



2026

M A R K E T I N G P L A N N E R

*Creating Connections
for Success*

AUDIENCE DEMOGRAPHICS
MARKETING SOLUTIONS
PRINT MEDIA
CONTENT CALENDAR
DIGITAL | SOCIAL
LEAD GENERATION
LIVE EVENTS

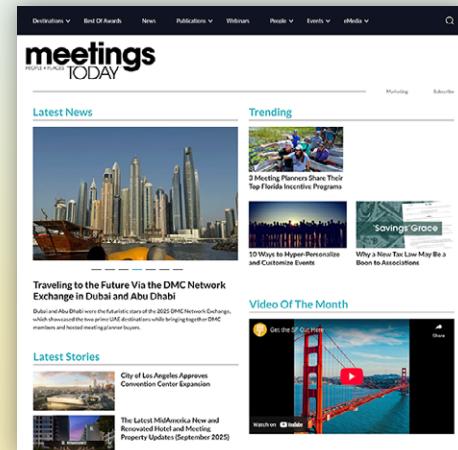
meetings PEOPLE + PLACES TODAY®

Engage with Our Audience

Meetings Today serves an audience of more than 109,000 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.

Why Meetings Today?

- » Industry's largest circulation, with 64,759 unique planner subscribers
- » Robust digital audience across MeetingsToday.com, eNewsletters, video, etc.
- » 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

109,000+ Unique Audience*

- » **64,759** publication planner recipients
- » **Total Readership = 145,688** (pass-along)
- » **Thousands** of live event and webinar attendees



Print Audience:

- » Corporate: **53,548**
- » Association: **9,676**
- » Other: **1,535**

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

41%

Approve/authorize purchases

33%

Recommend/specify brands/suppliers

88%

**Purchasing
Involvement***

Respondents involved in the decision-making process from recommendation to authorization

14%

Involved in purchasing some other way

12%

Not involved

Influence

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

74%

Associated ads with respective brands

89%

Liked one or more ads

75%

Have improved opinion

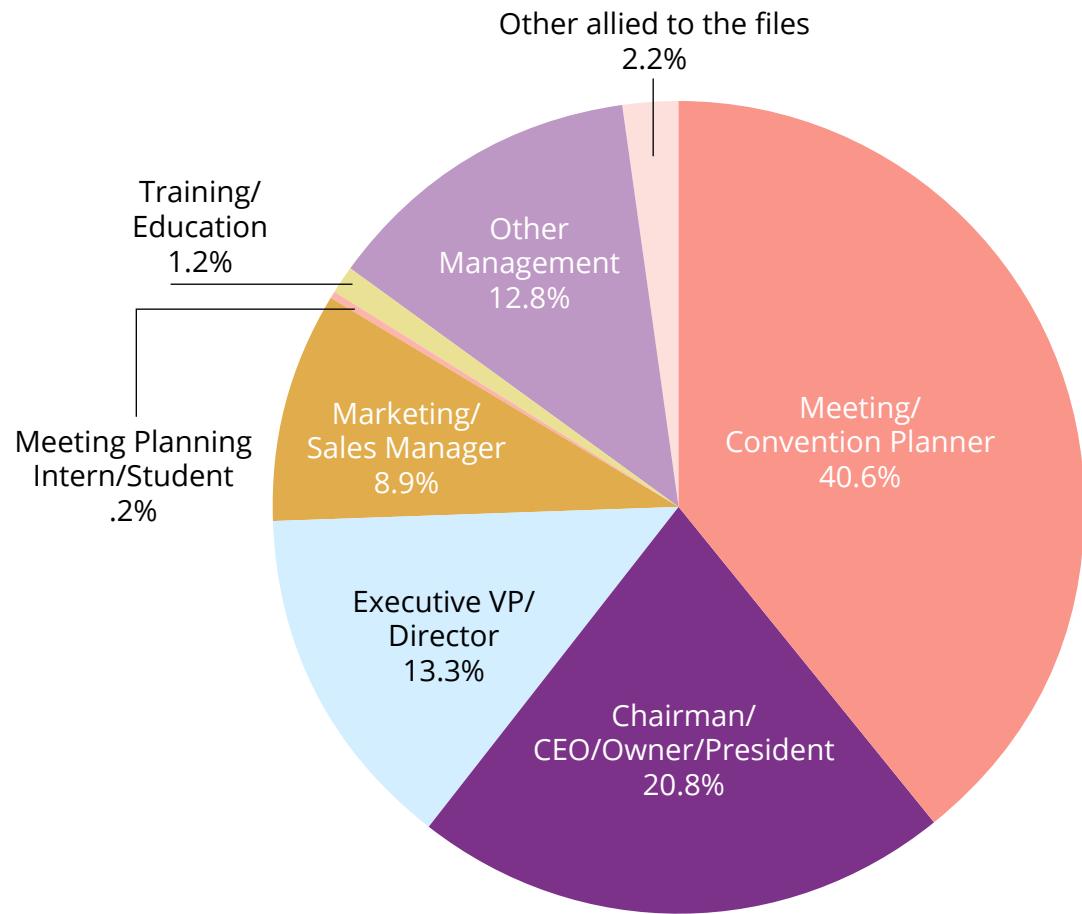
75%

Became newly aware of a product/service

Buying Power

Meetings Today has the largest circulation of any publication... reaching an audience of 64,759* 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!

