

# meetings TODAY<sup>®</sup> 2022

CREATING  
CONNECTIONS  
THAT  
WORK

## MARKETING PLANNER



PRINT

DIGITAL | SOCIAL

WEBINARS | PODCASTS

RESEARCH | PLANNING

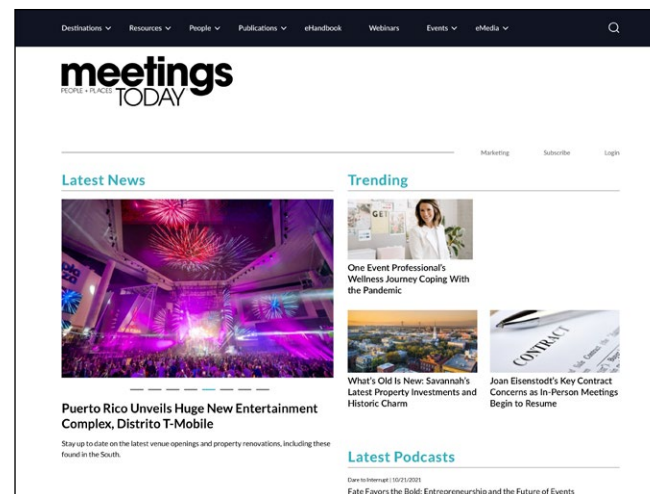
LEAD GENERATION

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:

