

# 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

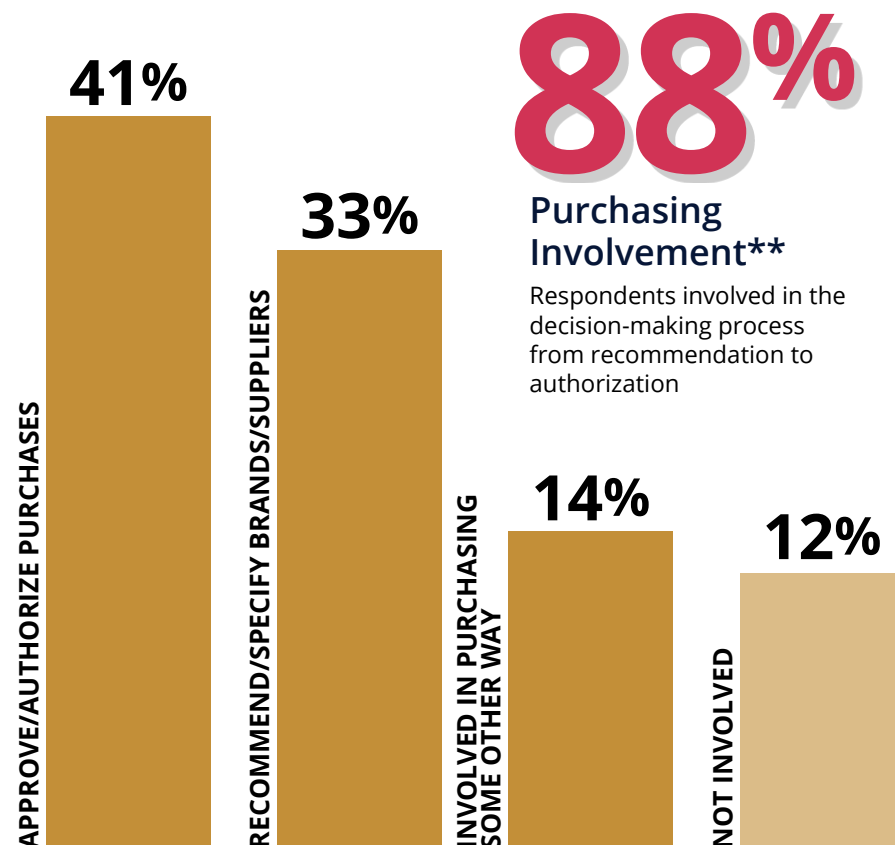


**Print Audience:**  
Corporate: 53,603  
Association: 10,733

## 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%

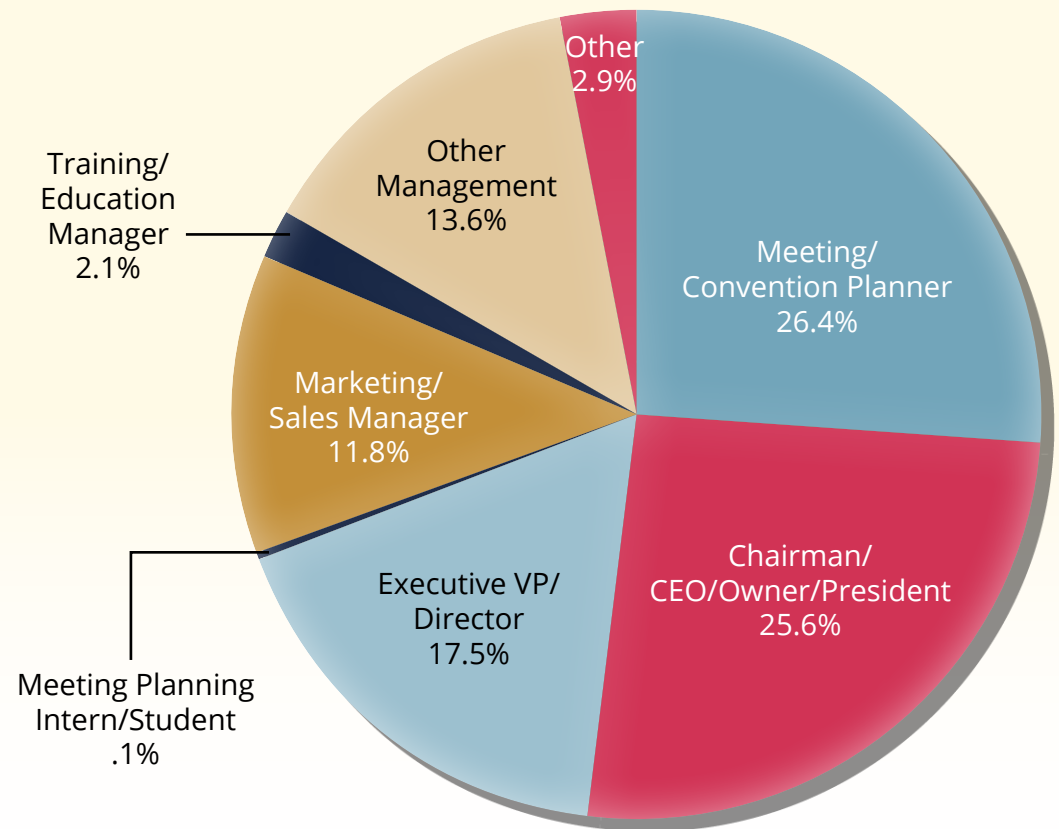
LIKED ONE OR MORE ADS

### 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<sup>®</sup>

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

### WEBINARS

**01.31:** Don't Fall Victim to a  
Cyberattack or Data Security  
Breach!

**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:** New York State

**03.13:** Tampa/St. Pete/Clearwater

**03.14:** Houston

**03.19:** Metro Seattle

**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  
**07.04:** Holiday, No Newsletter  
**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

