

meetings

PEOPLE + PLACES

TODAY®

2024 MARKETING PLANNER

Creating
Connections
For Success

AUDIENCE DEMOGRAPHICS

MARKETING SOLUTIONS

PRINT MEDIA

CONTENT CALENDAR

DIGITAL | SOCIAL

LEAD GENERATION

LIVE EVENTS

Engage with Our Audience

Meetings Today serves an audience of more than 110,000 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. Our content and events attract thousands of qualified industry buyers.

The Industry's Largest Circulation

- › **64,659** unique planner subscribers
- › Qualified and engaged live event and webinar attendees
- › Thousands of possible leads
- › Managed with full-service marketing expertise



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Meetings Today Audience Quality

110,000+

Unique Audience*

- › 64,659 publication recipients
- › Total Readership = 135,784 (pass-along)
- › **Thousands** of live event and webinar attendees

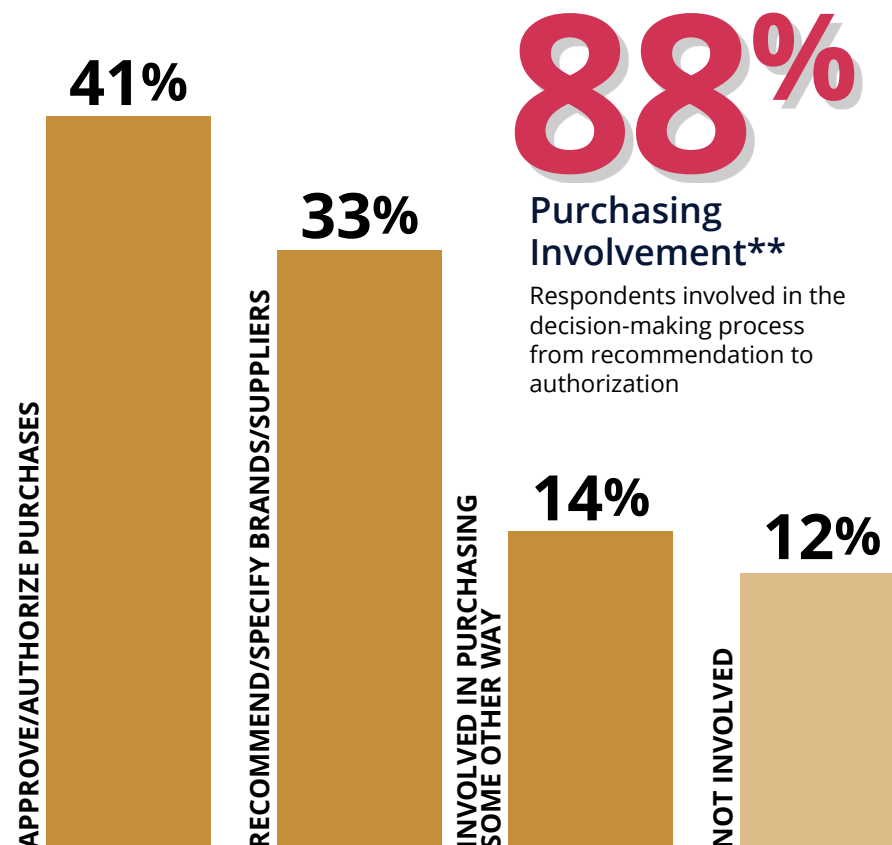


Print Audience:
Corporate: 53,603
Association: 10,733

86%

Purchasing Action**

Respondents report taking one or more purchasing actions during the past year as a result of ads and/or editorials appearing in Meetings Today



Influence

After seeing an ad in Meetings Today, **90%** of respondents reported one or more of the following:**

