



2026

MARKETING PLANNER

*Creating Connections
for Success*

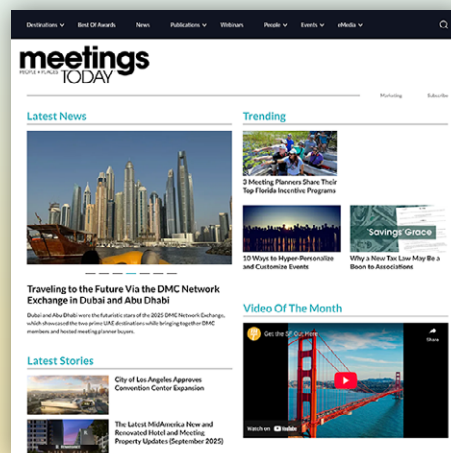
AUDIENCE DEMOGRAPHICS
MARKETING SOLUTIONS
PRINT MEDIA
CONTENT CALENDAR
DIGITAL | SOCIAL
LEAD GENERATION
LIVE EVENTS

Engage with Our Audience

Meetings Today serves an audience of more than 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



Contents

Audience Demographics.....	3
Buying Power.....	4
Tools to Drive Results.....	5
Print Media	6
Content Calendar	7
Digital Marketing.....	11
Retargeting Web Package	12
Social Media.....	13
Video Retargeting.....	14
eNewsletters.....	15
Incentives Today	16
Webinars	17
Lead Generation	18
Destination Discovery	19
Live Events	20
Contact Us: Sales & Production Teams	21
Contact Us: Content Teams	22

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

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

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

75%

Have improved opinion

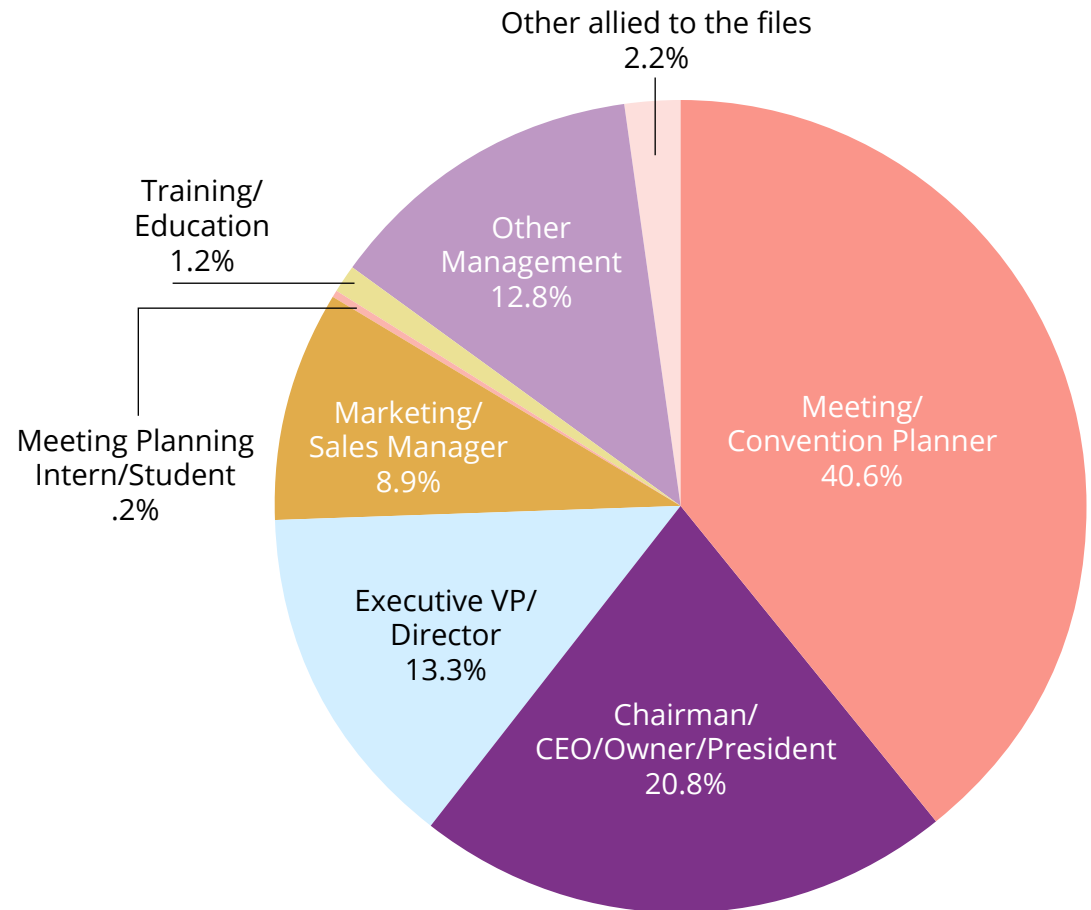
75%

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[®]

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 Showcase
- Video of the Month
- Video Retargeting
- Digital Editions
- Podcasts
- Sponsored Content
- Email Marketing



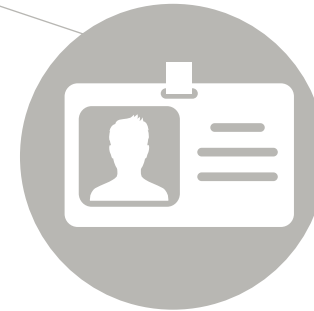
PRINT

- 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

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.