## ENEWSLETTERS/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

**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

**DARE TO INTERRUPT:** 10.28

**NEW & RENOVATED:** 10.07

### WEBINARS

**10.30:** Trending F&B

### 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

**11.27:** Pre-Holiday, No Newsletter

**11.28:** Holiday, No Newsletter

**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

**12.24:** Pre-Holiday, No Newsletter

**12.25:** Holiday, No Newsletter

**12.26:** Post-Holiday, No Newsletter

**12.31:** Nevada

**DARE TO INTERRUPT:** 11.18; 12.16

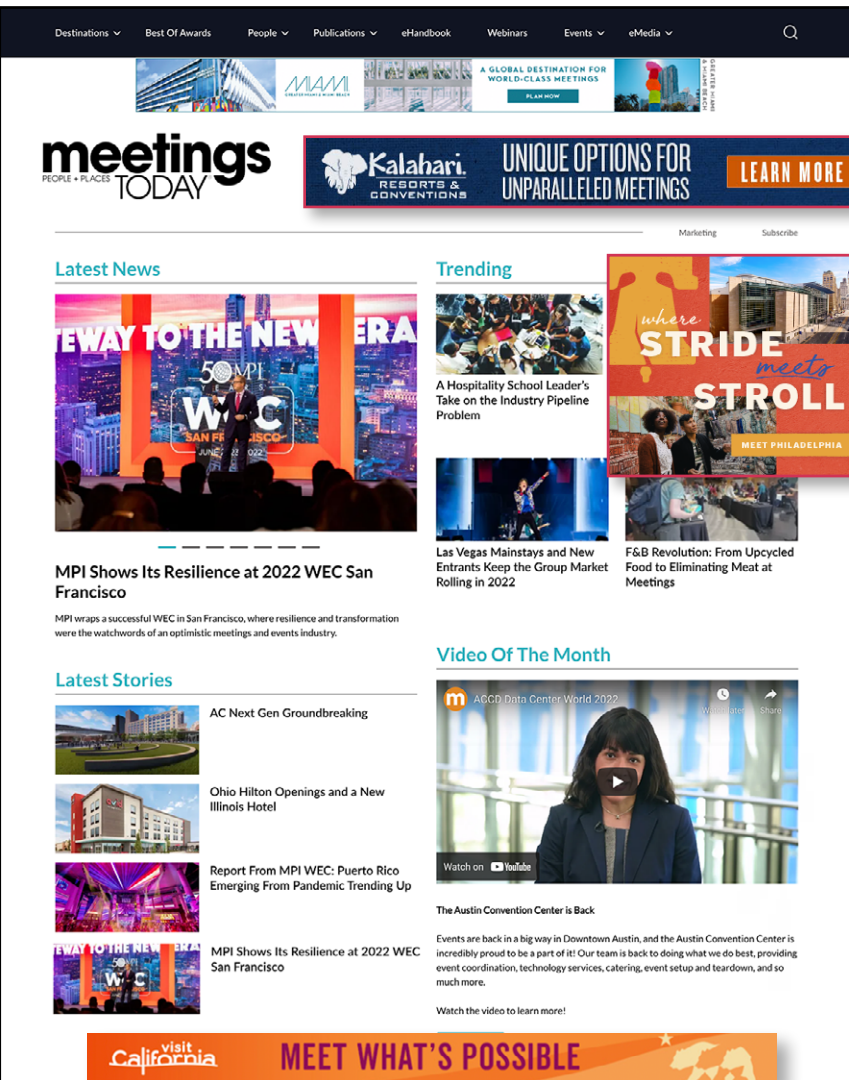
