

meetings TODAY[®] 2022

CREATING
CONNECTIONS
THAT
WORK

MARKETING PLANNER



PRINT

DIGITAL | SOCIAL

WEBINARS | PODCASTS

RESEARCH | PLANNING

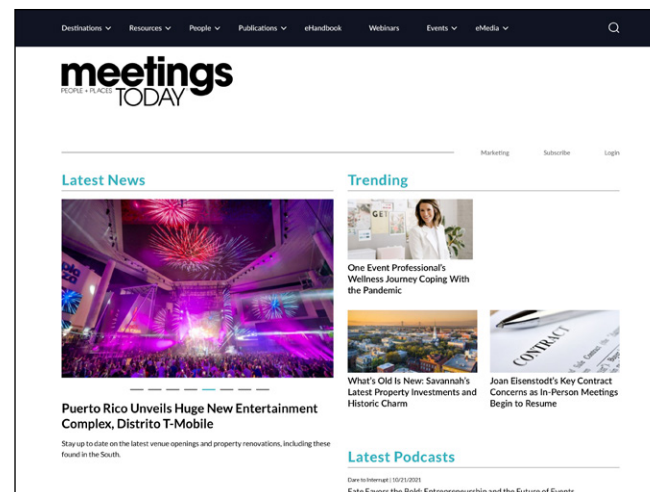
LEAD GENERATION

CONTENT MARKETING

DELIVERING KNOWLEDGE, **DRIVING RESULTS** [meetings today 2022]

Meetings Today serves an audience of more than 114,000 U.S.-based planners of meetings, conferences, conventions, events and incentive programs worldwide, with a primary focus on covering the destinations, venues and experiences that may be a good fit for their programs and the latest trends and issues affecting the industry.

Beyond industry-leading meetings destination coverage, we profile people who are newsmakers, trendsetters and thought leaders, as well as provide topical articles dealing with various industry segments and services, and interesting elements that planners can utilize to inspire their attendees and provide a quality experience that reflects well on the organizations for which they plan.



CONNECTING PEOPLE WITH PLACES

MEETINGS TODAY AUDIENCE

[meetings today 2022]

114,000+

UNIQUE AUDIENCE

- More than **76,540** publication recipients
- Total Readership = **146,118** (*pass-along*)
- Reaches **82%** of *Fortune 100* companies
- **Thousands** of live event attendees

Print Audience:

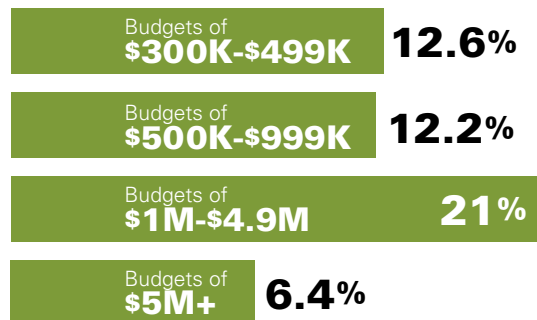
Corporate: **65,495**

Association: **11,005**

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.

Publisher's Own Data

Activities

Planners continue to add to their meetings with great activities.