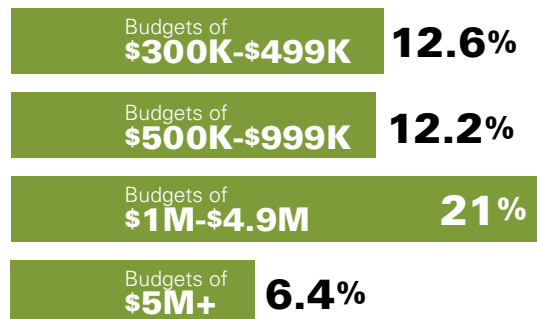
Corporate: **65,495**

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



**52.6%**  
TEAMBUILDING



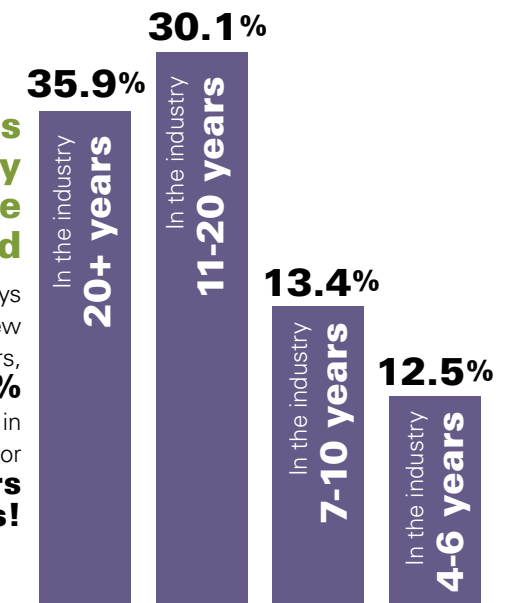
**38.1%**  
GOLF

# 88.1%

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

## Meetings Today users are experienced

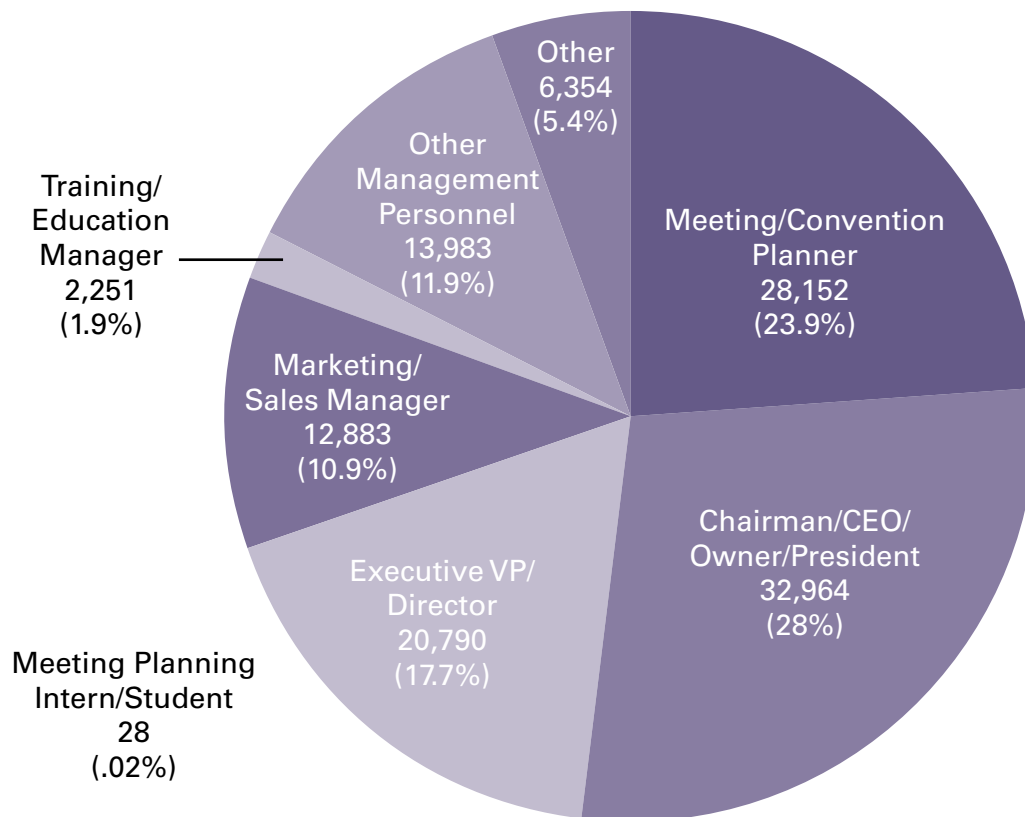
We are always qualifying new planners, with **8.1%** of our users in the industry for **3 years or less!**



# 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
- Custom



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



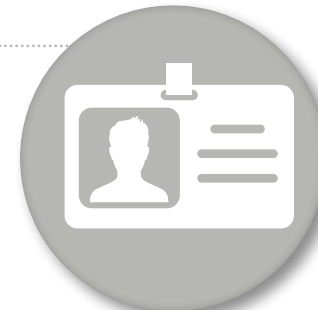
## PRINT

- 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

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

APRIL	PRINT			NEWSLETTERS	
	<b>FEATURES</b> Convention Centers* In Balance: Wellness Luxury Hotels Native American Gaming	<b>DESTINATIONS</b> <b>EAST:</b> Boston • Convention Centers* • Washington, DC <b>MIDAMERICA:</b> Agricultural Meetings • Convention Centers* • Central Illinois • Minneapolis/St. Paul Metro <b>SOUTH:</b> Convention Centers* • Galveston, TX • Georgia • Louisiana • Raleigh, NC • Tennessee <b>WEST:</b> Convention Centers* • Hawaii • Inland Empire • Reno/Lake Tahoe <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 02.25 <b>Advertorials:</b> 03.04 <b>Materials:</b> 03.11	<b>Meetings Today Newswire</b> <b>04.05:</b> Central Illinois <b>04.06:</b> Inland Empire <b>04.07:</b> Hawaii <b>04.12:</b> Georgia <b>04.13:</b> Minneapolis/St. Paul Metro <b>04.14:</b> Boston <b>04.19:</b> Tennessee <b>04.20:</b> Lake Tahoe/Reno <b>04.21:</b> Raleigh, NC <b>04.26:</b> Washington, D.C. <b>04.27:</b> Galveston, TX <b>04.28:</b> Louisiana	
	<b>WEBINAR</b> <b>04.27:</b> Critical Site Selection Strategies			<b>Back to Business:</b> 04.11 <b>Dare to Interrupt:</b> 04.25 <b>Michael Cerbelli's: The Hot List™</b> 04.04, 04.18 <b>New &amp; Renovated:</b> 04.22	
	<b>FLORIDA SUPPLEMENT // SALES CLOSE: 02.25 // MATERIALS: 03.09</b>				
MAY	<b>FEATURES</b> Conference Centers* In Balance: Wellness Diversity, Equity and Inclusion SMERF	<b>DESTINATIONS</b> <b>EAST:</b> Conference Centers* • East Coast Gaming* Providence, RI • Maryland <b>MIDAMERICA:</b> Conference Centers* • Lake Geneva, WI • Missouri • Omaha, NE/Council Bluffs, IA <b>SOUTH:</b> Conference Centers* • Beach Meetings* • Close-Up: 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 <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 03.25 <b>Advertorials:</b> 04.01 <b>Materials:</b> 04.08	<b>Meetings Today Newswire</b> <b>05.03:</b> Orange County, CA <b>05.04:</b> Palm Beach/Treasure Coast, FL <b>05.05:</b> Missouri <b>05.10:</b> Lake Geneva, WI <b>05.11:</b> Central/West Texas <b>05.12:</b> Portland, OR Metro <b>05.17:</b> Providence, RI <b>05.18:</b> Omaha, NE/Council Bluffs, IA <b>05.19:</b> Biloxi, MS Area <b>05.24:</b> Post-Holiday, No Newsletter <b>05.25:</b> Sacramento/Central Valley/High Sierras, CA <b>05.26:</b> Coastal Mexico <b>05.31:</b> Coastal Virginia	
	<b>WEBINAR</b> <b>05.25:</b> Diversity, Equity and Inclusion: First Steps and Measurement			<b>Back to Business:</b> 05.09 <b>Dare to Interrupt:</b> 05.23 <b>Michael Cerbelli's: The Hot List™</b> 05.02 <b>New &amp; Renovated:</b> 05.13	
	<b>EHANDBOOK</b> MPI				
JUNE	<b>FEATURES</b> F&B: Trending Now In Balance: Wellness Special Venues* New and Renovated*	<b>DESTINATIONS</b> <b>EAST:</b> New Jersey • Eastern Canada <b>MIDAMERICA:</b> Iowa • MidAmerica Gaming Destinations* • Wisconsin Dells, WI <b>SOUTH:</b> Austin/The Hill Country, TX • Myrtle Beach, SC • Columbia, SC <b>WEST:</b> Colorado Springs • Montana • New Mexico <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 04.29 <b>Advertorials:</b> 05.06 <b>Materials:</b> 05.13	<b>06.01:</b> MidAmerica Gaming <b>06.02:</b> Wisconsin Dells, WI <b>06.07:</b> Myrtle Beach, SC <b>06.08:</b> Las Vegas <b>06.09:</b> New & Renovated <b>06.14:</b> Colorado Springs <b>06.15:</b> Eastern Canada <b>06.16:</b> New Jersey <b>06.21:</b> Austin/The Hill Country, TX <b>06.22:</b> Columbia, SC <b>06.23:</b> Montana <b>06.28:</b> Iowa <b>06.29:</b> New Mexico <b>06.30:</b> Special Venues	
	<b>WEBINAR</b> <b>06.29:</b> F&B Trends			<b>Back to Business:</b> 06.13 <b>Dare to Interrupt:</b> 06.27 <b>Michael Cerbelli's: The Hot List™</b> 06.06 <b>New &amp; Renovated:</b> 06.17	
	<b>EHANDBOOK</b> F&B Trends				
	<b>LAS VEGAS SUPPLEMENT // SALES CLOSE: 04.29 // MATERIALS: 05.06</b>				