Tools to Drive Results

meetings

PEOPLE + PLACES TODAY®



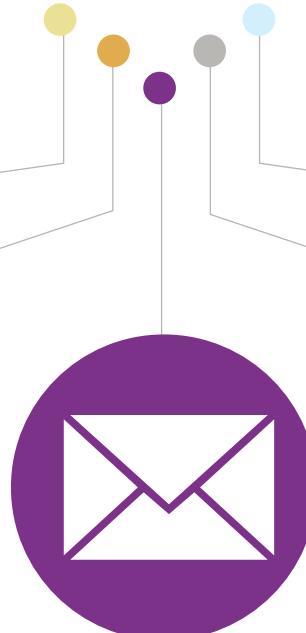
DIGITAL

- Website Retargeting
- Web Units and Rich Media
- Social Media Retargeting
- Video Showcase
- Video of the Month
- Video Retargeting
- Digital Editions
- Podcasts
- Sponsored Content
- Email Marketing



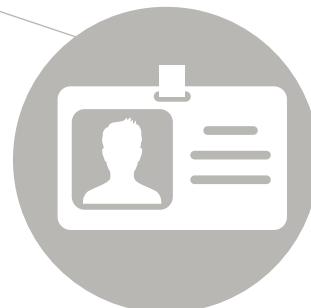
PRINT

- National
- International
- Destination Guides
- Supplements (FL and TX)
- Custom Print Options



CONTENT

- National Newsletters
- Custom Newsletters
- Dare to Interrupt
- New & Renovated
- eHandbooks
- Incentives Today



EVENTS

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



INNOVATIVE SOLUTIONS

- Lead Generation (Phone)
- Lead Nurturing (Emails)
- Custom Content
- Research

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.

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.

Let Meetings Today's drive group business your way.

Our Print Options Include:

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



Stand out from your competition with Customized Options:

- » Gatefold Cover (with or without die cut)
- » Z Gatefold Cover
- » Tip Cover
- » Tab Divider (with or without die cut)
- » 2-page Gatefold
- » 3-page Gatefold
- » Cover Wrap
- » French Door
- » Destination spread
- » Insert
- » Label Aire Post-it
- » Business Reply Cards
- » Custom



Destination spread

**Connecting You with
Countless Meeting Planners!**

PRINT

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA 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 • Asia-Pacific

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

01.06: Meetings Today Trends
01.07: Drive-to Meetings
01.08: Wellness
01.13: Industry Updates
01.14: Best Practices
01.15: The Z
01.20: Industry Updates
01.21: Pharma/Medical Meetings
01.22: Industry Updates
01.27: Connecticut
01.28: Philadelphia/Valley Forge/ Eastern PA
01.29: Arizona

02.03: Industry Updates
02.04: Coastal Carolinas
02.05: Industry Updates
02.10: Milwaukee Area
02.11: Chicago Suburbs
02.12: Pacific Northwest
02.17: Monterey/Santa Cruz, CA
02.18: Industry Updates
02.19: Dallas/Fort Worth Metroplex
02.24: San Diego Area
02.25: Miami/Fort Lauderdale
02.26: Florida's Panhandle

DARE TO INTERRUPT: 01.26, 02.23

NEW & RENOVATED: 02.02

WEBINARS

01.28: Leveraging LinkedIn for Meetings
02.11: Destination Discovery
02.25: Budget Strategies

JANUARY/FEBRUARY

AD DEADLINES

SALES: 12.19.25 • **ADVERTORIALS:** 12.26.25 • **MATERIALS:** 01.02

FEATURES

Corporate Meetings
Executive Retreats
In Balance: Wellness
Resort Meetings*
Women's History Month

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: Resort Meetings* • New York State
MIDAMERICA: Resort Meetings* • Chicago • Eastern Iowa Cities
SOUTH: Resort Meetings* • Asheville, NC • Charlotte, NC • Tampa/St. Pete/Clearwater • Houston
WEST: Resort Meetings* • Colorado • Greater Palm Springs, CA • Inland Empire, CA • Las Vegas • Wine Country Meetings • Western Gaming*

GLOBAL: Venues & Destinations • Australia/New Zealand

MEETINGS TODAY NEWSWIRE

03.03: Inland Empire
03.04: Chicago
03.05: Greater Palm Springs, CA
03.10: New York State
03.11: Tampa/St. Pete/Clearwater
03.12: Houston
03.17: Western Gaming

03.18: Charlotte, NC
03.19: Wine Country Meetings
03.24: Colorado
03.25: Las Vegas
03.26: Eastern Iowa Cities
03.31: Asheville, NC

DARE TO INTERRUPT: 03.23

WEBINAR

03.25: Meetings Legal Issues

MARCH

AD DEADLINES

SALES: 01.23 • **ADVERTORIALS:** 01.30 • **MATERIALS:** 02.06

02.02.26

PRINT

APRIL

FEATURES

Convention Centers*
In Balance: Wellness
Incentive Travel*
Luxury Hotels
Sustainability

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: Convention Centers* • Boston • Washington, D.C.
MIDAMERICA: Convention Centers* • Central Illinois • Minnesota
SOUTH: Convention Centers* • Coastal Texas • Georgia • Louisiana • Raleigh, NC • Memphis, TN
WEST: Convention Centers* • Metro Seattle • Reno/Lake Tahoe • Salt Lake City
GLOBAL: Venues & Destinations • Middle East

FLORIDA SUPPLEMENT

SALES: 02.20 • **MATERIALS:** 02.27

AD DEADLINES

SALES: 02.20 • **ADVERTORIALS:** 02.27 • **MATERIALS:** 03.06

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

04.01: Seattle
04.02: Salt Lake City
04.07: Georgia
04.08: Minnesota
04.09: Boston
04.14: Memphis, TN
04.15: Reno/Lake Tahoe

04.16: Raleigh, NC
04.21: Washington, D.C.
04.22: Coastal Texas
04.23: Louisiana
04.28: Convention Centers
04.29: Incentive Travel
04.30: Central Illinois