49.2%
LOCAL TOURS

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



52.6%
TEAMBUILDING



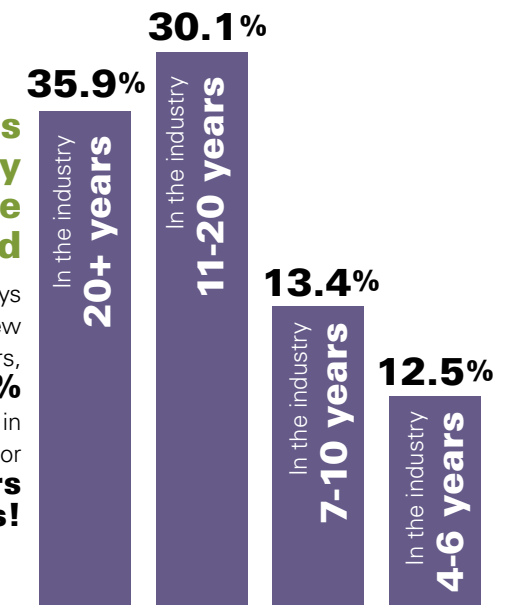
38.1%
GOLF

88.1%

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

Meetings Today users are experienced

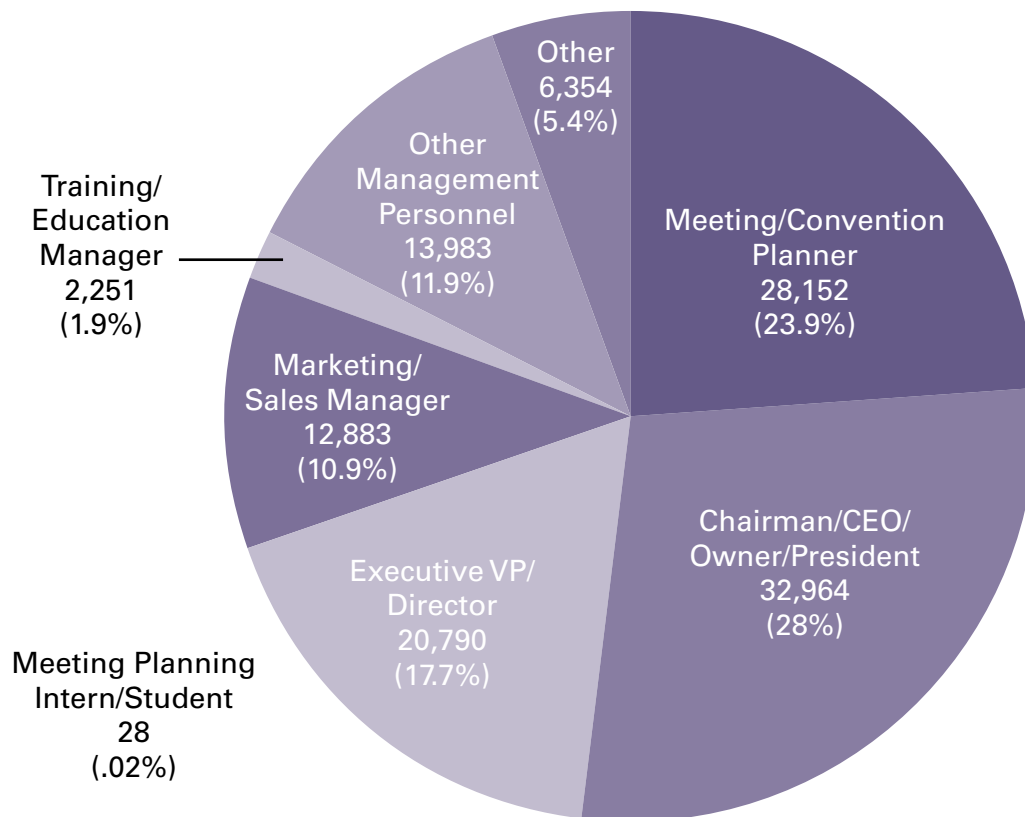
We are always qualifying new planners, with **8.1%** of our users in the industry for **3 years or less!**



DELIVERING ON **QUALITY AND QUANTITY** [meetings today **2022**]

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	28,601	37.4%
6-15	19,815	25.9%
16-30	8,143	10.6%
31-50	5,490	7.2%
51-100	4,837	6.3%
More than 100	6,426	8.4%

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

PLANNERS RELY ON **PRINT**

[meetings today **2022**]

- 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:

- 9 monthly magazines
- 3 annual supplements

Stand out from your competition with Customized Options:

- 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



Destination spread

meetings TODAY®



DIGITAL

- Website Retargeting
- Web Units & Rich Media
- Social Media Retargeting
- Video – Custom & Destination/Property
- Digital Editions
- Podcasts
- Sponsored Content
- Mobile
- Email List Rental



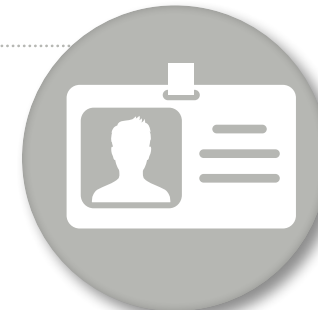
PRINT

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



CONTENT

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



EVENTS

- 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 and Planning
- Social Media
- Database Services

JANUARY/FEBRUARY	PRINT			NEWSLETTERS	
	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
	<p>Drive-To Meetings* In Balance: Wellness Meetings Today Trends Resort Meetings* Pharma/Medical Meetings Outdoor Meetings</p> <p>WEBINARS 01.12: On-Location Broadcast: PCMA Convening Leaders</p> <p>01.26: A Meetings Cost-Saving Primer</p> <p>EHandbook Meetings Trends Survey</p>	<p>DESTINATIONS EAST: Drive-To Meetings* • Connecticut • Philadelphia/Valley Forge/Eastern PA</p> <p>MIDAMERICA: Drive-To Meetings* • Milwaukee Area • Eastern Iowa Cities • Chicago Suburbs</p> <p>SOUTH: Coastal Carolina • Dallas/Fort Worth Metroplex • Drive-To Meetings* • Nashville • Miami/Fort Lauderdale</p> <p>WEST: Drive-To Meetings* • Pacific Northwest • Arizona • Las Vegas • Monterey/Santa Cruz, CA • San Diego</p> <p>GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 12.17.21</p> <p>Advertorials: 12.31</p> <p>Materials: 01.07</p>	<p>01.04: Meetings Today Trends 01.05: Drive-to Meetings 01.06: In Balance: Wellness 01.11: Best Practices 01.12: Resort Meetings 01.13: Outdoor Meetings 01.18: Pharma/Medical Meetings 01.19: Sports Venues 01.20: Connecticut 01.25: Eastern PA 01.26: Arizona 01.27: Milwaukee Area</p> <p>02.01: Golf Resort Meetings 02.02: Las Vegas 02.03: Coastal Carolina 02.08: Nashville 02.09: Chicago Suburbs 02.10: Pacific Northwest 02.15: Monterey/Santa Cruz, CA 02.16: Eastern Iowa Cities 02.17: Dallas/Fort Worth 02.22: San Diego 02.23: Miami/Fort Lauderdale 02.24: eHandbook</p>	
				<p>Back to Business: 01.10, 02.14</p> <p>Michael Cerbelli's: The Hot List™ 01.17, 01.31, 02.28</p> <p>New & Renovated: 01.14, 02.11</p>	
MARCH	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
	<p>Corporate Meetings In Balance: Wellness Resorts & Spa Meetings* Technology in Meetings Executive Retreats/ Small Meetings</p> <p>WEBINAR 03.30: How to Manage Your Event Tech Ecosystem</p>	<p>DESTINATIONS EAST: Baltimore Metro • New York State</p> <p>MIDAMERICA: Chicago • Close-Up: Wichita, KS</p> <p>SOUTH: Arkansas • Birmingham, AL • Charlotte • Tampa/St. Pete/Clearwater • Houston</p> <p>WEST: Colorado • Greater Palm Springs, CA • Metro Seattle • Wine Country Meetings</p> <p>GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 01.28</p> <p>Advertorials: 02.04</p> <p>Materials: 02.11</p>	<p>03.01: Close-Up: Wichita, KS 03.02: Arkansas 03.03: Chicago 03.08: Greater Palm Springs, CA 03.09: Metro Seattle 03.10: Tampa/St. Pete/Clearwater 03.15: Houston 03.16: Baltimore Metro</p> <p>03.17: Charlotte 03.22: Wine Country Meetings 03.23: Colorado 03.24: Technology in Meetings 03.29: Executive Retreats/ Small Meetings 03.30: Birmingham, AL 03.31: Corporate Meetings</p>	
				<p>Back to Business: 03.14</p> <p>Michael Cerbelli's: The Hot List™ 03.07, 03.21</p> <p>New & Renovated: 03.18</p>	