	PRINT			NEWSLETTERS	
	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
JULY/AUGUST	<b>FEATURES</b> Meetings Trendsetters Resorts & Incentives* Association Meetings Contracts: Advice From the Pros In Balance: Wellness CVB Update *  <b>WEBINARS</b> <b>07.27:</b> Strategic Negotiating Fundamentals  <b>08.24:</b> Critical Contract Clauses	<b>DESTINATIONS</b> <b>EAST:</b> Newport, RI • Resorts & Incentives*  <b>MIDAMERICA:</b> Nebraska • North Dakota • Columbus, OH • Detroit Metro • Resorts & Incentives*  <b>SOUTH:</b> Caribbean/Cancun* • Central/West Tennessee • New Orleans • Resorts & Incentives* • South Texas  <b>WEST:</b> Idaho • Resorts & Incentives* • Washington • Wyoming • Western Canada  <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 06.24  <b>Advertorials:</b> 07.01  <b>Materials:</b> 07.08	<b>07.05:</b> Post-holiday, no newsletter <b>07.06:</b> Industry Updates <b>07.07:</b> Contracts: Advice From the Pros <b>07.12:</b> Resorts & Incentives <b>07.13:</b> Association Meetings <b>07.14:</b> Industry Updates <b>07.19:</b> Western Canada <b>07.20:</b> South Texas <b>07.21:</b> Idaho <b>07.26:</b> New Orleans <b>07.27:</b> Wyoming <b>07.28:</b> Central/West Tennessee  <b>08.02:</b> Detroit Metro <b>08.03:</b> Meetings Trendsetters <b>08.04:</b> North Dakota <b>08.09:</b> In Balance: Wellness <b>08.10:</b> Columbus, OH <b>08.11:</b> Industry Updates <b>08.16:</b> Washington <b>08.17:</b> Newport, RI <b>08.18:</b> Industry Updates <b>08.23:</b> Caribbean/Cancun <b>08.24:</b> Nebraska <b>08.25:</b> CVP Update <b>08.30:</b> Industry Updates <b>08.31:</b> F&B Tips	
				<b>Back to Business:</b> 07.11, 08.08 <b>Dare to Interrupt:</b> 07.25; 08.29 <b>Michael Cerbelli's: The Hot List™</b> 07.11, 08.01 <b>New &amp; Renovated:</b> 07.15, 08.19	
SEPTEMBER	<b>FEATURES</b> Affordable Meetings In Balance: Wellness IMEX Preview* Attractions  <b>WEBINAR</b> <b>09.28:</b> How to Mitigate Risks at Your Meetings  <b>EHANDBOOK</b> Budget-Saving Strategies	<b>DESTINATIONS</b> <b>EAST:</b> New England • Pittsburgh/Western PA  <b>MIDAMERICA:</b> Family-Friendly Meetings* • Wisconsin  <b>SOUTH:</b> East Tennessee • South Carolina • Orlando  <b>WEST:</b> Central California Coast • Mountain Meetings • Phoenix/Scottsdale • Mexico • Greater Los Angeles  <b>GLOBAL:</b> Venues & Destinations	<b>ADS</b> <b>Sales Close:</b> 07.29  <b>Advertorials:</b> 08.05  <b>Materials:</b> 08.12	<b>Meetings Today Newswire</b> <b>09.01:</b> Central California Coast <b>09.06:</b> Post-holiday, no newsletter <b>09.07:</b> Eastern Tennessee <b>09.08:</b> Pittsburgh/Western PA <b>09.13:</b> Mountain Meetings <b>09.14:</b> South Carolina  <b>09.15:</b> Wisconsin <b>09.20:</b> Mexico <b>09.21:</b> Orlando <b>09.22:</b> Greater Los Angeles <b>09.27:</b> New England <b>09.28:</b> Phoenix/Scottsdale <b>09.29:</b> Industry Updates	
	<b>TEXAS SUPPLEMENT // SALES CLOSE: 07.29 // MATERIALS: 08.05</b>			<b>Back to Business:</b> 09.19 <b>Dare to Interrupt:</b> 09.26 <b>Michael Cerbelli's: The Hot List™</b> 09.12 <b>New &amp; Renovated:</b> 09.16	