DARE TO INTERRUPT: 04.20

WEBINAR

04.29: Site Selection

MAY

FEATURES

Hotel Spotlight*
In Balance: Wellness
SMERF
Technology

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: Hotel Spotlight* • Eastern Gaming* • Rhode Island • Toronto
MIDAMERICA: Hotel Spotlight* • Ann Arbor, MI • Missouri • Nebraska
SOUTH: Hotel Spotlight* • Beach Meetings* • Central/West Texas • Palm Beach/Treasure Coast, FL • West Virginia
WEST: Hotel Spotlight* • Portland, OR • Sacramento/High Sierras, CA • San Francisco Bay Area
MEXICO/CARIBBEAN: Coastal Mexico
GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 03.20 • **ADVERTORIALS:** 03.27 • **MATERIALS:** 04.03

MEETINGS TODAY NEWSWIRE

05.05: Central/West Texas
05.06: Palm Beach/Treasure Coast, FL
05.07: Missouri
05.12: West Virginia
05.13: Portland, OR
05.14: Ann Arbor, MI

05.19: Nebraska
05.20: Beach Meetings
05.21: Toronto
05.26: Post-Holiday, No Newsletter
05.27: Sacramento/High Sierras, CA
05.28: Coastal Mexico

DARE TO INTERRUPT: 05.18

NEW & RENOVATED: 05.04

WEBINAR

05.13: Destination Discovery

05.27: Audiovisual

JUNE

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: New and Renovated* • Eastern Canada • New Jersey
MIDAMERICA: New and Renovated* • Iowa • Wisconsin Dells, WI
SOUTH: New and Renovated* • Austin/The Hill Country, TX • Columbia, SC • Myrtle Beach, SC
WEST: New and Renovated* • Anaheim, CA • Boise, ID • Colorado Springs, CO • Montana • New Mexico
GLOBAL: Venues & Destinations • Latin America

MEETINGS TODAY NEWSWIRE

06.02: Wisconsin Dells, WI
06.03: Myrtle Beach, SC
06.04: Anaheim, CA
06.09: Boise, ID
06.10: Colorado Springs, CO
06.11: Eastern Canada
06.16: New Jersey

06.17: Austin/The Hill Country, TX
06.18: Iowa
06.23: Columbia, SC
06.24: Montana
06.25: New Mexico
06.30: Wellness

DARE TO INTERRUPT: 06.22

WEBINAR

06.24: F&B

LAS VEGAS SPECIAL SECTION

SALES: 04.24 • **MATERIALS:** 05.08

AD DEADLINES

SALES: 04.24 • **ADVERTORIALS:** 05.01 • **MATERIALS:** 05.08

02.02.26

PRINT

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

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

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

07.01: Industry Updates
07.02: Wellness
07.07: Association Meetings
07.08: Industry Updates
07.09: Conference Centers
07.14: Global Meetings
07.15: Industry Updates
07.16: Best Practices
07.21: Wyoming
07.22: North Dakota
07.23: Quebec
07.28: South Texas
07.29: CVB Update
07.30: Industry Updates

08.04: Nashville, TN
08.05: Detroit
08.06: Meetings Trendsetters
08.11: New Orleans
08.12: Beach Meetings
08.13: Western Canada
08.18: Industry Updates
08.19: Washington
08.20: The Z
08.25: Global Meetings
08.26: Caribbean/Cancun
08.27: Taking Off

DARE TO INTERRUPT: 07.20; 08.17 **EHANDBOOK**
NEW & RENOVATED: 08.03

MPI: Contracts and Critical Clauses

INCENTIVES TODAY
DIGITAL MAGAZINE
PARTNERING WITH SITE GLOBAL
DELIVERY: JULY

AD DEADLINES

SALES: 06.19 • **ADVERTORIALS:** 06.26 • **MATERIALS:** 07.03

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA 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* • Kentucky • Knoxville/Pigeon Forge, TN Area • South Carolina • Orlando
WEST: IMEX Preview* • Resorts & Incentives* • Central California Coast • Mountain Meetings • Phoenix/Scottsdale • Greater Los Angeles
MEXICO/CARIBBEAN: Mexico
GLOBAL: Venues & Destinations • Africa

MEETINGS TODAY NEWSWIRE

09.01: Mountain Meetings
09.02: Knoxville/Pigeon Forge, TN
09.03: Greater Los Angeles
09.08: Post-Holiday, No Newsletter
09.09: South Carolina
09.10: Wisconsin
09.15: Mexico

09.16: Orlando
09.17: Central California Coast
09.22: New England
09.23: Phoenix/Scottsdale
09.24: Pittsburgh/Western PA
09.29: IMEX Preview
09.30: Family-Friendly Meetings

DARE TO INTERRUPT: 09.21

WEBINAR
09.30: Sustainability

TEXAS SUPPLEMENT

SALES: 07.24 • **MATERIALS:** 07.31

AD DEADLINES

SALES: 07.24 • **ADVERTORIALS:** 07.31 • **MATERIALS:** 08.07

02.02.26

PRINT

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: Best Of* • Maryland • New York City • Poconos, PA
MIDAMERICA: Best Of* • Illinois • Kansas City Area • Ohio
SOUTH: Best Of* • Fort Myers/SW FL • Jacksonville, FL • North Carolina • San Antonio/The Hill Country • Savannah, GA • Virginia
WEST: Best Of* • Denver • Hawai'i • Idaho • Orange County, CA • Oregon • Tucson, AZ • Utah

MEXICO/CARIBBEAN: All-Inclusive Meetings*

GLOBAL: Venues & Destinations • Asia-Pacific

OCTOBER

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

10.01: Attractions
10.06: New York City
10.07: Poconos, PA
10.08: Illinois
10.13: Hawai'i
10.14: Kansas City Area
10.15: Ohio
10.20: Fort Myers/SW FL
10.21: North Carolina
10.22: San Antonio/The Hill Country
10.27: Virginia
10.28: Orange County, CA
10.29: Tucson, AZ