APRIL	PRINT			NEWSLETTERS	
	FEATURES Convention Centers* In Balance: Wellness Luxury Hotels Native American Gaming	DESTINATIONS EAST: Boston • Convention Centers* • Washington, DC MIDAMERICA: Agricultural Meetings • Convention Centers* • Central Illinois • Minneapolis/St. Paul Metro SOUTH: Convention Centers* • Galveston, TX • Georgia • Louisiana • Raleigh, NC • Tennessee WEST: Convention Centers* • Hawaii • Inland Empire • Reno/Lake Tahoe GLOBAL: Venues & Destinations	ADS Sales Close: 02.25 Advertorials: 03.04 Materials: 03.11	Meetings Today Newswire 04.05: Central Illinois 04.06: Inland Empire 04.07: Hawaii 04.12: Georgia 04.13: Minneapolis/St. Paul Metro 04.14: Boston 04.19: Tennessee 04.20: Lake Tahoe/Reno 04.21: Raleigh, NC 04.26: Washington, D.C. 04.27: Galveston, TX 04.28: Louisiana	
	WEBINAR 04.27: Critical Site Selection Strategies			Back to Business: 04.11 Michael Cerbelli's: The Hot List™ 04.04, 04.18 New & Renovated: 04.22	
	FLORIDA SUPPLEMENT // SALES CLOSE: 02.25 // MATERIALS: 03.09				
MAY	FEATURES Conference Centers* In Balance: Wellness Diversity, Equity and Inclusion SMERF	DESTINATIONS EAST: Conference Centers* • East Coast Gaming* Providence, RI • Maryland MIDAMERICA: Conference Centers* • Lake Geneva, WI • Missouri • Omaha, NE/Council Bluffs, IA SOUTH: Conference Centers* • Beach Meetings* • Close-Up: Biloxi, MS Area • Central/West Texas • Coastal Virginia • Palm Beach/Treasure Coast, FL WEST: Conference Centers* • Coastal Mexico • Orange County, CA • Portland, OR Metro • Sacramento/Central Valley/High Sierras, CA GLOBAL: Venues & Destinations	ADS Sales Close: 03.25 Advertorials: 04.01 Materials: 04.08	Meetings Today Newswire 05.03: Orange County, CA 05.04: Palm Beach/Treasure Coast, FL 05.05: Missouri 05.10: Lake Geneva, WI 05.11: Central/West Texas 05.12: Portland, OR Metro 05.17: Providence, RI 05.18: Omaha, NE/Council Bluffs, IA 05.19: Biloxi, MS Area 05.24: Post-Holiday, No Newsletter 05.25: Sacramento/Central Valley/High Sierras, CA 05.26: Coastal Mexico 05.31: Coastal Virginia	
	WEBINAR 05.25: Diversity, Equity and Inclusion: First Steps and Measurement			Back to Business: 05.09 Michael Cerbelli's: The Hot List™ 05.02, 05.16 New & Renovated: 05.13	
	FEATURES F&B: Trending Now In Balance: Wellness Special Venues* New and Renovated*	DESTINATIONS EAST: New Jersey • Eastern Canada MIDAMERICA: Iowa • MidAmerica Gaming Destinations* • Wisconsin Dells, WI SOUTH: Austin/The Hill Country, TX • Myrtle Beach, SC • Columbia, SC WEST: Colorado Springs • Montana • New Mexico GLOBAL: Venues & Destinations	ADS Sales Close: 04.29 Advertorials: 05.06 Materials: 05.13	06.01: MidAmerica Gaming 06.02: Wisconsin Dells, WI 06.07: Myrtle Beach, SC 06.08: Las Vegas 06.09: New & Renovated 06.14: Colorado Springs 06.15: Eastern Canada 06.16: New Jersey 06.21: Austin/The Hill Country, TX 06.22: Columbia, SC 06.23: Montana 06.28: Iowa 06.29: New Mexico 06.30: Special Venues	
	WEBINAR 06.29: F&B Trends			Back to Business: 06.13 Michael Cerbelli's: The Hot List™ 06.06, 06.20 New & Renovated: 06.17	
JUNE	EHANDBOOK Meetings Tech Update				
	LAS VEGAS SUPPLEMENT // SALES CLOSE: 04.29 // MATERIALS: 05.06				