	PRINT			NEWSLETTERS	
	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
OCTOBER	<p>All-Inclusive Meetings* Gaming Properties &amp; Destinations In Balance: Wellness Best Of*</p> <p><b>WEBINAR</b> <b>10.26:</b> Elevating the Onsite Experience</p>	<p><b>DESTINATIONS</b> <b>EAST:</b> Best Of* • Maryland • Poconos, PA <b>MIDAMERICA:</b> Best Of* • Ohio • Illinois • Lake Meetings • Kansas City Area <b>SOUTH:</b> Best Of* • Fort Myers/SW Florida • North Carolina • Jacksonville/NE Florida • San Antonio/The Hill Country • Savannah, GA • Virginia <b>WEST:</b> Best Of* • Hawaii • Oregon • San Francisco Bay Area • Tucson, AZ • Utah <b>GLOBAL:</b> Venues &amp; Destinations</p>	<p><b>ADS</b> <b>Sales Close:</b> 08.26 <b>Advertorials:</b> 09.02 <b>Materials:</b> 09.09</p>	<p><b>10.04:</b> Ohio <b>10.05:</b> North Carolina <b>10.06:</b> Oregon <b>10.11:</b> Savannah, GA <b>10.12:</b> Jacksonville/NE Florida <b>10.13:</b> Illinois; Utah <b>10.18:</b> Hawaii <b>10.19:</b> Poconos, PA; Kansas City <b>10.20:</b> San Antonio/The Hill Country</p> <p><b>10.25:</b> Tucson, AZ <b>10.26:</b> Maryland, San Francisco Bay Area <b>10.27:</b> Virginia; Fort Myers/SW Florida</p> <p><b>Back to Business:</b> 10.10 <b>Dare to Interrupt:</b> 10.31 <b>Michael Cerbelli's: The Hot List™</b> 10.03 <b>New &amp; Renovated:</b> 10.14</p>	
	<p><b>FEATURES</b> CVB/DMO Update* Sports Venues Golf Resort Meetings* In Balance: Wellness New &amp; Renovated Properties* International Meetings</p> <p><b>WEBINARS</b> <b>11.16:</b> CVB/DMO Update: Leveraging Bureaus to Save Costs <b>12.14:</b> 2023 Meetings &amp; Events Outlook</p> <p><b>EHANDBOOK</b> Free CVB/DMO Services</p>	<p><b>DESTINATIONS</b> <b>EAST:</b> CVB/DMO Update* • Atlantic City, NJ • New &amp; Renovated Properties* • Rhode Island <b>MIDAMERICA:</b> Central Iowa • CVB/DMO Update* • Grand Rapids, MI • St. Louis • Indiana • New &amp; Renovated Properties* <b>SOUTH:</b> CVB/DMO Update* • Atlanta • Alabama • New &amp; Renovated Properties* • Puerto Rico • Shreveport/Baton Rouge, LA <b>WEST:</b> CVB/DMO Update* • Desert Meetings • Napa/Sonoma, CA • Nevada • New &amp; Renovated Properties* <b>GLOBAL:</b> Venues &amp; Destinations</p>	<p><b>ADS</b> <b>Sales Close:</b> 10.21 <b>Advertorials:</b> 10.28 <b>Materials:</b> 11.04</p>	<p><b>Meetings Today Newswire</b> <b>11.01:</b> Best Practices: CSR <b>11.02:</b> Gaming Properties &amp; Destinations <b>11.03:</b> Meetings Trends <b>11.08:</b> All-Inclusive Meetings <b>11.09:</b> In Balance: Wellness <b>11.15:</b> Industry Updates <b>11.16:</b> The State of the Industry <b>11.17:</b> St. Louis <b>11.22:</b> Industry Updates <b>11.23:</b> Pre-Holiday, No Newsletter <b>11.24:</b> Holiday, No Newsletter <b>11.29:</b> Post-Holiday, No Newsletter <b>11.30:</b> Atlantic City, NJ <b>12.01:</b> Atlanta <b>12.06:</b> Grand Rapids, MI <b>12.07:</b> Central Iowa <b>12.08:</b> Desert Meetings</p> <p><b>12.13:</b> Shreveport/Baton Rouge, LA <b>12.14:</b> Puerto Rico <b>12.15:</b> Nevada <b>12.20:</b> Rhode Island <b>12.21:</b> Napa/Sonoma, CA <b>12.22:</b> Industry Updates <b>12.28:</b> Indiana <b>12.29:</b> Alabama</p> <p><b>Back to Business:</b> 11.07, 12.12 <b>Dare to Interrupt:</b> 11.28; 12.19 <b>Michael Cerbelli's: The Hot List™</b> 11.14; 12.05 <b>New &amp; Renovated:</b> 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.**