DARE TO INTERRUPT: 10.19

WEBINAR

10.28: Incentives

AD DEADLINES

SALES: 08.21 • **ADVERTORIALS:** 08.28 • **MATERIALS:** 09.04

FEATURES

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

DEPARTMENTS

The Buzz • Best Practices
Dare to Interrupt • Taking Off • The Z

NORTH AMERICA DESTINATIONS

EAST: DMO/CVB Update* • Golf Resort Meetings* • New & Renovated* • Atlantic City, NJ
MIDAMERICA: DMO/CVB Update* • Golf Resort Meetings* • New & Renovated* • Grand Rapids, MI • Indiana • St. Louis
SOUTH: DMO/CVB Update* • Golf Resort Meetings* • New & Renovated* • Alabama • Shreveport/Baton Rouge, LA
WEST: DMO/CVB Update* • Golf Resort Meetings* • New & Renovated* • Desert Meetings • Napa/Sonoma, CA • Nevada

MEXICO/CARIBBEAN: Puerto Rico

GLOBAL: Venues & Destinations • Europe

NOVEMBER/DECEMBER

MEETINGS TODAY NEWSWIRE

11.03: Oregon
11.04: Utah
11.05: Savannah, GA
11.10: Jacksonville, FL
11.11: Denver
11.12: Industry Updates
11.17: Wellness
11.18: New & Renovated
11.19: The Z
11.24: Atlantic City, NJ
11.25: Pre-Holiday, No Newsletter
11.26: Holiday, No Newsletter
12.01: Gaming Properties & Destinations
12.02: Grand Rapids, MI
12.03: Desert Meetings
12.08: Indiana
12.09: St. Louis
12.10: Alabama
12.15: Puerto Rico
12.16: Shreveport/Baton Rouge, LA
12.17: Napa/Sonoma, CA
12.22: Industry Updates
12.23: Pre-Holiday, No Newsletter
12.24: Holiday, No Newsletter
12.29: Nevada
12.30: Industry Updates
12.31: Holiday, No Newsletter

DARE TO INTERRUPT: 11.16; 12.14

NEW & RENOVATED: 11.02

WEBINARS

11.04: Destination Discovery
11.11: DMO/CVB
12.16: Negotiating

INCENTIVES TODAY

DIGITAL MAGAZINE

PARTNERING WITH SITE GLOBAL

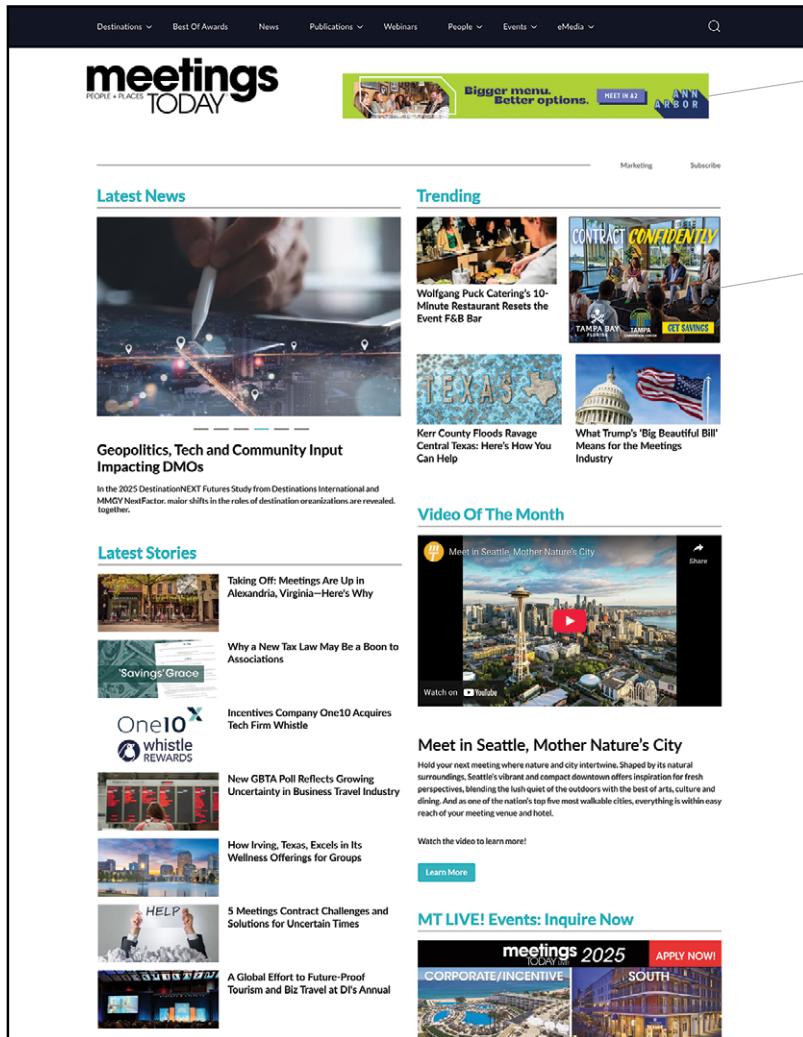
DELIVERY: NOVEMBER

AD DEADLINES
SALES: 10.23 • **ADVERTORIALS:** 10.30 • **MATERIALS:** 11.06

02.02.26

Digital Marketing

Connect, Engage and Convert



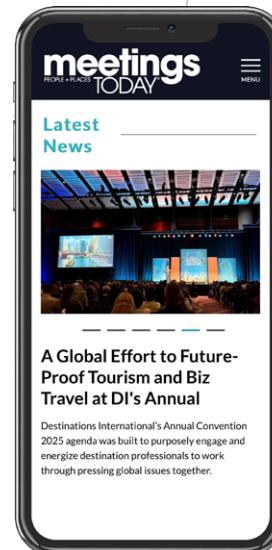
The image shows the homepage of Meetings Today. At the top, there is a navigation bar with links to Destinations, Best Of Awards, News, Publications, Webinars, People, Events, and eMedia. A search bar is also present. The main header features the "meetings TODAY" logo. Below the header, there are sections for "Latest News" (Geopolitics, Tech and Community Input Impacting DMOs), "Trending" (Wolfgang Puck Catering's 10-Minute Restaurant Resets the Event F&B Bar, Kerr County Floods Ravage Central Texas: Here's How You Can Help), and "Video Of The Month" (Meet in Seattle, Mother Nature's City). The bottom of the page features a "MT LIVE! Events: Inquire Now" section and a "meetings TODAY 2025" banner.