74%

ASSOCIATED ADS WITH RESPECTIVE BRANDS

75%

HAVE IMPROVED OPINION

89%

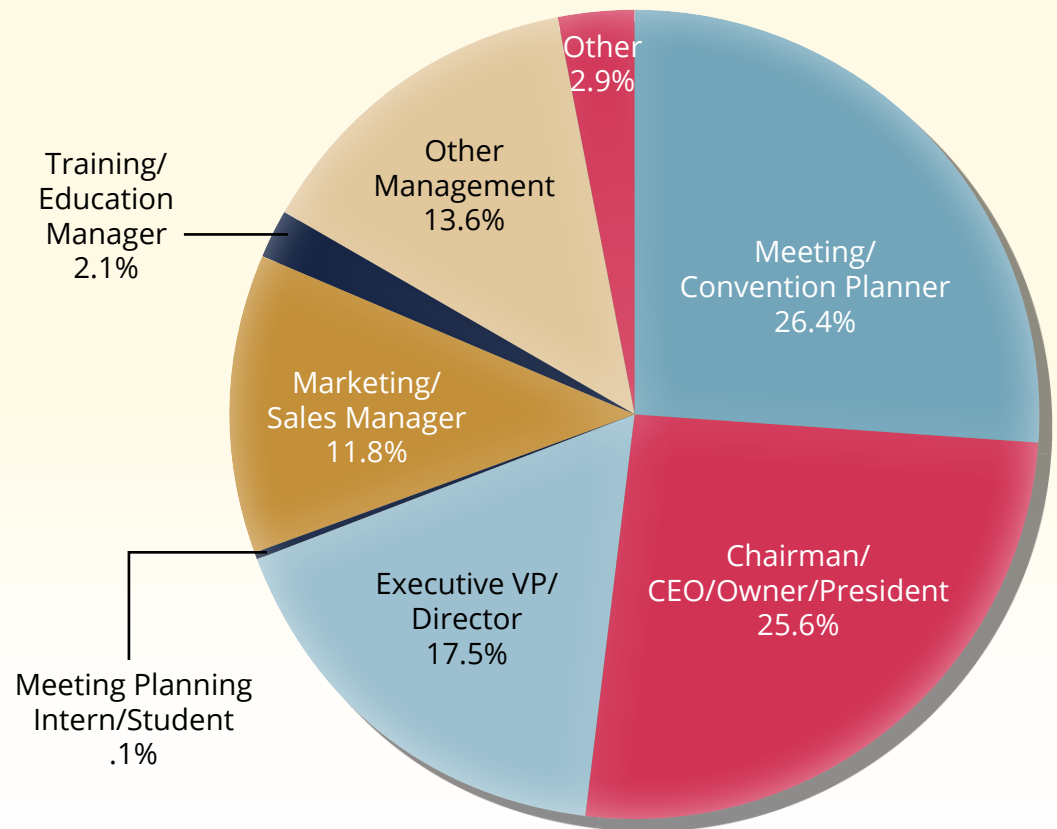
LIKED ONE OR MORE ADS

75%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

Meetings Today has the largest circulation of any publication... reaching an audience of 64,659* planners every month!

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



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

meetings PEOPLE + PLACES TODAY[®]

Access our full suite of marketing solutions so you can focus on running your business. 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.



DIGITAL

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



PRINT

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



CONTENT

- National Newsletters
- Custom Newsletters
- Dare to Interrupt
- New & Renovated
- eHandbooks
- MPI eHandbooks



EVENTS

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



MARKETING SERVICES

- Lead Generation
- Lead Nurturing
- Content Marketing
- Research and Planning
- Database Services
- Customer Database Platforms (CDP)



The Power of Print Media

Planners Rely on Print

- › 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 Meetings Today's loyal and engaged readership work for you.



Our Print Options Include:

- › 9 issues during the year
- › 2 annual supplements



Connecting You with Countless Meeting Planners!



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



Belly Band

january/february

PRINT

FEATURES

Drive-To Meetings*
In Balance: Wellness
Meetings Today Trends
Pharma/Medical Meetings

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Drive-To Meetings* • Connecticut • Philadelphia/Valley Forge/
Eastern PA

MIDAMERICA: Drive-To Meetings* • Milwaukee Area • Chicago Suburbs

SOUTH: Drive-To Meetings* • Coastal Carolinas • Dallas/Fort Worth
Metroplex • Florida's Panhandle • Miami/Fort Lauderdale

WEST: Drive-To Meetings* • Pacific Northwest • Arizona •
Monterey/Santa Cruz, CA • San Diego Area

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 12.22.23 • **ADVERTORIALS:** 12.29.23 • **MATERIALS:** 01.05

NEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

01.02: Meetings Today Trends

01.03: Drive-to Meetings

01.04: In Balance: Wellness

01.09: Best Practices

01.10: Gen Z

01.11: Industry Updates

01.16: Pharma/Medical Meetings

01.17: Hot Topic

01.18: Connecticut

01.23: Philadelphia/Valley Forge/
Eastern PA

01.24: Arizona

01.25: Milwaukee Area

01.30: Venues & Destinations

01.31: Hot Topic

02.01: Industry Updates

02.06: Coastal Carolinas

02.07: Industry Updates

02.08: Chicago Suburbs

02.13: Pacific Northwest

02.14: Monterey/Santa Cruz, CA

02.15: Industry Updates

02.20: Dallas/Fort Worth Metroplex

02.21: San Diego Area

02.22: Miami/Fort Lauderdale

02.27: eHandbook

02.28: Florida's Panhandle

02.29: Industry Updates

DARE TO INTERRUPT: 01.29, 02.26

NEW & RENOVATED: 01.08, 02.05

WEBINAR

02.28: Cost-Saving Strategies

EHANDBOOK

Meetings Trends for 2024

march

FEATURES

Corporate Meetings
Executive Retreats
In Balance: Wellness
Resort Meetings*

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Resort Meetings* • New York State • Toronto Area

MIDAMERICA: Resort Meetings* • Chicago • Eastern Iowa Cities

SOUTH: Resort Meetings* • Charlotte, NC • Tampa/St. Pete/Clearwater •
Houston

WEST: Resort Meetings* • Colorado • Greater Palm Springs, CA •
Las Vegas • Metro Seattle • Wine Country Meetings