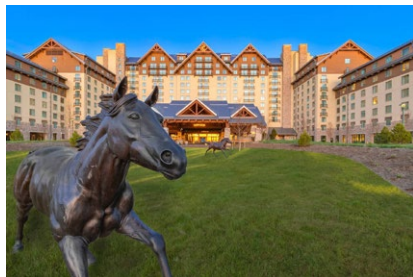
Krista Rupp,  
Sales & Marketing Manager,  
Santa Cruz County CVC

## 2022 LIVE! Events



### Hawaii

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



### West

July 24-27, 2022  
Gaylord Rockies  
Aurora/Denver, CO



### Corporate/Incentive

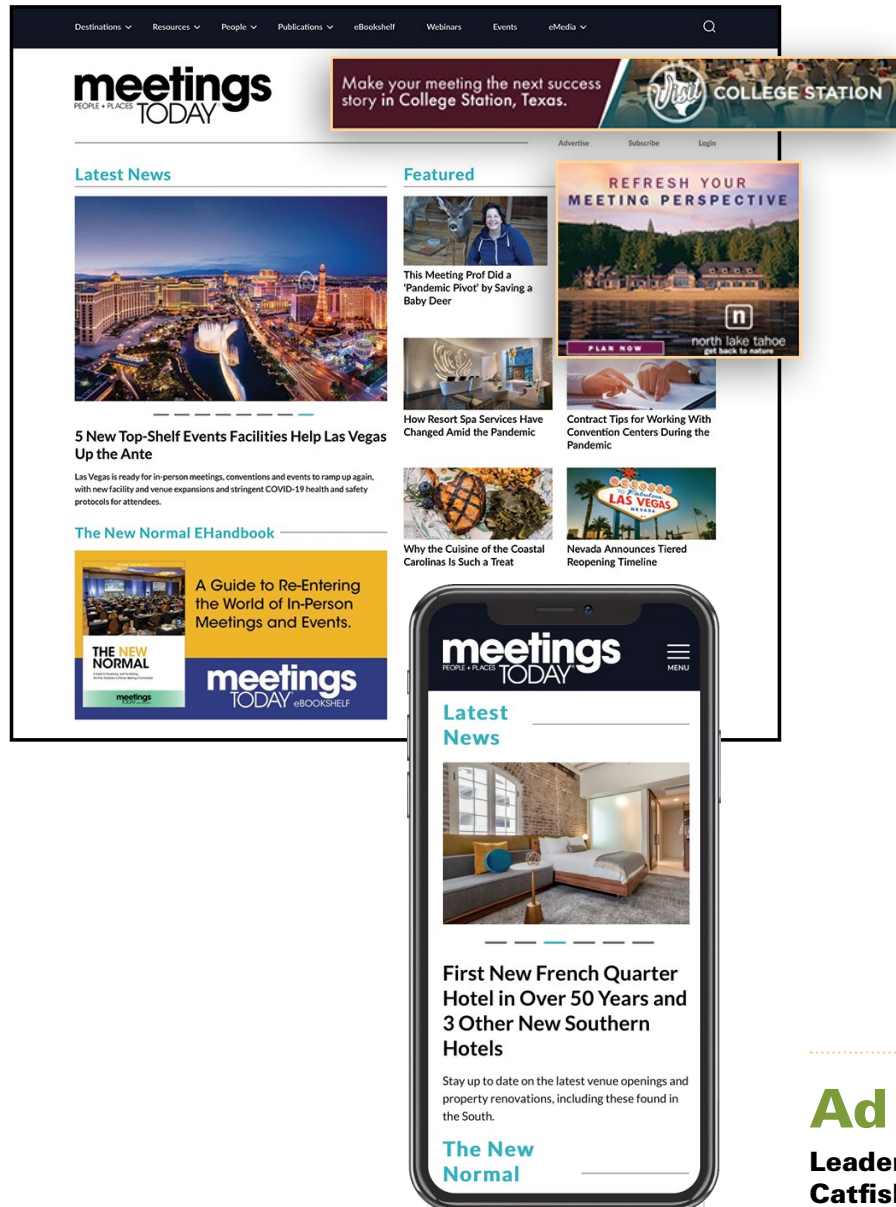
November 6-9, 2022  
Grand at Moon Palace  
Cancun, Mexico