Leaderboard



Medium Rectangle



Mobile Sponsorships

» **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 enewsletter that goes to an audience of more than 50,000.

Ad Units

» **Leaderboard:** 728x90

» **Catfish:** 955x75

» **Medium Rectangle:** 300x250

» **Half Page Ad:** 300x600

» **Small Rectangle:** 300x100

» **Expandable Leaderboard:** 728x180

» **Super Leaderboard:** 970x90

» **Rising Star Pushdown:** 970x90 - 970x415

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:** 728x90
- » **Medium Rectangle:** 300x250
- » **Half Page Ad:** 300x600

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

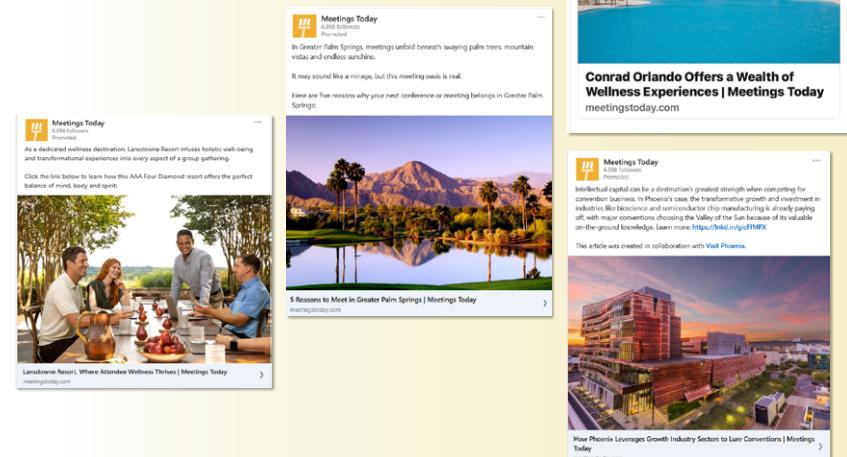
The carousel format allows you to showcase 2-10 images within a single ad, each with its own link. With more creative space, you can highlight different products or tell a story about your brand that develops across each carousel card.

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.

LinkedIn Retargeting

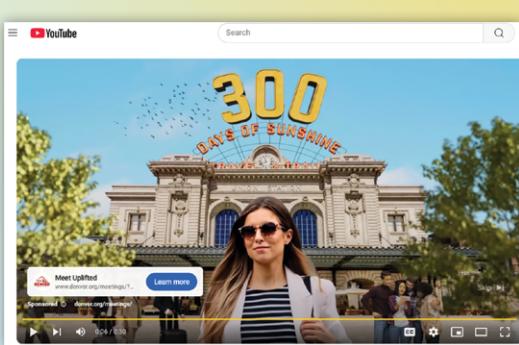
LinkedIn is where B2B decisions happen. Retarget to professionals who visited, engaged, and interacted with Meetings Today. Reach a laser-focused audience on one of the highest-trusted platforms.



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

Video

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.

A thumbnail for a video titled "Video Of The Month". It features a woman in a blue blazer speaking. Below the thumbnail, the text reads "The Austin Convention Center is Back" and "Events are back in a big way in Downtown Austin, and the Austin Convention Center is incredibly proud to be a part of it! Our team is back to doing what we do best, providing event coordination, technology services, catering, event setup and teardown, and so much more." At the bottom, there is a "Watch on YouTube" button.

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.

A thumbnail for a video titled "VIDEO SHOWCASE". It features a man and a woman walking in a city street. Below the thumbnail, the text reads "Portland - Easy to Get Around - 15 sec" and "and a downtown walk score of 96,". At the bottom, there is a "Watch on YouTube" button and a "Plan on Portland" link.

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.

eNewsletter Benefits

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 (quarterly) (50,000* subscribers)
- » Dare to Interrupt (monthly) (25,000* subscribers)

New & Renovated Available Ad Units

Top and Bottom Leaderboard: 728 x 90

Regional Sponsorships:
Leaderboard and Evertorial

The newsletter features a top banner for "NEXT-LEVEL MEETINGS" with a Wind Creek logo. Below is a "meetings TODAY NEW & RENOVATED" header with social media links. A main headline reads "Looking for a new and renovated property for your next meeting or event? Here are all the latest from the Meetings Today Newsroom." A "Sponsored Content: South" section highlights the "THE BEST OF THE Texas Hill Country JUST GOT BETTER" with a Hyatt Regency Hill Country Resort & Spa image. A "Featured" section for "4 Hotels Offering Speakeasy-Style Spaces for" includes a "More South" link. At the bottom, there's an "Orlando's New Sports and Entertainment District" section with a "More South" link.

New & Renovated

The newsletter has a top banner for "BEYOND THE BOXED LUNCH" with a Kababari logo and a "LEARN MORE" button. Below is a "news WIRE meetings TODAY" header. A "Today's News" section features five images: a man with a hawk, a group of people outdoors, a woman in a purple hat, a person on stage, and a group in a lobby. A sub-headline "Meetings Today LIVE! West Gives Attendees a Desert Adventure" is followed by text about the event in Tucson, Arizona. Another sub-headline "Airline/Aircraft Industry Pushes Back on Bill Impacting Frequent Flyer Credit Cards" is followed by text about a letter to U.S. senators. A "Major airlines, aircraft manufacturers and aviation unions sent a letter to U.S. senators claiming the Protect Your Points Act of 2024 could sharply reduce air travel and negatively impact tourism." is also present.