JULY/AUGUST

SEPTEMBER

PRINT

FEATURES

Meetings Trendsetters
Resorts & Incentives*
Association Meetings
Contracts: Advice From the Pros
In Balance: Wellness
CVB Update *

WEBINARS

07.27: Strategic Negotiating Fundamentals

08.24: Critical Contract Clauses

DESTINATIONS

EAST: Newport, RI • 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: Idaho • Resorts & Incentives* • Washington • Wyoming • Western Canada

GLOBAL: Venues & Destinations

ADS

Sales Close:
06.24

Advertorials:
07.01

Materials:
07.08

NEWSLETTERS

Meetings Today Newswire

07.05: Post-holiday, no newsletter
07.06: Industry Updates
07.07: Contracts: Advice From the Pros
07.12: Resorts & Incentives
07.13: Association Meetings
07.14: Industry Updates
07.19: Western Canada
07.20: South Texas
07.21: Idaho
07.26: New Orleans
07.27: Wyoming
07.28: Central/West Tennessee

08.02: Detroit Metro
08.03: Meetings Trendsetters
08.04: North Dakota
08.09: In Balance: Wellness
08.10: Columbus, OH
08.11: Industry Updates
08.16: Washington
08.17: Newport, RI
08.18: Industry Updates
08.23: Caribbean/Cancun
08.24: Nebraska
08.25: CVP Update
08.30: Industry Updates
08.31: F&B Tips

Back to Business: 07.11, 08.08

Michael Cerbelli's: The Hot List™
07.18, 08.01, 08.15

New & Renovated: 07.15, 08.19

Meetings Today Newswire

09.01: Central California Coast
09.06: Post-holiday, no newsletter
09.07: Eastern Tennessee
09.08: Pittsburgh/Western PA
09.13: Mountain Meetings
09.14: South Carolina

09.15: Wisconsin
09.20: Mexico
09.21: Orlando
09.22: Greater Los Angeles
09.27: New England
09.28: Phoenix/Scottsdale
09.29: Industry Updates

Back to Business: 09.19

Michael Cerbelli's: The Hot List™
09.12, 09.26

New & Renovated: 09.16

TEXAS SUPPLEMENT // SALES CLOSE: 07.29 // **MATERIALS:** 08.05

	PRINT			NEWSLETTERS	
	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
OCTOBER	<p>All-Inclusive Meetings* Gaming Properties & Destinations In Balance: Wellness Best Of*</p> <p>WEBINAR 10.26: Elevating the Onsite Experience</p>	<p>DESTINATIONS EAST: Best Of* • Maryland • Poconos, PA MIDAMERICA: Best Of* • Ohio • Illinois • Lake Meetings • Kansas City Area SOUTH: Best Of* • Fort Myers/SW Florida • North Carolina • Jacksonville/NE Florida • San Antonio/The Hill Country • Savannah, GA • Virginia WEST: Best Of* • Hawaii • Oregon • San Francisco Bay Area • Tucson, AZ • Utah GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 08.26 Advertorials: 09.02 Materials: 09.09</p>	<p>10.04: Ohio 10.05: North Carolina 10.06: Oregon 10.11: Savannah, GA 10.12: Jacksonville/NE Florida 10.13: Illinois; Utah 10.18: Hawaii 10.19: Poconos, PA; Kansas City 10.20: San Antonio/The Hill Country</p> <p>10.25: Tucson, AZ 10.26: Maryland, San Francisco Bay Area 10.27: Virginia; Fort Myers/SW Florida</p>	
				<p>Back to Business: 10.10</p> <p>Michael Cerbelli's: The Hot List™ 10.03, 10.17</p> <p>New & Renovated: 10.14</p>	
NOVEMBER/DECEMBER	<p>FEATURES CVB/DMO Update* Sports Venues Golf Resort Meetings* In Balance: Wellness New & Renovated Properties* International Meetings</p> <p>WEBINARS 11.16: CVB/DMO Update: Leveraging Bureaus to Save Costs 12.14: 2023 Meetings & Events Outlook</p> <p>EHANDBOOK Free CVB/DMO Services</p>	<p>DESTINATIONS EAST: CVB/DMO Update* • Atlantic City, NJ • New & Renovated Properties* • Rhode Island MIDAMERICA: Central Iowa • CVB/DMO Update* • Grand Rapids, MI • St. Louis • Indiana • New & Renovated Properties* SOUTH: CVB/DMO Update* • Atlanta • Alabama • New & Renovated Properties* • Puerto Rico • Shreveport/Baton Rouge, LA WEST: CVB/DMO Update* • Desert Meetings • Napa/Sonoma, CA • Nevada • New & Renovated Properties* GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 10.21 Advertorials: 10.28 Materials: 11.04</p>	<p>Meetings Today Newswire</p> <p>11.01: Best Practices: CSR 11.02: Gaming Properties & Destinations 11.03: Meetings Trends 11.08: All-Inclusive Meetings 11.09: In Balance: Wellness 11.15: Industry Updates 11.16: The State of the Industry 11.17: St. Louis 11.22: Industry Updates 11.23: Pre-Holiday, No Newsletter 11.24: Holiday, No Newsletter 11.29: Post-Holiday, No Newsletter 11.30: Atlantic City, NJ 12.01: Atlanta 12.06: Grand Rapids, MI 12.07: Central Iowa 12.08: Desert Meetings</p> <p>12.13: Shreveport/Baton Rouge, LA 12.14: Puerto Rico 12.15: Nevada 12.20: Rhode Island 12.21: Napa/Sonoma, CA 12.22: Industry Updates 12.28: Indiana 12.29: Alabama</p>	
				<p>Back to Business: 11.07, 12.12</p> <p>Michael Cerbelli's: The Hot List™ 10.31, 11.14; 12.05, 12.19</p> <p>New & Renovated: 11.18; 12.16</p>	

LET MEETINGS TODAY LIVE! **CONNECT YOU** [meetings today **2022**]

Active & Engaging Networking Opportunities

Come and join us for the opportunity to meet face-to-face with pre-qualified meeting planners and build relationships with great prospects!