### 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 enewsletter 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

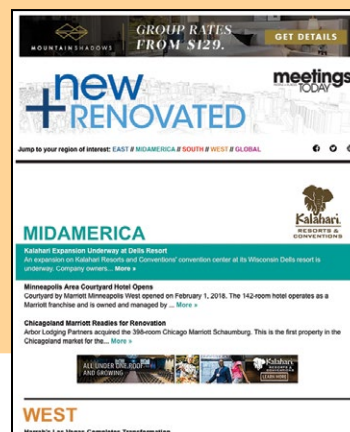
## Bi-Monthly

#### Available Ad Units:

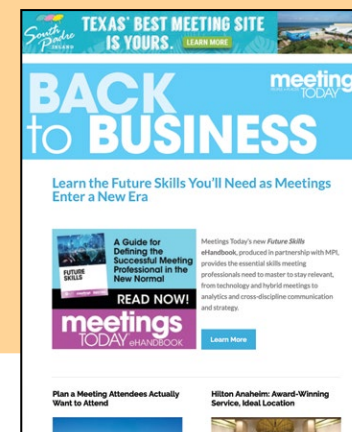
Leaderboard: 728 x 90

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

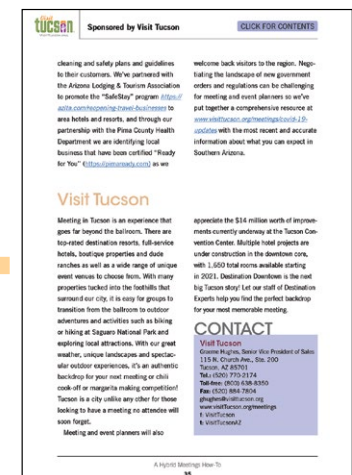
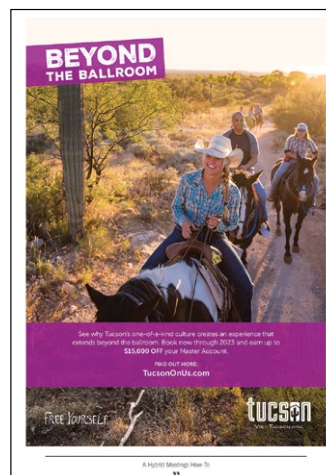
Tell the readers of *Meetings Today* eHandbook about your destination, hotel or facility in an article you provide. The two-page article will be included within the Meetings Today eHandbook, which will be promoted on MeetingsToday.com as well as be distributed via our Meetings Today Newswire newsletter 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	
<b>APRIL</b> <b>SALES CLOSE: 04.01</b> <b>MATERIALS: 04.15</b>	<b>Meetings Tech Update: How to Set Up and Manage Your Tech Ecosystem</b>
<b>JUNE</b> <b>SALES CLOSE: 06.03</b> <b>MATERIALS: 06.15</b>	<b>F&amp;B Trends: The Food and Formats Your Attendees Crave</b>
<b>SEPTEMBER</b> <b>SALES CLOSE: 09.02</b> <b>MATERIALS: 09.15</b>	<b>Budget-Saving Strategies: Expert Cost-Saving Tips for Your Meetings and Events</b>
<b>NOVEMBER</b> <b>SALES CLOSE: 11.04</b> <b>MATERIALS: 11.15</b>	<b>Free CVB/DMO Services: The Latest Time- and Money-Saving Offerings From Your DMO Partners</b>





