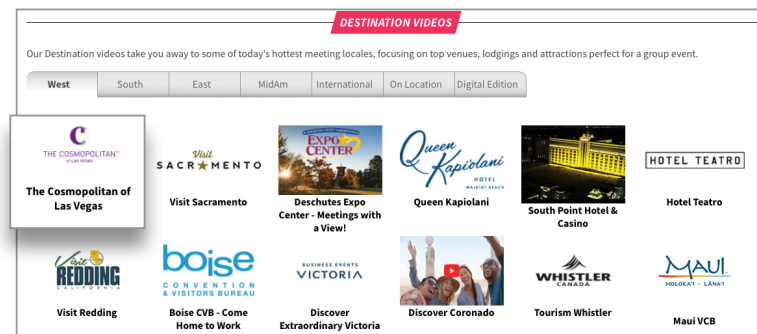
**Meetings in a Minute:** Meetings Today continues to bring video meeting planner tips on a monthly basis. These can be custom-designed for your property or destination. Meeting planners share their tips, you sponsor with a logo, click-through URL and pre/post-roll video.

**meetings**  
in a MINUTE



## 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.



## Exclusive Video of the Month

As planners continue to rely on video for quick and enjoyable destination information, Video of the Month offers a turnkey opportunity that runs for an entire month. This 100,000+ impression program utilizes an integrated support package including YouTube, Google Remarketing, [www.meetingstoday.com](http://www.meetingstoday.com) and direct target e-mail marketing to help drive planners interest to your destination.

## 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

[meetings today 2021]

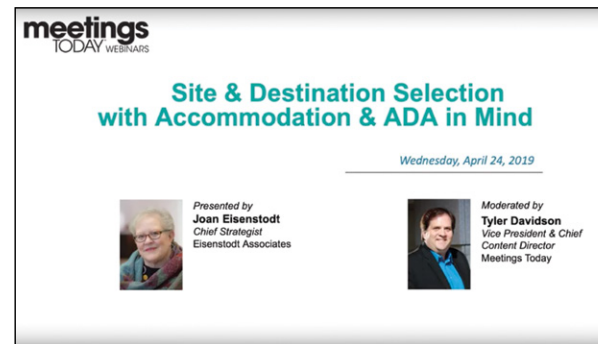
## CEU-Accredited Education

With more than 25,000\* registrants in 2020, Meetings Today will continue to offer a full line-up of education for our planners in 2021. Our webinars are a creative and effective way for you to stand up, display your brand and **generate hundreds of leads**.

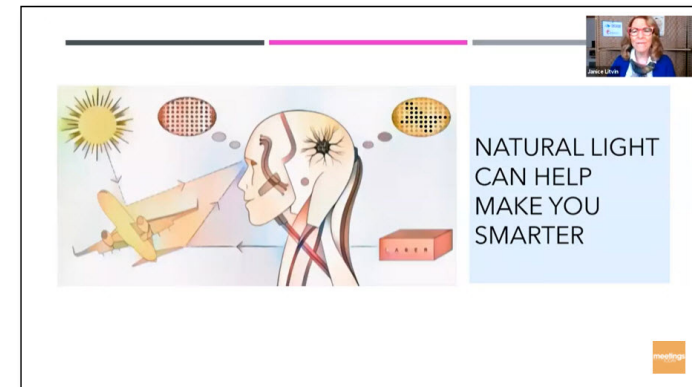
These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

**Ask us for special webinar packages while they are available.**

**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.



**cmp**  
certified meeting professional  
Powered by the events industry council  
preferred provider



## 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

## Industry Leader in Planner Education

Event Date	Title/Topic
1.27.21	Expert Cost-Saving Tips: Budgeting in the New Normal
2.24.21	Managing Stress Through Mindfulness in Chaotic Times
3.31.21	A Hybrid Meetings Primer
4.28.21	Site Selection in the Post-Shutdown World
5.26.21	The State of the Industry Summit
6.16.21	<b>ON-LOCATION BROADCAST:</b> MPI WEC (June 14-17)
6.30.21	Strategic Negotiating in the Post-Shutdown World
7.28.21	Elevating the F&B Experience
8.25.21	Must-Know Contract Clauses
9.29.21	Risk Management Must-Knows
10.27.21	Giving Back: The Hottest CSR Trends
11.11.21	<b>ON-LOCATION BROADCAST:</b> IMEX America (Nov 9-11)
11.17.21	CVB/DMO Update: Leveraging Bureaus to Save Costs
12.15.21	Essential Social Media Strategies