**NEW & RENOVATED:** 11.04; 12.02

### WEBINARS

**11.13:** CVB/DMO Update

**12.11:** Negotiating in the New Year

## Connect, Engage and Convert



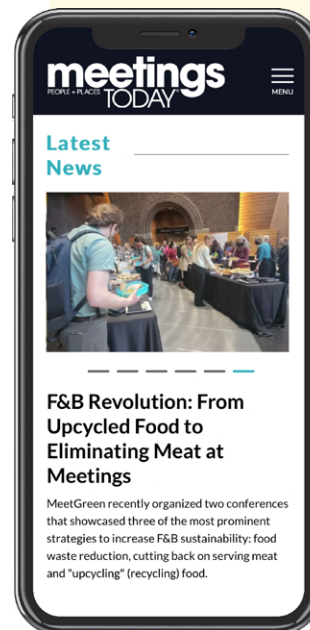
**Web Units:** Guaranteed impressions. Choose from all IAB web units.

**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 uses 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

## 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

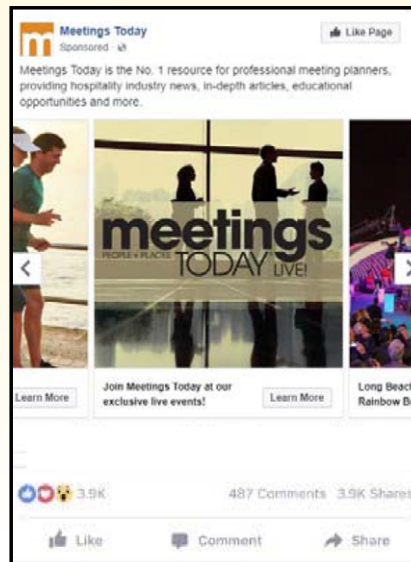
#### Image Ad

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.



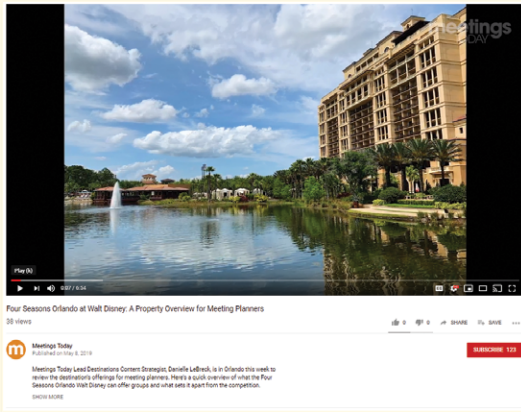
#### Video Ad

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!