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 01.26 • **ADVERTORIALS:** 02.02 • **MATERIALS:** 02.09

MEETINGS TODAY NEWSWIRE

03.05: Toronto Area

03.06: Chicago

03.07: Greater Palm Springs, CA

03.12: Metro Seattle

03.13: Tampa/St. Pete/Clearwater

03.14: Houston

03.19: New York State

03.20: Charlotte, NC

03.21: Wine Country Meetings

03.26: Colorado

03.27: Las Vegas

03.28: Eastern Iowa Cities

DARE TO INTERRUPT: 03.25

NEW & RENOVATED: 03.04

WEBINAR

03.13: Special Panel: Women's Leadership Through the Generations

april

PRINT

FEATURES

Convention Centers*
In Balance: Wellness
Incentive Travel
Luxury Hotels

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Convention Centers* • Boston • Washington, D.C.

MIDAMERICA: Convention Centers* • Agricultural Meetings • Central Illinois • Minnesota

SOUTH: Convention Centers* • Coastal Texas • Georgia • Louisiana • Raleigh, NC • Memphis, TN

WEST: Convention Centers* • Inland Empire, CA • Reno/Lake Tahoe • Salt Lake City • Western Gaming*

GLOBAL: Venues & Destinations

FLORIDA SUPPLEMENT

SALES: 02.23 • **MATERIALS:** 03.01

AD DEADLINES

SALES: 02.23 • **ADVERTORIALS:** 03.01 • **MATERIALS:** 03.08

may

FEATURES

Diversity, Equity and Inclusion (DEI)
Hotel Spotlight*
In Balance: Wellness
SMERF

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Hotel Spotlight* • Eastern Gaming* • Providence, RI

MIDAMERICA: Hotel Spotlight* • Lake Geneva, WI • Missouri • Omaha, NE/Council Bluffs, IA

SOUTH: Hotel Spotlight* • Beach Meetings* • Central/West Texas • Palm Beach/Treasure Coast, FL • West Virginia

WEST: Hotel Spotlight* • Coastal Mexico • Orange County, CA • Portland, OR Metro • Sacramento/Central Valley/High Sierras, CA

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 03.22 • **ADVERTORIALS:** 03.29 • **MATERIALS:** 04.05

june

FEATURES

F&B: Trending Now
In Balance: Wellness
New and Renovated*
Sports Venues*

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: New and Renovated* • Eastern Canada • New Jersey

MIDAMERICA: New and Renovated* • Iowa • MidAmerica Gaming* Destinations* • Wisconsin Dells, WI

SOUTH: New and Renovated* • Austin/The Hill Country, TX • Columbia, SC • Louisville • Myrtle Beach, SC

WEST: New and Renovated* • Anaheim, CA • Boise, ID • Colorado Springs, CO • Montana • New Mexico

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 04.26 • **ADVERTORIALS:** 05.03 • **MATERIALS:** 05.10

LAS VEGAS SPECIAL SECTION

SALES: 04.26 • **MATERIALS:** 05.03

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

04.02: Central Illinois
04.03: Inland Empire, CA
04.04: Salt Lake City
04.09: Georgia
04.10: Minnesota
04.11: Boston
04.16: Memphis, TN

04.17: Reno/Lake Tahoe
04.18: Raleigh, NC
04.23: Washington, D.C.
04.24: Coastal Texas
04.25: Louisiana
04.30: Agricultural Meetings

DARE TO INTERRUPT: 04.22
NEW & RENOVATED: 04.01

WEBINAR

04.24: Site Selection Strategies

MEETINGS TODAY NEWSWIRE

05.01: Orange County, CA
05.02: Palm Beach/
Treasure Coast, FL
05.07: Missouri
05.08: Lake Geneva, WI
05.09: Central/West Texas
05.14: Portland, OR Metro
05.15: Providence, RI

05.16: Omaha, NE/Council Bluffs, IA
05.21: Beach Meetings
05.22: West Virginia
05.23: Sacramento/Central Valley/
High Sierras, CA
05.28: Post-Holiday, No Newsletter
05.29: Coastal Mexico
05.30: Eastern Gaming

DARE TO INTERRUPT: 05.20
NEW & RENOVATED: 05.06

WEBINAR

05.29: Wellness

EHANDBOOK

Site Selection Strategies

MEETINGS TODAY NEWSWIRE

06.04: Wisconsin Dells, WI
06.05: Myrtle Beach, SC
06.06: Anaheim, CA
06.11: Louisville
06.12: Colorado Springs, CO
06.13: Eastern Canada

06.18: New Jersey
06.20: Austin/The Hill Country, TX
06.25: Columbia, SC
06.26: Montana
06.27: Iowa

DARE TO INTERRUPT: 06.24
NEW & RENOVATED: 06.03

WEBINAR

06.26: Diversity, Equity, Inclusion and Belonging

july/august

PRINT

FEATURES

Association Meetings
Conference Centers*
Contracts: Advice From the Pros
CVB Update*
In Balance: Wellness
Meetings Trendsetters