### 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

# LEAD GENERATION

[meetings today 2021]

## Introducing LEAD GEN+

Meetings Today LEAD GEN+ is a new program to help you get your sales back on track. Leads are so important especially when the industry has changed. Planners are more than ever needing guidance to help facilitate their next meeting.

Meetings Today LEAD GEN+ brings together three proven options for you to generate leads. With an experienced content team, and a growing database that is updated daily, these options will help you generate the high-quality leads that you are seeking.



## LEADS BY WEBINARS

### Video Webinar Lead Generation

Meetings Today has been the leader in producing high quality educational webinars for more than 15 years. These webinars are also a great opportunity to generate meeting planner data that returns high quality leads. There are 4 options.

### Education Webinars

Every month Meetings Today produces an education webinar on the hottest topics in the industry. These webinars generate an average of 1,200 registrants.

### Custom Content Webinars

These webinars are exclusive to one sponsor. The sponsor will help direct the content for the webinar that relates to their destination or property.

### Custom Destination Webinars

The purpose of this program is to generate interest in a destination. This will include interviews, videos, and Q and A.

### Custom FAM Webinars

Let our experienced editorial team be part of your FAM trip. All the video, testimonials, and experiences will all be shared in an educational video webinar.



## LEADS BY PHONE

The best way to generate leads is to get a targeted planner on the phone and find out their need dates and preferences. Meetings Today partners with SDR to give destinations and properties a home run when it comes to lead gen. The program consist of 4 parts.

### Building a Script

We will need to Identify your main contact for this program—usually your DOS. We will then need one hour from your best salesperson(s) for a phone conference call. In this hour, we would like to hear how they position you to meeting planners. Questions such as what makes you unique and what are your top-selling points, will be discussed.

We then take this information and develop a 'script'. Once this is complete (about a week) we will send the phone script to you for approval or additional recommendations.

### Building your target database

Meetings Today has a large qualified audience, and we collect fresh, up-to-date data on each subscriber. You will be able to choose by Type of planner, location of planner, and other criteria.

### Cold Calling Begins

The SDR (Strategic Database Resources) team will begin making calls and start building leads based on your approved script and the approved targeted list of planners. Weekly updates meetings will help keep you posted of the success of the program.

### The Results (LEADS)

During the program you will be receiving leads in two forms. Those planners who have a need date and are interested in talking to someone from your organization about booking a meeting. The other leads are interested planners who would like more information, but do not have a meeting for them at that exact moment.