## 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 later Share

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

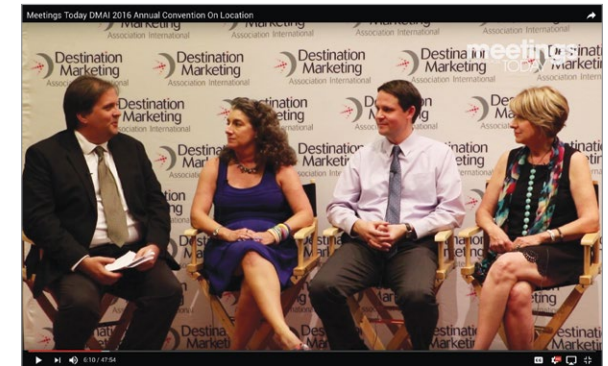
As planners continue to rely on video for quick and enjoyable destination information, Video of the Month offers a turnkey opportunity that runs for an entire month. This 100,000+ impression program utilizes an integrated support package including YouTube, Google Remarketing, [www.meetingstoday.com](http://www.meetingstoday.com)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

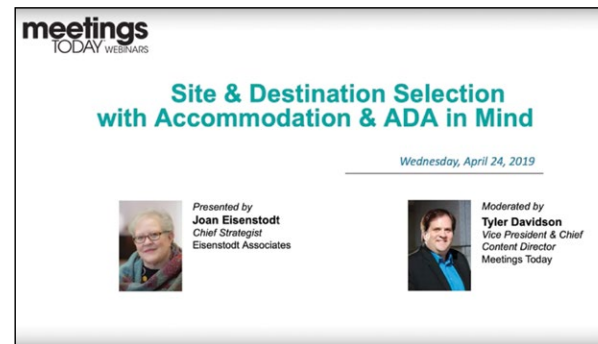
## CEU-Accredited Education

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**.

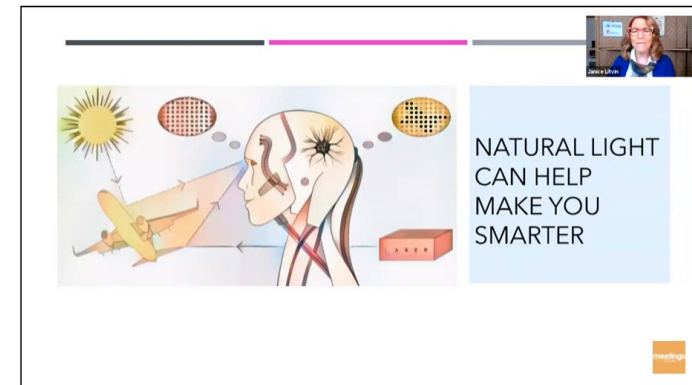
These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

**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!**

## Industry Leader in Planner Education

Event Date	Title/Topic
1.26.22	A Meetings Cost-Saving Primer
2.16.22	10 Tricks to Take Your Webinars from Boring to Buzzworthy
2.23.22	Illness, Threats and Climate—Oh My! Event Safety Trends for the New Year
3.30.22	How to Repurpose Event Content to Build Communities, Generate Leads and Enhance Revenue
4.27.22	Site Selection & Inspection: Rethinking the Basics
5.18.22	Sustainability: Back on the Front Burner
5.25.22	The Alignment Conversation: Tools to Help You Align DEI Investments to Business Needs
6.15.22	Event Ecosystem: Your Secret to Mastering the New Event Landscape
6.28.22	Dare to Interrupt: A Special Tell-All With Leading Women in Events
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	The Engagement Equation
11.16.22	Leveraging CVBs To Exchange Community Capital for Tangible ROI
12.14.22	2023 Meetings & Events Outlook