- 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.

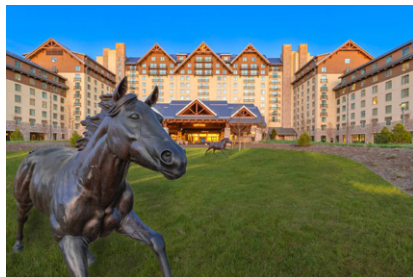
Krista Rupp,
Sales & Marketing Manager,
Santa Cruz County CVC

2022 LIVE! Events



Hawaii

April 26-30, 2022
The Westin Hapuna Beach Resort
Kohala Coast, HI



West

July 24-27, 2022
Gaylord Rockies
Aurora, CO



Incentive/Wellness

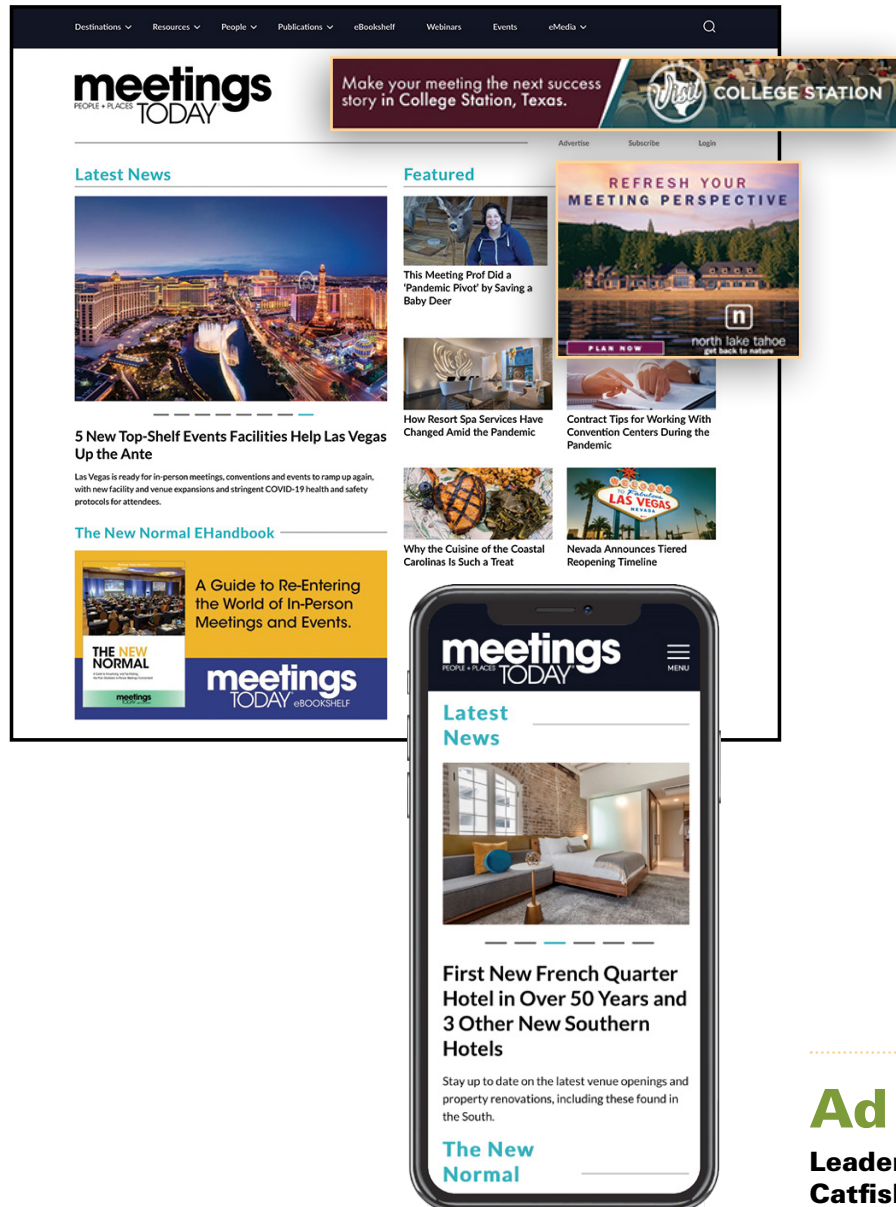
November 6-9, 2022
Grand at Moon Palace
Cancun, Mexico



South

December 4-7, 2022
The DeSoto
Savannah, GA

For more information on how you can be a part of these events, please call your Meetings Today sales representative.



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 Retargeting: 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

Super Leaderboard: 970 x 90

Rising Star Pushdown: 970 x 90 - 970 x 415

Expand your brand's 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.