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Conference Centers* • CVB Update* • Quebec
MIDAMERICA: Conference Centers* • CVB Update* • Detroit Metro • Nebraska • North Dakota
SOUTH: Conference Centers* • CVB Update* • Caribbean/Cancun* • Nashville, TN • New Orleans • South Texas
WEST: Conference Centers* • Beach Meetings* • Washington • Western Canada • Wyoming
GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 06.21 • **ADVERTORIALS:** 06.28 • **MATERIALS:** 07.05

NEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

07.02: Contracts:
Advice From the Pros
07.03: Industry Updates
07.09: Association Meetings
07.10: Industry Updates
07.11: Convention Centers
07.16: South Texas
07.17: Idaho
07.18: New Orleans
07.23: Wyoming
07.24: Nashville, TN
07.25: Quebec
07.30: Global Meetings
07.31: Hot Topic
08.01: Best Practices
08.06: Detroit Metro
08.07: Meetings Trendsetters
08.08: North Dakota
08.13: In Balance: Wellness
08.14: Western Canada
08.15: Industry Updates
08.20: Washington
08.21: Gen Z
08.22: Beach Meetings
08.27: Caribbean/Cancun
08.28: Nebraska
08.29: CVB Update

DARE TO INTERRUPT: 07.22; 08.26
NEW & RENOVATED: 07.01, 08.05

WEBINARS

07.31: Critical Contract Clauses
08.28: Accessibility for All

EHANDBOOK

MPI: Contracts and Critical Clauses

september

FEATURES

Affordable Meetings
Attractions
In Balance: Wellness
IMEX Preview*
Resorts & Incentives*

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: IMEX Preview* • Resorts & Incentives* • New England • Pittsburgh/Western PA
MIDAMERICA: IMEX Preview* • Resorts & Incentives* • Family-Friendly Meetings* • Wisconsin
SOUTH: IMEX Preview* • Resorts & Incentives* • Knoxville/Pigeon Forge, TN Area • South Carolina • Orlando
WEST: IMEX Preview* • Resorts & Incentives* • Central California Coast • Mountain Meetings • Phoenix/Scottsdale • Mexico • Greater Los Angeles
GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 07.26 • **ADVERTORIALS:** 08.02 • **MATERIALS:** 08.09

MEETINGS TODAY NEWSWIRE

09.03: Post-Holiday, No Newsletter
09.04: Knoxville/Pigeon Forge, TN
09.05: Greater Los Angeles
09.10: Mountain Meetings
09.11: South Carolina
09.12: Wisconsin
09.17: Mexico
09.18: Orlando
09.19: Central California Coast
09.24: New England
09.25: Phoenix/Scottsdale
09.26: Pittsburgh/Western PA

DARE TO INTERRUPT: 09.23
NEW & RENOVATED: 09.09

WEBINAR

09.25: Sustainable Meetings

TEXAS SUPPLEMENT

SALES: 07.26 • **MATERIALS:** 08.02

*Advertorials available with minimum ½ page ads

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october

PRINT

FEATURES

All-Inclusive Meetings*
Best Of*
Gaming Properties & Destinations
In Balance: Wellness

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: Best Of* • Maryland • New York City • Poconos, PA

MIDAMERICA: Best Of* • Illinois • Kansas City Area • Ohio

SOUTH: All-Inclusive Meetings* • Best Of* • Fort Myers/SW FL • Jacksonville, FL • North Carolina • San Antonio/The Hill Country • Savannah, GA • Virginia

WEST: All-Inclusive Meetings* • Best Of* • Denver Area • Hawai'i • Idaho • Oregon • San Francisco Bay Area • Tucson, AZ • Utah

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 08.23 • **ADVERTORIALS:** 08.30 • **MATERIALS:** 09.06

NEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

10.01: New York City

10.02: Maryland

10.03: Poconos, PA

10.08: Illinois

10.09: Hawai'i

10.10: Kansas City Area

10.15: Ohio

10.16: Fort Myers/SW FL

DARE TO INTERRUPT: 10.28

NEW & RENOVATED: 10.07

WEBINARS

10.30: Trending F&B

10.17: North Carolina

10.22: San Antonio/The Hill Country

10.23: Virginia

10.24: San Francisco Bay Area

10.29: Tucson, AZ

10.30: Denver Area

10.31: Savannah, GA

EHANDBOOK

Diversity, Equity and Inclusion

november/december

FEATURES

CVB/DMO Update*
Golf Resort Meetings*
In Balance: Wellness
International Meetings
New & Renovated Properties*

DEPARTMENTS

Hot Topic • Gen Z • Dare to Interrupt

DESTINATIONS

EAST: CVB/DMO Update* • Golf Resort Meetings* • New & Renovated Properties* • Atlantic City, NJ • Rhode Island

MIDAMERICA: CVB/DMO Update* • Golf Resort Meetings* • New & Renovated Properties* • Grand Rapids, MI • Indiana • St. Louis