Meetings Today Newswire

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

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

The newsletter has a top banner for "EXPLORE EVERMORE A NOVELTY BEYOND EXPECTATIONS!" with a "APPLY NOW" button. Below is a "DARE to INTERRUPT" section with a photo of Courtney Stanley and the text "Hosted by Courtney Stanley". A "A Message From Our Host" section includes text about the podcast and a photo of Courtney Stanley. A "Take MBCC Virtual Tour Visit Myrtle Beach Today!" section features a photo of a convention center. At the bottom, there's a "The Voice of Gon Z: Mentorship, Boundaries and Imposter Syndrome" section with a photo of Taylor Smith and the text "Listen Now".

Dare to Interrupt

Incentives Today

Exciting Opportunity to Boost Your Incentive Travel Bookings



Incentives Today is a digital publication from Meetings Today that taps into the exciting and evolving world of incentive travel programs.

Partnering with SITE (Society for Incentive Travel Excellence), the publication will be delivered to 60,000 industry travel planning professionals. Incentives Today will provide planners with coverage of traditional and emerging destinations, insights into current qualifier preferences, and trends related to everything from gifting to unique activations and innovative programs.

You can be part of this exciting opportunity:

- » Get your sales message across to a potential audience of 60,000 planner prospects
- » Receive a database of incentive travel leads (planners who download the eHandbook)
- » Leverage the power of two of the group travel market's leading brands
- » Double your impact with matching advertorial

RATES

	1X	2X	3X
HALF PAGE	\$2,500	\$2,300	\$2,100
FULL PAGE	\$3,500	\$3,300	\$3,100

* includes matching Advertorial

2026 SCHEDULE

SALES CLOSE: 06.12.26
MATERIALS: 06.19.26
PUBLISHES: JULY 2026

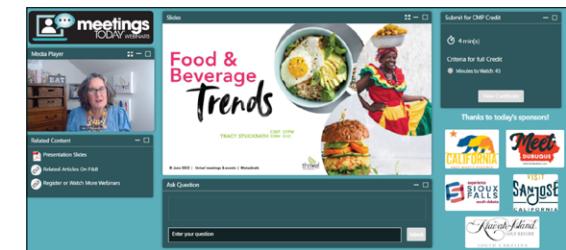
SALES CLOSE: 10.09.26
MATERIALS: 10.16.26
PUBLISHES: NOVEMBER 2026

Webinars



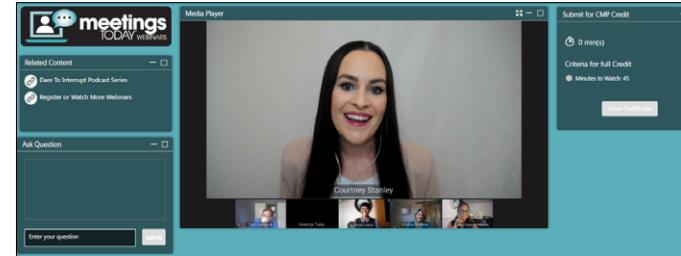
Generate Hundreds of Leads

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)



2026 Webinar Schedule

Event Date	Title/Topic
01.28.25	Leveraging LinkedIn for Meetings
02.11.25	Destination Discovery
02.25.25	Budget Strategies
03.25.25	Meetings Legal Issues
04.29.25	Site Selection
05.13.25	Destination Discovery
05.27.25	Audiovisual
06.24.25	F&B
07.29.25	Contract Clauses
08.12.25	Destination Discovery
08.26.25	AI
09.30.25	Sustainability
10.28.25	Incentives
11.04.25	Destination Discovery
11.11.25	DMO/CVB
12.16.25	Negotiating



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

Lead Generation with LEAD GEN+

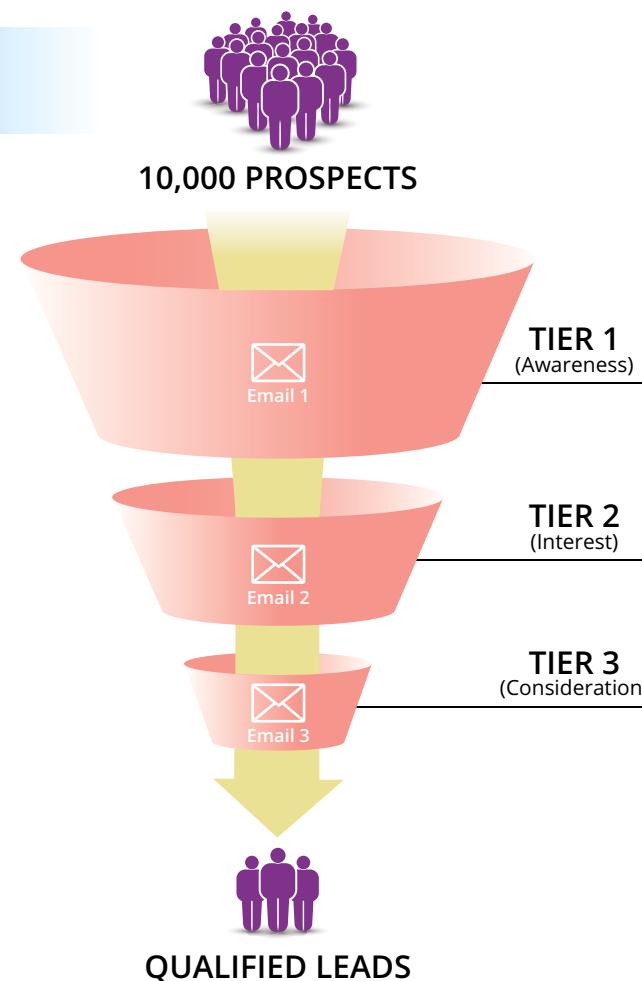
Generate High-Quality Meeting Planner Leads

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!