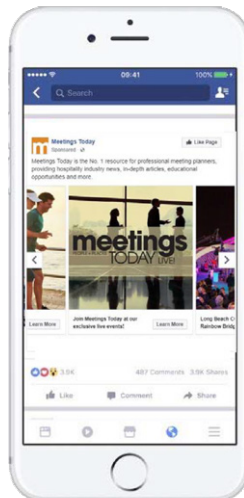
Your message will be seen by only members of the Meetings Today Universe. Either by emails from our database or planners who visited MeetingsToday.com, your message will be seen by the RIGHT social media audience.

- 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 Retargeting (Google Ad Network) Reach our audience beyond our website.

Retargeting is a powerful way to stay engaged with the MeetingsToday 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 Retargeting helps you reconnect with them by showing relevant ads as they browse the web.

Reasons to use retargeting:

- 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

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

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.



Available Ad Units:

728x90

300x250

300x600

NEWSLETTERS

[meetings today 2022]

Reach our newsletter audience of 50,000!

Get your message out to our subscribers with the following:

- Meetings Today Newswire (Tuesday through Thursday)
- New & Renovated (monthly)
- Back to Business (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 2022: 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

Monthly

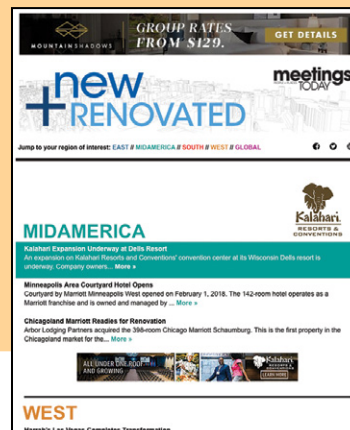
Bi-Monthly

Available Ad Units:

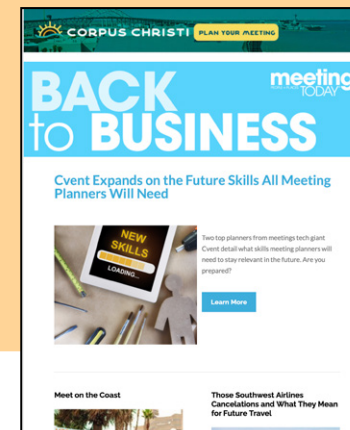
Leaderboard: 728 x 90

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

Exclusive Sponsorship: includes Leaderboard and Evertorial



New & Renovated



Back to Business



Michael Cerbelli's: The Hot List™

Tell your story and generate leads with Sponsored Content

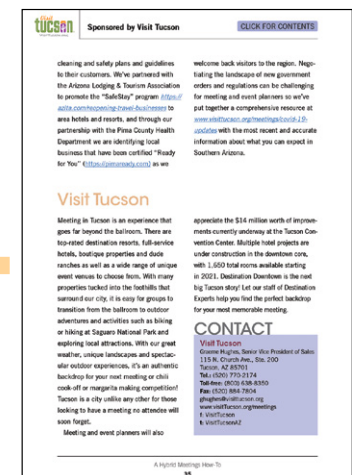
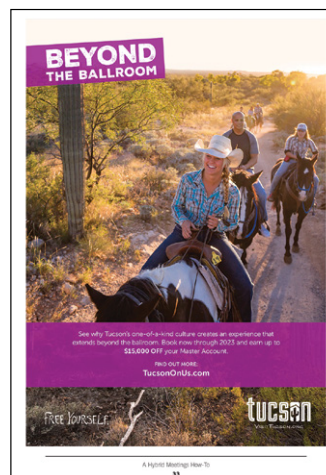
Tell the readers of *Meetings Today* eHandbook about your destination, hotel or facility in an article you provide. The two-page article will be included within the Meetings Today eHandbook, which will be promoted on MeetingsToday.com as well as be distributed via our Meetings Today Newswire newsletter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



2022 SCHEDULE	
JANUARY SALES CLOSE: 01.04 MATERIALS: 01.14	2022 Meetings Trends Survey: A Meetings Recovery Report Card
APRIL SALES CLOSE: 04.01 MATERIALS: 04.15	Meetings Tech Update: How to Set Up and Manage Your Tech Ecosystem
JUNE SALES CLOSE: 06.03 MATERIALS: 06.15	F&B Trends: The Food and Formats Your Attendees Crave
SEPTEMBER SALES CLOSE: 09.02 MATERIALS: 09.15	Budget-Saving Strategies: Expert Cost-Saving Tips for Your Meetings and Events
NOVEMBER SALES CLOSE: 11.04 MATERIALS: 11.15	Free CVB/DMO Services: The Latest Time- and Money-Saving Offerings From Your DMO Partners



Driving Results

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 2022]

Video Of The Month



Plan Your Event in this Island Paradise

Watch on YouTube

A Meeting in Puerto Rico Will be as Stress-Free as Our Island!

When you plan your event in our Island paradise, your attendees can look forward to turquoise deep dives, warm weather all year and safe ways to connect with one another.

*Partner Content from Discover Puerto Rico

[Learn More](#)

Exclusive Video of the Month

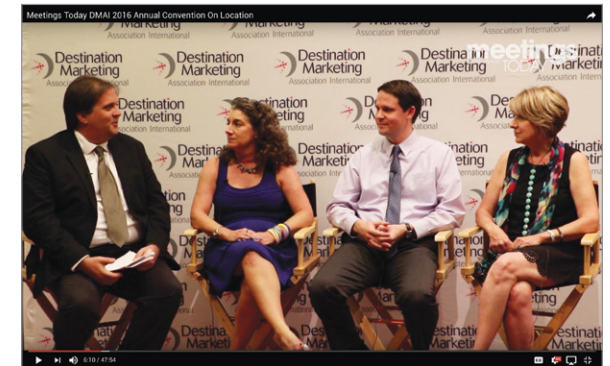
As planners continue to rely on video for quick and enjoyable destination information, Video of the Month offers a turnkey opportunity that runs for an entire month. This 100,000+ impression program utilizes an integrated support package including YouTube, Google Remarketing, www.meetingstoday.com and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

YouTube Retargeting

Meetings Today Audience on YouTube

Planners who visit MeetingsToday.com are your customers.