SOUTH: CVB/DMO Update* • Golf Resort Meetings* • New & Renovated Properties* • Alabama • Puerto Rico • Shreveport/Baton Rouge, LA

WEST: CVB/DMO Update* • Golf Resort Meetings* • New & Renovated Properties* • Desert Meetings • Napa/Sonoma, CA • Nevada

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 10.18 • **ADVERTORIALS:** 10.25 • **MATERIALS:** 11.01

MEETINGS TODAY NEWSWIRE

11.05: Oregon

11.06: Utah

11.07: Gaming Properties & Destinations

11.12: CVB/DMO Update

11.13: In Balance: Wellness

11.14: Golf Resort Meetings

11.19: Industry Updates

11.20: New & Renovated

11.21: Gen Z

11.26: Atlantic City, NJ

12.03: Rhode Island

12.04: Grand Rapids, MI

12.05: Desert Meetings

12.10: Indiana

12.11: St. Louis

12.12: Alabama

12.17: Puerto Rico

12.18: Shreveport/Baton Rouge, LA

12.19: Napa/Sonoma, CA

12.31: Nevada

DARE TO INTERRUPT: 11.18; 12.16

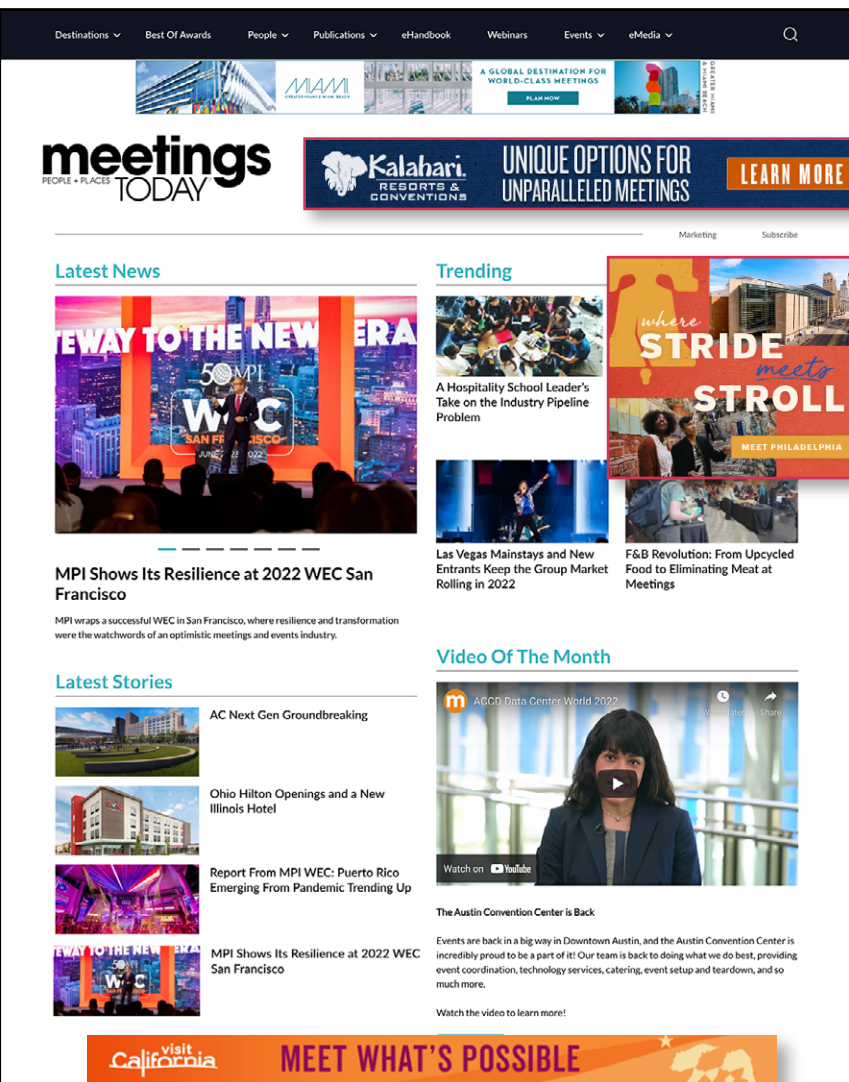
NEW & RENOVATED: 11.04; 12.02

WEBINARS

11.13: CVB/DMO Update

12.11: Risk Management Musts

Connect, Engage and Convert



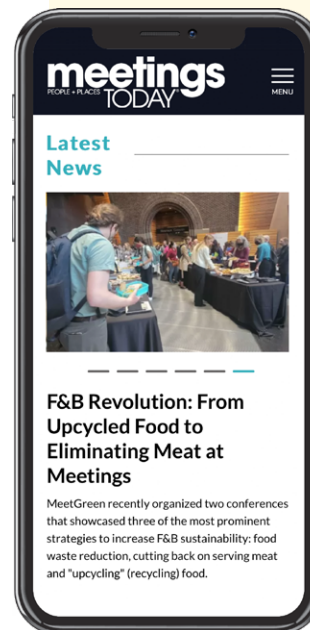
Web Units: Guaranteed impressions. Choose from all IAB web units.