Destination Discovery



Looking for a way to get in front of the right buyers and spread the word about your destination or property and generate leads at the same time?

Meetings Today is launching a new webinar program called Destination Discovery where destinations and properties will have a chance to tell meeting planners why they are a great place for their next meeting all online.

Planners will register and join in for a 45-minute program that will consist of three separate presentations at 15 minutes each. A \$200 gift card will be given away to one lucky planner who tunes in for all 45 minutes.

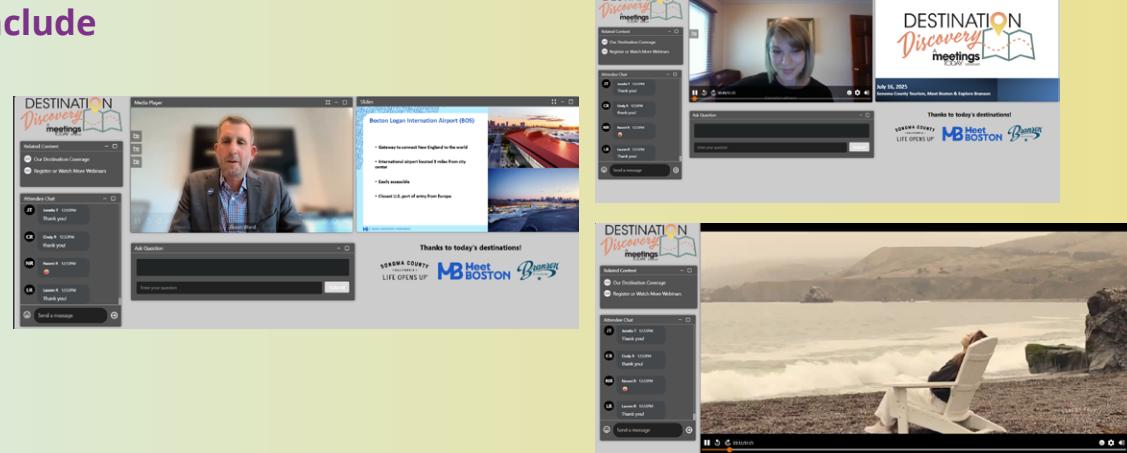
2025-26 SCHEDULE

07.16.25	05.13.26
11.05.25	08.12.26
02.11.26	11.04.26

*Sales Close is 20 days prior to the event;
Promotion starts 30 days prior to the event

As a sponsor, your 15-minute portion can include a combination of the following:

- » Interview with one of our editorial team members
- » Video
- » PowerPoint slides



You will also receive:

- » Logo and link (if applicable) on all promotion that consists of:
 - Social media: Facebook, Instagram, LinkedIn
 - Newsletters
 - Email blast
- » All Registration Data

Sign up today for a chance to get in front of the right planners, create brand awareness and generate leads.

\$3000 per participant (only 3 spots available)



Connect for Success

meetings
PEOPLE + PLACES TODAY® LIVE!

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
- » Engaging educational sessions with CEU credits

Meetings Today attracts top meeting planners. Last year, we booked a group through their event, generating over \$1 million in revenue for our resort!

*Leslie Rodriguez, Senior Sales Manager,
Marriott Waikoloa Resort & Spa*

This is my first experience with Meetings Today LIVE! and it has been absolutely phenomenal! I honestly can't wait for the next one. Meetings Today LIVE! is amazing!

Loretta Grissom, Meeting and Event Operations, CSTE

2026 LIVE! Events



NATIONAL

May 3-6, 2026
Hyatt Regency Milwaukee
Milwaukee, WI

WEST

July 6-9, 2026
Vinarosa Resort & Spa
Sonoma County, CA

CORPORATE/INCENTIVE

September 20-23, 2026
Moon Palace The Grand
Punta Cana, Dominican Republic

SOUTH

November 8-11, 2026
Embassy Suites by Hilton St. Augustine
Beach Oceanfront Resort
St. Augustine/Ponte Vedra, Florida

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.

Contact Us

Your Partners

**JIM KROTZ**

Vice President/Publisher
IA, IL, KS, MN, MO, ND,
NE, OK, SD, TX, WI
319.389.6821
jim.krotz@meetingstoday.com