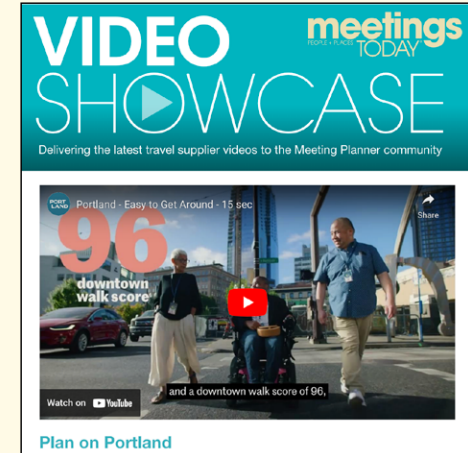
### YouTube Retargeting

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)



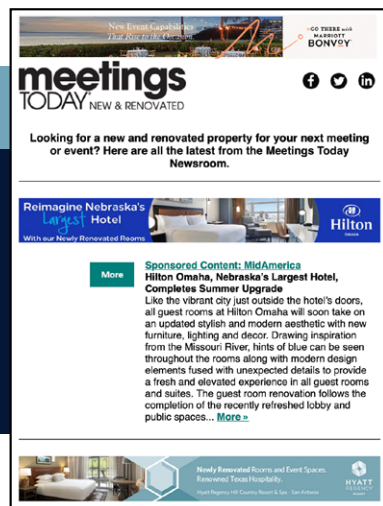
Meetings Today Newswire

## Monthly Options

### New & Renovated Available Ad Units

Top and Bottom Leaderboard: 728 x 90

Regional Sponsorships: Leaderboard and Evertorial



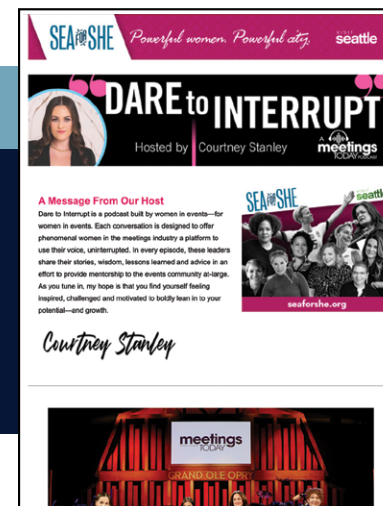
New & Renovated

### 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

## 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

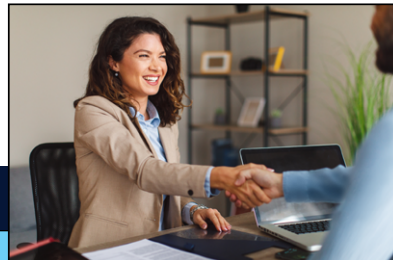


### 2024 SCHEDULE

#### 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

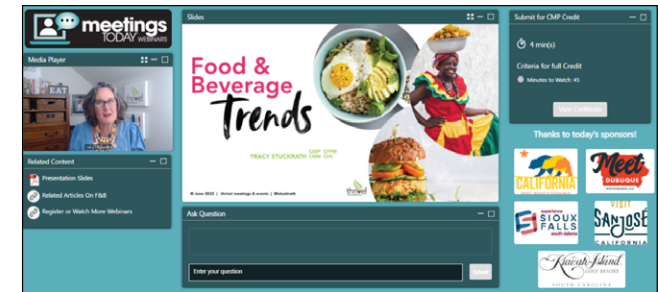
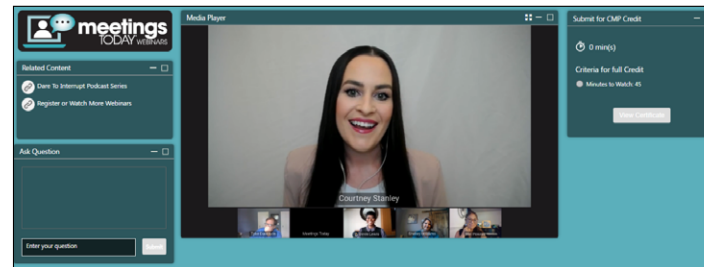
Custom opportunities available