preferred provider

### 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

### 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.

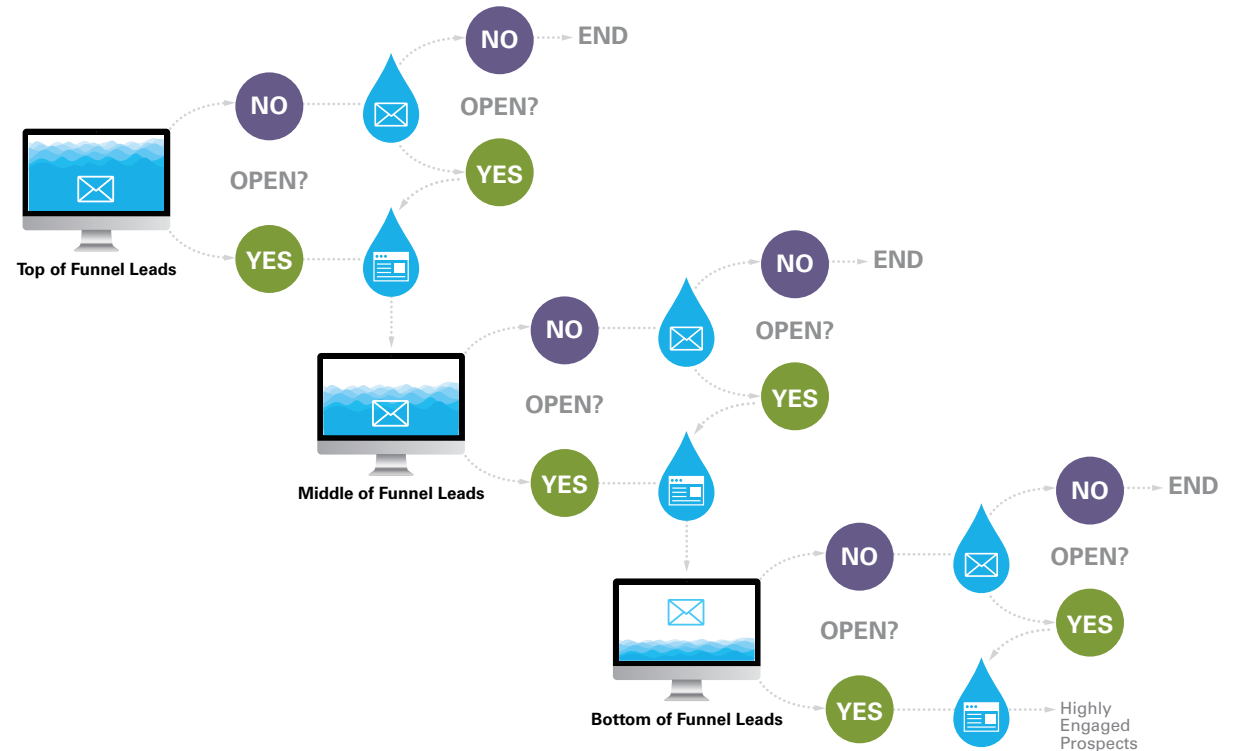
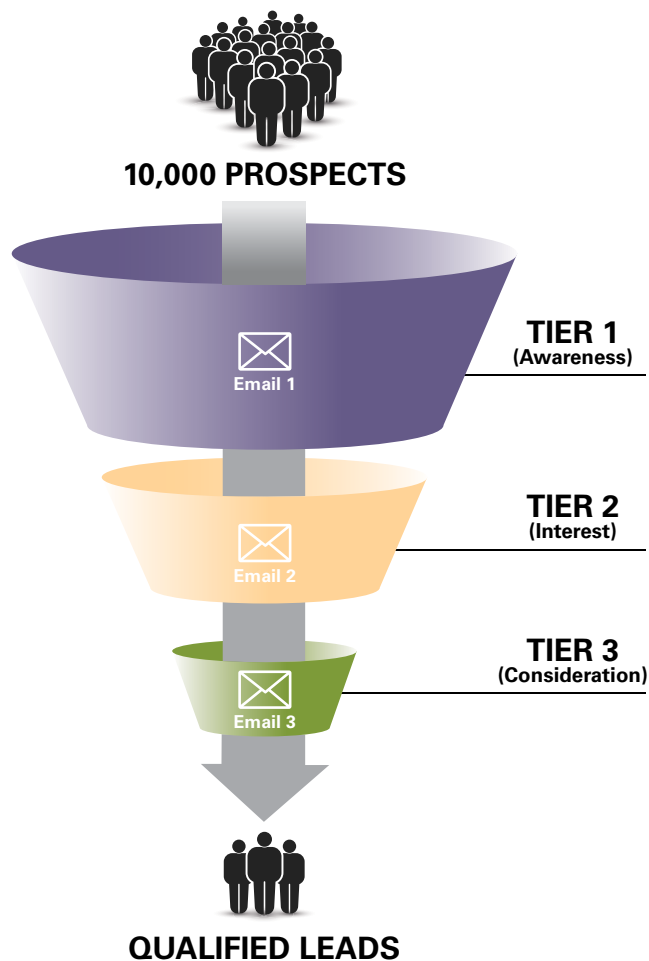
### Why +?

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.

### Superior Results

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

## Your Partners



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