**JOHN DeCESARE**

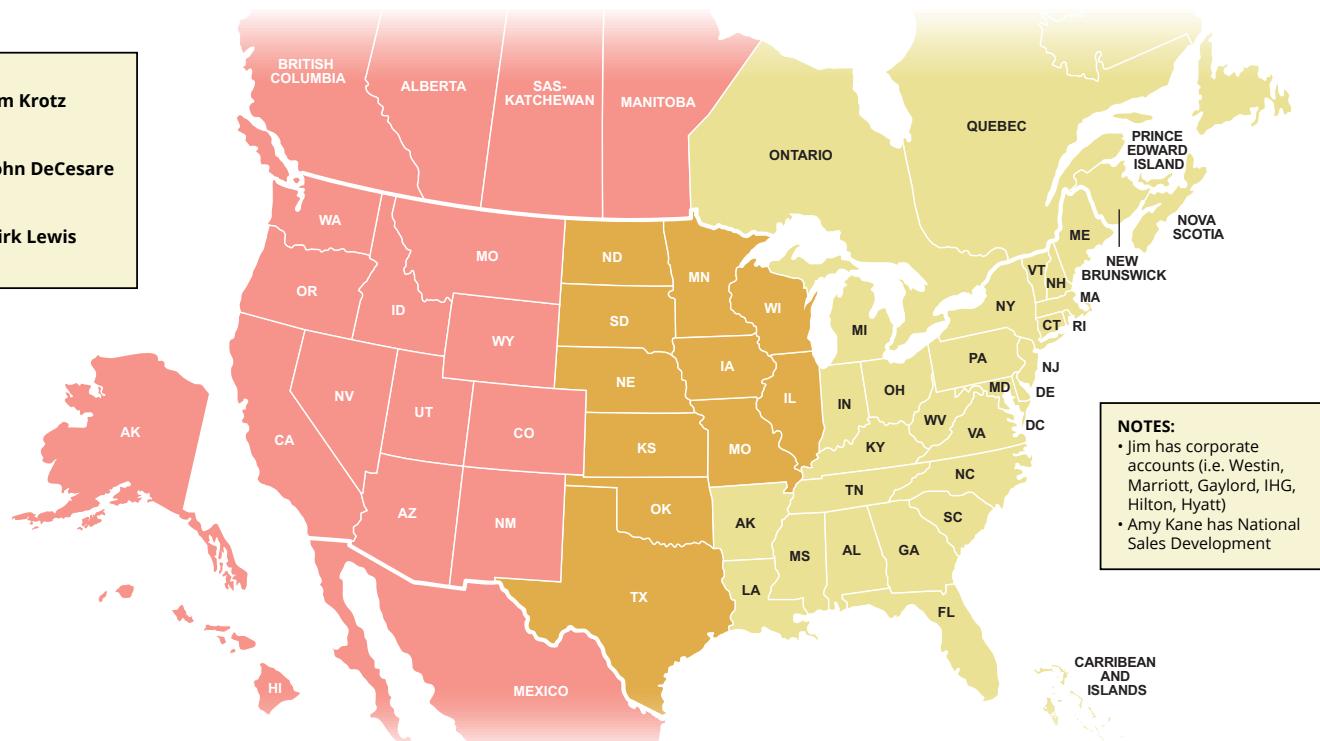
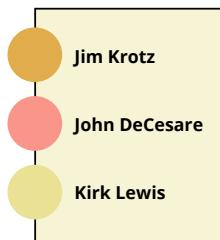
Director of Business Development
AZ, CA, CO, HI, ID, MT, NM, NV,
OR, UT, WA, WY, Western Canada,
Mexico, Latin America, Asia-Pacific
201.970.1462
john.decesare@meetingstoday.com

**KIRK LEWIS**

Director of Business Development
AL, AR, AZ, CT, DC, DE, FL, GA, IN,
KY, LA, MA, MD, ME, MI, MS, NC, NH,
NJ, NY, OH, PA, RI, SC, TN, VA, WV,
Eastern Canada, Caribbean & Islands
732.245.9816
kirk.lewis@meetingstoday.com

**AMY KANE**

Account Manager
United States, Canada,
Mexico, Caribbean, Asia
563.650.2567
amy.kane@meetingstoday.com



meetings
PEOPLE + PLACES TODAY®

Production

CANDY HOLUB

Senior Customer Success Coordinator
candy.holub@meetingstoday.com
414.368.6907, Ext. 627

KIERA WASHPUN

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

TERRI KELLER

*Customer Success Coordinator -
Digital Marketing*
terri.keller@meetingstoday.com
414.368.6919

Corporate

10001 W. Innovation Dr., Ste. 101
Wauwatosa, WI 53226
414.228.7701
www.meetingstoday.com

Contact Us

meetings
PEOPLE + PLACES TODAY®

Content Staff



TYLER

DAVIDSON

Vice President & Chief Content Director
tyler.davidson@meetingstoday.com
414.368.6920

I got into my travel trade media career by first writing about the travel agent side of the business for TravelAge West and then Travel Weekly. I started covering the meetings and events side in 2000 for what is now Meetings Today. The thing I love the most about this industry is the incredibly interesting and nice people I meet while covering it, often in destinations and from cultural perspectives that are



very different from my background. This industry is full of interesting people who are in it for all of the right reasons, which mainly center around cross-cultural understanding and providing a welcoming and intellectually stimulating environment during business events.



ROB

CAREY

Content Manager, Features & News
rob.carey@meetingstoday.com
414.368.6906

In 1992, I started out as an editorial intern at a meetings-industry publication in New York, thinking that I would be there for a year or two and then move on to mainstream business journalism. But once I realized the size and importance of the business events



industry, I was hooked. And after more than 30 years, it still fulfills me to educate planners on creating better learning, interactions and experiences for businesspeople. I also enjoy spending time with my wife Kelley and our dog Ziggy, playing golf and motorcycling.



TAYLOR

SMITH

Content Manager, Destinations
taylor.smith@meetingstoday.com
414.368.6913

As many do in this industry, I "fell" into meetings and events in May 2022, when a former editor of mine forwarded me an application for an open content developer position at Meetings Today. I realized within a few short weeks of writing about destinations and new and renovated properties that this "people-people" industry with a passion for travel and human connection is where I am meant to be. After a few months



with the magazine, I started my own column called "The Z," exploring the next generation of business events industry professionals, and am proud to be the editorial lead of our brand-new digital publication, Incentives Today. If there's one thing I love most about the meetings industry, is the people I get to see and the places I get to be!



MADDIE

WILLIS

Content Developer, Departments & Social Media
madeleine.willis@meetingstoday.com
414.368.6910

My experience in this industry began with, well Meetings Today. I was one of four students from the University of Iowa to attend the Meetings Today LIVE! Events in 2025. It was all very much "right place right time," because I was selected to attend the first event of the year, and in September, I got a job on the editorial team. When I left the Meetings Today event in



April, I said the best connections I made were with the Meetings Today team, and being a part of this team is by far my favorite part of this industry. As a content developer, my favorite section to write about is the new and renovated hotels. Each day I feel like I am transported to a new place.

Contributing Writers

JEFF HEILMAN

Senior Contributor
jah920@yahoo.com
347.228.5601

JENNIFER JUERGENS

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