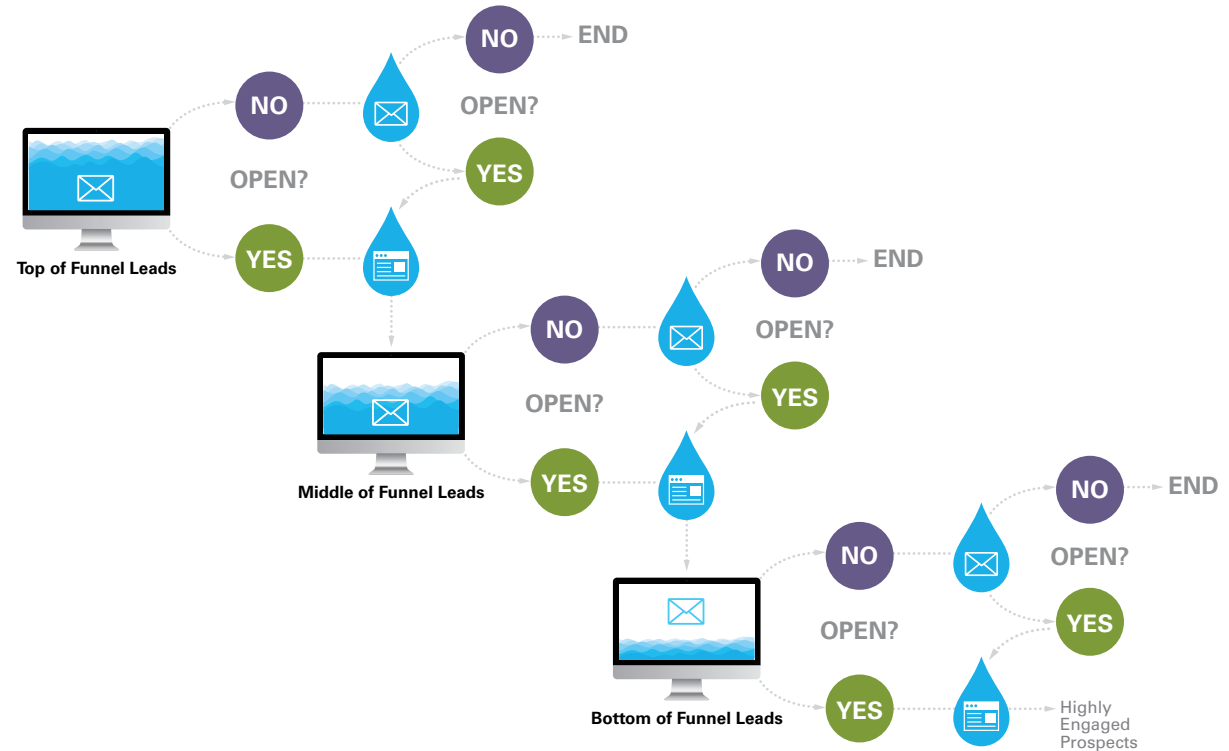
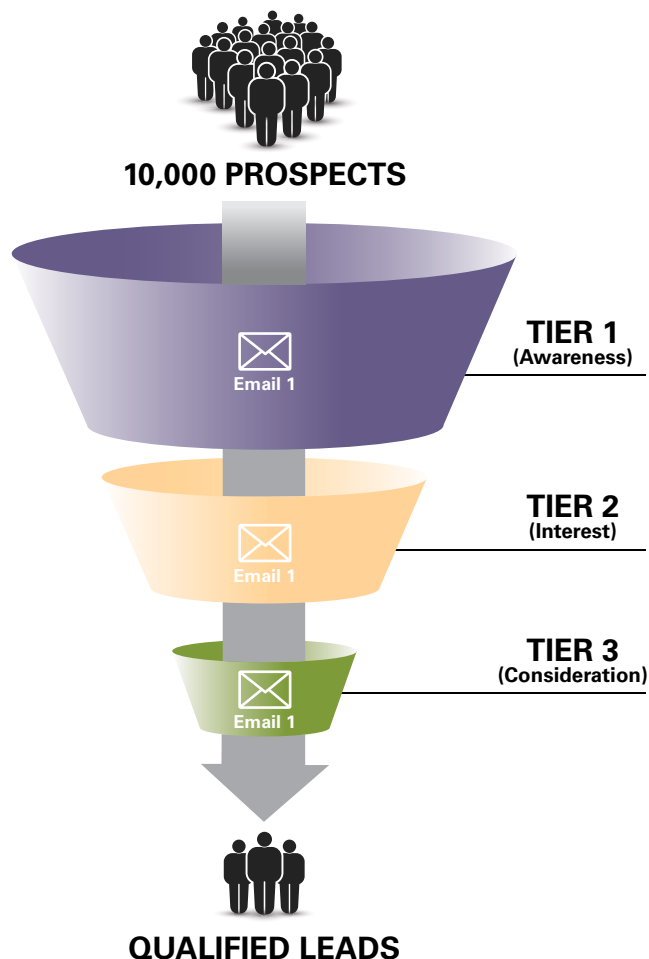
### Why +?

The Plus is the philosophy that you are not on your own. We have a dedicated team that will help guide you to have successful results.

# EMAIL LEAD NURTURING DRIP CAMPAIGN [meetings today 2021]

## 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.

## Your Partners



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