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



Other video options

- **Video Marketing:** Have a big announcement? Make it a video announcement!
- **Digital Edition:** Include a video with your online ads!
- **Custom Video Webinars**
- **Destination/Property Videos**

WEBINARS

[meetings today 2022]

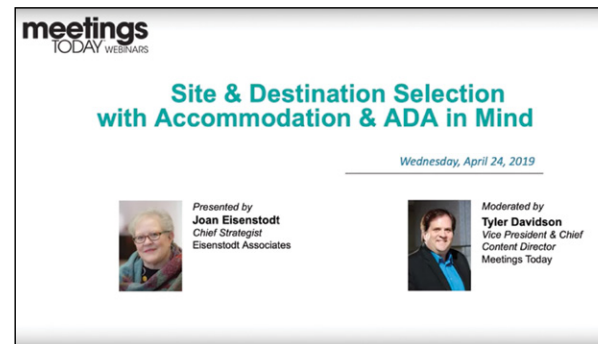
CEU-Accredited Education

With more than 25,000* registrants in 2021, Meetings Today will continue to offer a full line-up of education for our planners in 2022. Our webinars are a creative and effective way for you to stand up, display your brand and **generate hundreds of leads**.

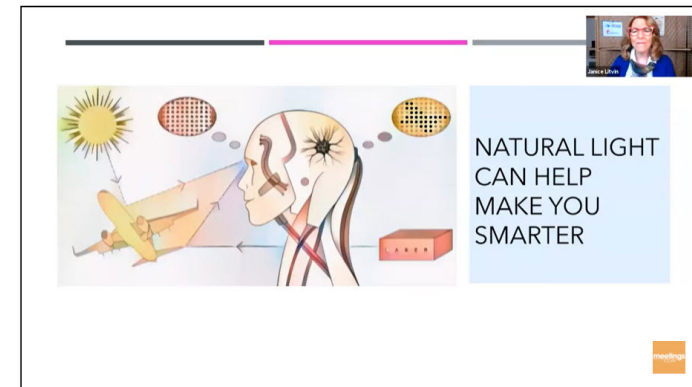
These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

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
1.12.22	ON-LOCATION BROADCAST: PCMA Convening Leaders
1.26.22	A Meetings Cost-Saving Primer
3.30.22	How to Manage Your Event Tech Ecosystem
4.27.22	Critical Site Selection Strategies
5.25.22	Diversity, Equity and Inclusion: First Steps and Measurement
6.29.22	F&B Trends
7.27.22	Strategic Negotiating Fundamentals
8.24.22	Critical Contract Clauses
9.28.22	How to Mitigate Risks at Your Meetings
10.26.22	Elevating the Onsite Experience
11.16.22	CVB/DMO Update: Leveraging Bureaus to Save Costs
12.14.22	2023 Meetings & Events Outlook



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

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 Research) 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.