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.

Online Display Retargeting: We can retarget your banner ad to people who have visited MeetingsToday.com and extend your display ad to planners on other websites.

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 Meetings Today.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 50,000.



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

Retargeting Web Package

Reconnect with Interested Prospects

Retargeting is a powerful way to stay engaged and build frequency 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. When people leave our website, audience retargeting helps you reconnect with them by showing relevant ads as they browse the web.

Benefits:

- › 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

Find your Best Prospects

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.

Ad Units

Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

Half Page Ad: 300 x 600

Social Media

Expand your Reach with Social Media

Social media is one of the most effective channels to connect with our audience. By creating a social media campaign with Meetings Today, you can utilize one or more of our channels (X, 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 using our planner database or targeting planners who have visited MeetingsToday.com, your message will be seen by the RIGHT social media audience.

- › Promote your brand and build awareness
- › Drive sales activity and generate leads
- › Increase registrations
- › 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

Facebook/Instagram Ad Options

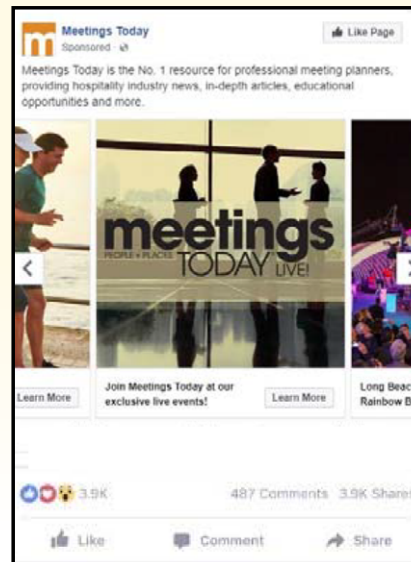
Image Ad

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.



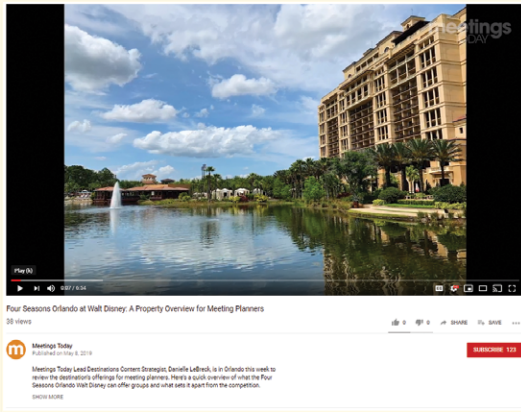
Video Ad

Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention. Videos boost revenue faster by telling your story better than other formats.



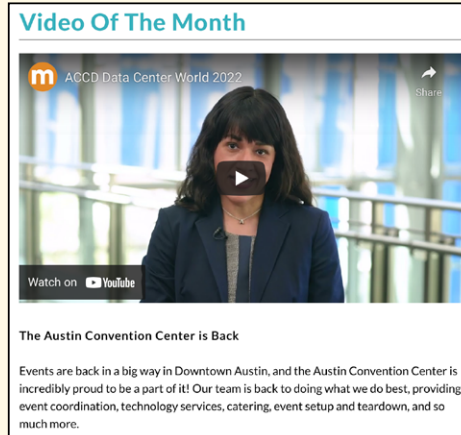
Please note: There will still be other standard banner advertisers on the page that are not targeted.

Three ways to promote your video to planners!



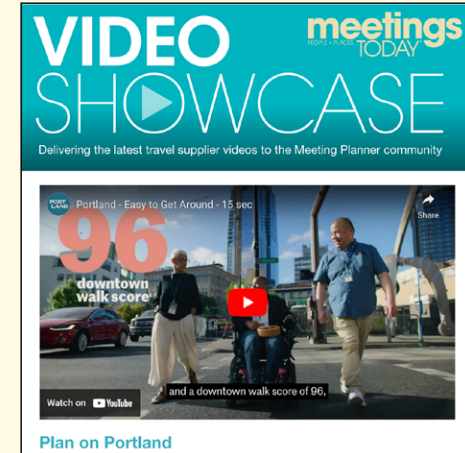
YouTube Retargeting

MeetingsToday.com attracts planners to its content, print, and info. You can reach those same planners on their top social media/video channel. With a YouTube retargeting package, you will reach your best prospects as they serve their favorite video platform.



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 Retargeting, www.meetingstoday.com and direct target email marketing to help drive planners interest to your destination.



Video Showcase

Put your video message in front of your best meeting planner prospects with Meetings Today. Show planners the benefits of your destination or property through your creative video message. This custom eNewsletter program utilizes an integrated support package including article page, YouTube and Google retargeting, eNewsletter and social media promotions to help drive planners to your video.