## 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)



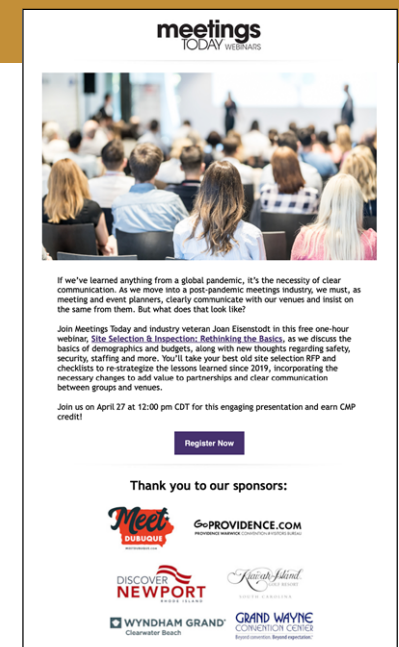
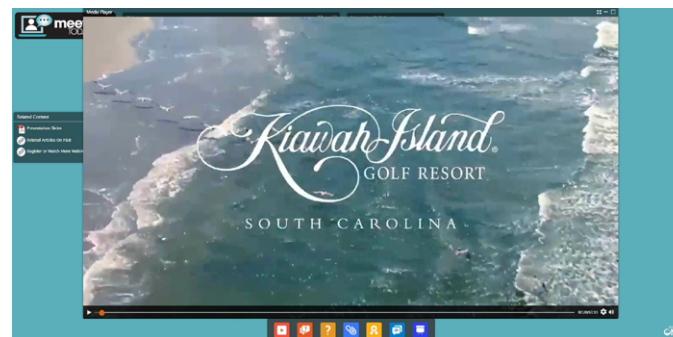
**cmp**  
certified meeting professional  
Powered by the events industry council  
preferred provider

**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



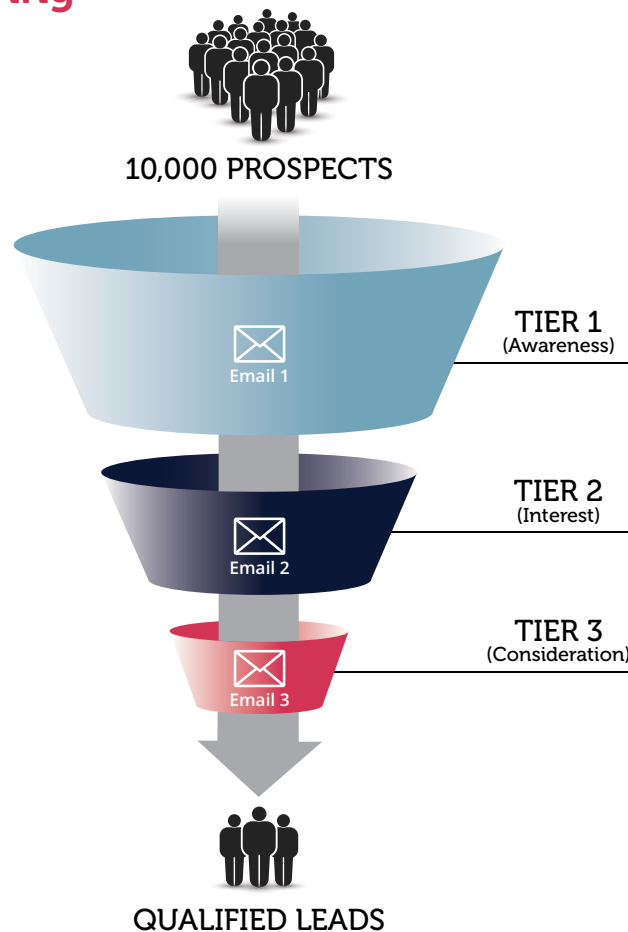
## Generate High-Quality Meeting Planner Leads

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.**

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