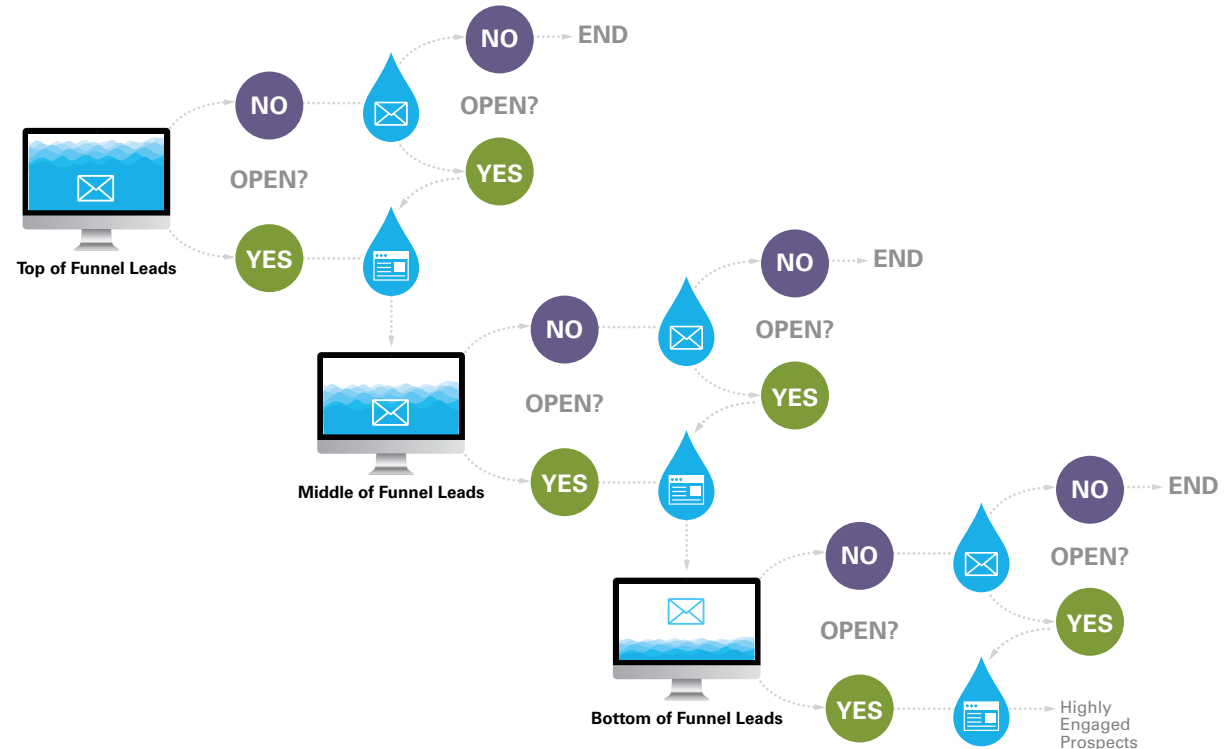
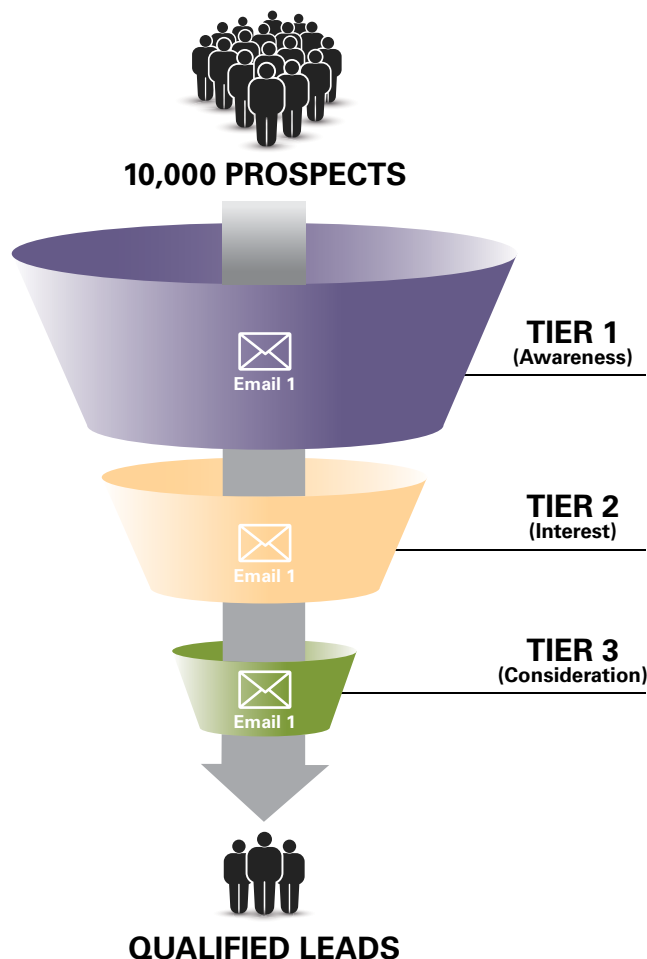
Why +?

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 2022]

3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails 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 (optional)

Each program includes three mobile-responsive emails. Work with our content marketing team to create engaging content that clicks with readers.

Superior Results

This program significantly outperforms standard e-blasts, often yielding open rates and CTRs that are three to five times higher.

Your Partners



Jim Krotz
Vice President
CO, IA, IL, KS, MN, MO, OK, TX, WI
319.861.5079
jim.krotz@meetingstoday.com



John DeCesare
Director of Business Development
AZ, CO, ID, MT, NM, Northern CA, Northern NV, OR, UT, WA, WY, Western Canada
319.861.5113
john.decesare@meetingstoday.com



Tyler Davidson
Vice President & Chief Content Director
319.861.5097
tyler.davidson@meetingstoday.com



Jeff Heilman
Senior Contributor
347.228.5601
jah920@yahoo.com



Kirk Lewis
Director of Business Development
AL, AR, AZ, CT, DC, DE, FL, GA, IN, KY, LA, MA, MD, ME, MI, MS, NC, NH, NJ, NY, OH, PA, RI, SC, TN, VA, WV, Eastern Canada, Caribbean & Islands
319.861.5131
kirk.lewis@meetingstoday.com



Paul Hagen
Account Manager
CT, DC, DE, FL, GA, MA, MD, ME, MI, NC, NH, NJ, NY, OH, PA, RI, SC, Eastern Canada, Caribbean & Islands
319.861.5165
paul.hagen@stamats.com



Danielle LeBreck
Lead Destinations Content Strategist
319.861.5094
danielle.lebreck@meetingstoday.com



Jennifer Juergens
Contributing Content Developer, Florida and Caribbean
917.514.2627
jenjuergens@gmail.com



Lynne Richardson
Executive Director, Integrated Media
Southern CA, HI, Southern NV, NE, ND, SD, Mexico, Latin America, Asia-Pacific
319.861.5096
lynne.richardson@meetingstoday.com



Sarah Kloepple
Content Developer, Destinations and Features
319.861.5134
sarah.kloepple@stamats.com

Production

Candy Holub
Senior Production Manager
319.861.5025
candy.holub@meetingstoday.com

Matt Schrafel
Sales Support Specialist
319.861.5161
matt.schrafel@meetingstoday.com

Kiera Washpun
Project Manager/Sales
319.861.5016
kiera.washpun@meetingstoday.com

Corporate Headquarters

615 5th St. SE // Cedar Rapids, IA 52401
319.364.6167 // Fax: 319.364.4278

www.meetingstoday.com