Connect with Our eNewsletter Audience

Planners subscribe to Meetings Today's eNewsletters to stay on top of the latest trends and news about the meetings and events industry, and you can reach these planners while they're engaged with the content they rely upon. Get your message out to our subscribers with the following:

- › Meetings Today Newswire (Tuesday through Thursday) (50,000* subscribers)
- › New & Renovated (monthly) (50,000* subscribers)
- › Dare to Interrupt (monthly) (25,000* subscribers)

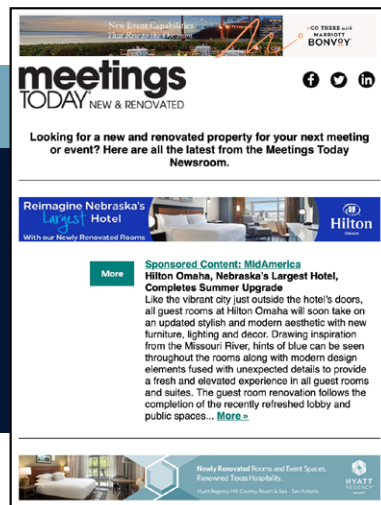


Meetings Today Newswire

Monthly Options

New & Renovated Available Ad Units

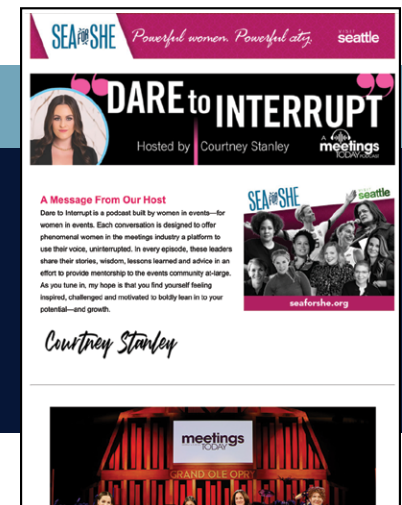
Top and Bottom Leaderboard: 728 x 90
Regional Sponsorships: Leaderboard and Evertorial



New & Renovated

Dare to Interrupt Available Ad Units

Top and Bottom Leaderboard: 728 x 90
Spotlights: 250 x 200 image; URL, Headline, 75 words
Medium Rectangle: 300 x 250



Dare to Interrupt

Daily (Tues., Wed. or Thurs) Options

Available Ad Units

Spotlights: 250 x 200 image; URL, Headline, 75 words
Medium Rectangle: 300 x 250
Leaderboard: 728 x 90
Meetings in a Minute video sponsorship

Weekly (Tues. through Thurs.) Options

Available Ad Units

Medium Rectangle: 300 x 250
Leaderboard: 728 x 90

Tell Your Story and Generate Leads with Sponsored Content Through Multiple Channels

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 eNewsletter that goes to our entire audience.

What's included:

- › All registration leads from your downloaded eHandbook
- › Full page ad (same specs as print) inside the eHandbook
- › Logo on Eblast to our audience of more than 69,000 to promote the eHandbook
- › Logo treatment on the download page
- › Meetings Today will also promote the e-handbook on other media channels including: Monthly print publication, newsletters, social media, and remarketing



2024 SCHEDULE

JULY

SALES CLOSE: 07.08
MATERIALS: 07.15
PUBLISHES: 08.01

Contracts and
Critical Clauses



CONTRACTS AND CRITICAL CLAUSES

Legal Strategies to Save Money and Limit Liability

meetings
TODAY



2024 SCHEDULE

JANUARY/FEBRUARY*

SALES CLOSE: 02.05
MATERIALS: 02.12
PUBLISHES: 03.01

Meetings Trends for 2024

MAY*

SALES CLOSE: 04.06
MATERIALS: 04.13
PUBLISHES: 05.01

Site Selection Strategies

OCTOBER*

SALES CLOSE: 10.07
MATERIALS: 10.14
PUBLISHES: 11.01

DEI (Diversity, Equity and Inclusion)

*Above eHandbooks include opportunity to submit (up to 2 pages) of content that relate to the subject matter

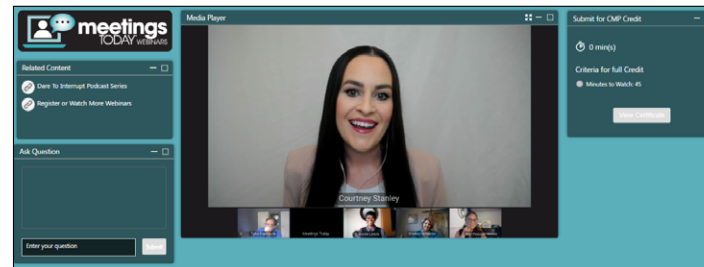
Custom opportunities available

Generate Hundreds of Leads

Our CMP approved monthly webinars extend your brand to a wider and more qualified audience. Enjoy the benefits of our sophisticated webinar platform designed to increase engagement and interest throughout the event. Sponsors will receive all participant registration data.

Sponsor a Meetings Today Webinar:

- › Logo and click through URL on all eblasts
- › Logo on registration page
- › Logo on screen during the event
- › Demographic data or all registration data
- › Pre-roll video (add on option)

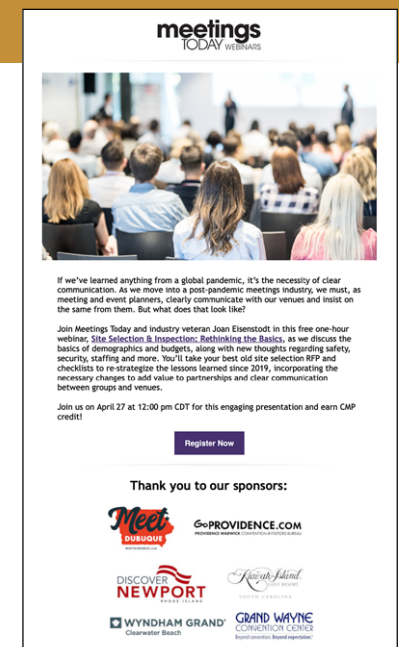


Meetings Today continues to be the leader in providing quality education and highly relevant content to attract the best in the industry.

Custom Webinars

Exclusive sponsorships are designed to connect you with your best prospects. Sponsor benefits include:

- › Relevant CMP approved industry topic selection
- › Live representation during Q&A
- › Logo on registration page and all promotional eblasts
- › Logo on screen during the event
- › All registration from data



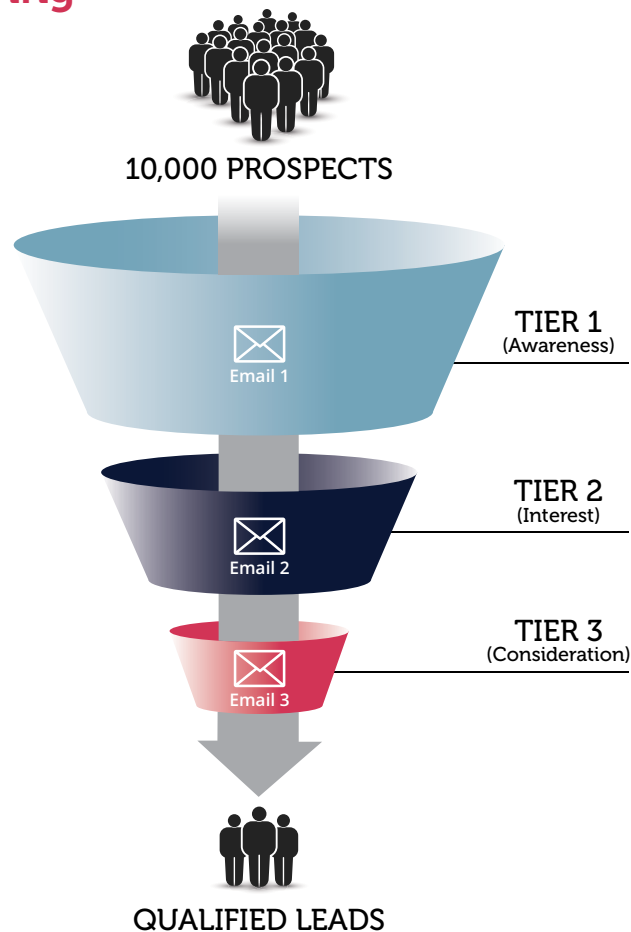
Generate High-Quality Meeting Planner Leads

Meetings Today LEAD GEN+ is a program designed to add leads to your existing pipeline with minimal effort on your part.

LEAD GEN+ brings together proven solutions to generate leads. Our proven program combined with an experienced content team and a growing database updated daily, will generate the high-quality leads that you are seeking.

LEADS By Email Nurturing

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.



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.

Create Content

The program begins with a strategic team call to fully understand how to best position your company to meeting planners. We'll use this information to build a phone script and/or branded content for the program that best suits your needs.

Cold Calling Begins

If your program includes phone calls, the SDR (Strategic Database Research) team will start building leads with your script and targeted list. Weekly updates meetings will help keep you posted of the success of the program.

Build Your Database

Choose from dozens of planner criteria from the Meetings Today audience database to build your best targeted list. And, we'll keep your list fresh as we add new subscribers daily to our main database.

Lead Delivery

During the program you will receive hot and warm leads on a regular basis or as defined in our strategic meeting.

LEAD GEN+ will generate the
high-quality leads
that you are seeking!

Active & Engaging Networking Opportunities

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

"Thank you for a fantastic time!
**Meetings Today LIVE! is one of
 the best events in the industry."**
- Cheryl Oswald, CNH Industrial

2024 LIVE! Events



NATIONAL

April 28-May 1, 2024
 JW Marriott San Antonio
 Hill Country Resort & Spa
 San Antonio, TX



WEST

August 4-7, 2024
 Hotel Renegade
 Boise, ID



CORPORATE/INCENTIVE

October 27-30, 2024
 Atlantis Paradise Island
 Nassau, The Bahamas



SOUTH

November 17-20, 2024
 Evermore Orlando Resort
 Orlando, FL

All events are now open for participation opportunities!

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

Your Partners



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