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

Our Print Options Include:

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



Connecting You with Countless Meeting Planners!

PRINT

JANUARY/FEBRUARY

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

AD DEADLINES

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

NEWSLETTERS/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

MARCH

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

AD DEADLINES

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

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

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

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

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

AD DEADLINES

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

LAS VEGAS SPECIAL SECTION

SALES: 04.24 • **MATERIALS:** 05.08

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

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

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

PRINT

ENEWSLETTERS/DIGITAL

JULY/AUGUST

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

AD DEADLINES

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

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
NEW & RENOVATED: 08.03

HANDBOOK
MPI: Contracts and Critical Clauses

WEBINARS

07.29: Contract Clauses
08.12: Destination Discovery
08.26: AI

INCENTIVES TODAY
DIGITAL MAGAZINE
PARTNERING WITH SITE GLOBAL
DELIVERY: JULY

SEPTEMBER

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

AD DEADLINES

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

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

PRINT

ENEWSLETTERS/DIGITAL

OCTOBER

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

AD DEADLINES

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

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

NOVEMBER/DECEMBER

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

AD DEADLINES

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

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

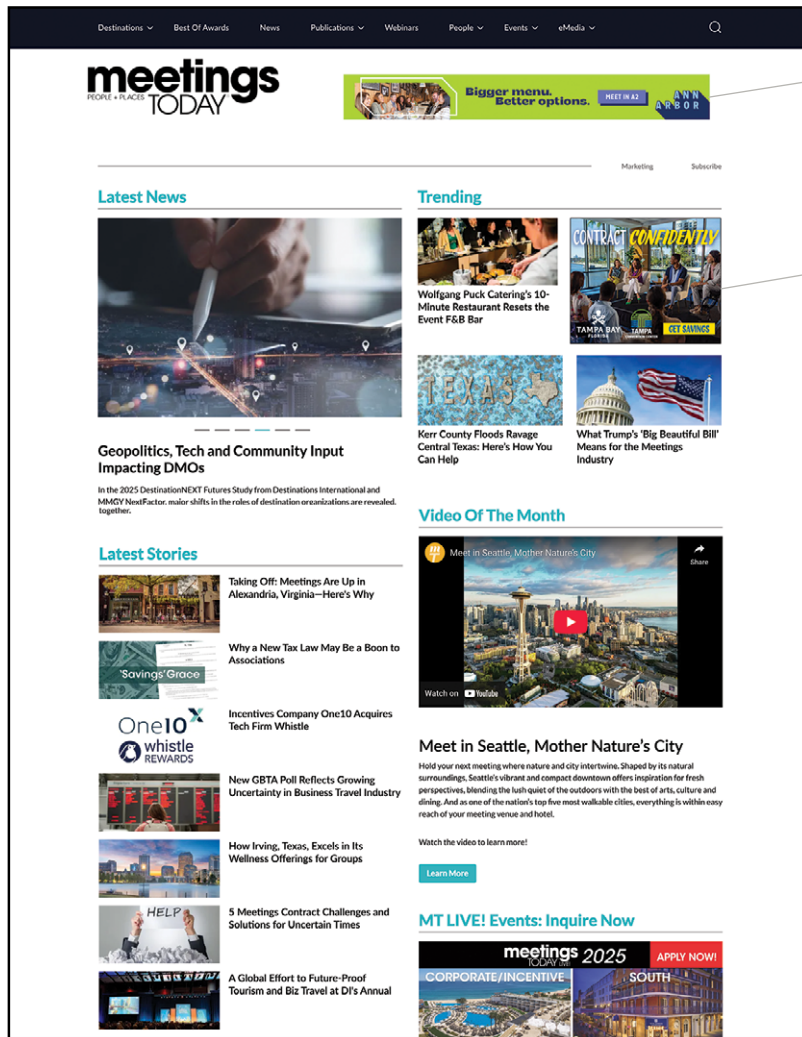
WEBINARS

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

INCENTIVES TODAY
DIGITAL MAGAZINE
PARTNERING WITH SITE GLOBAL
DELIVERY: NOVEMBER

Digital Marketing

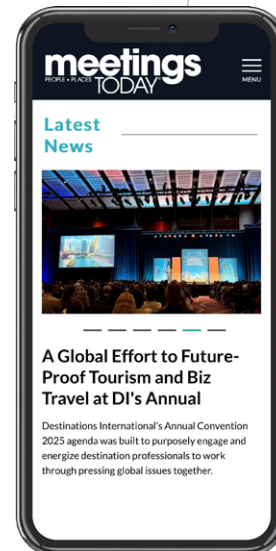
Connect, Engage and Convert



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 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:** 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.

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.

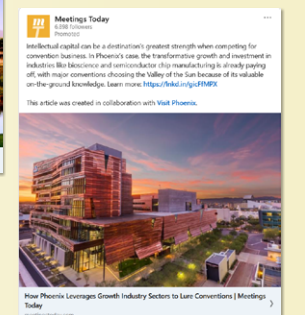
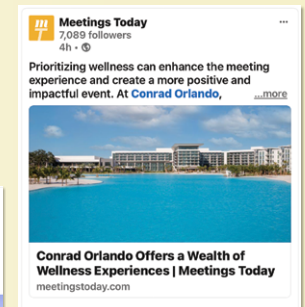
Video Ad

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.

- » 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

LinkedIn Retargeting

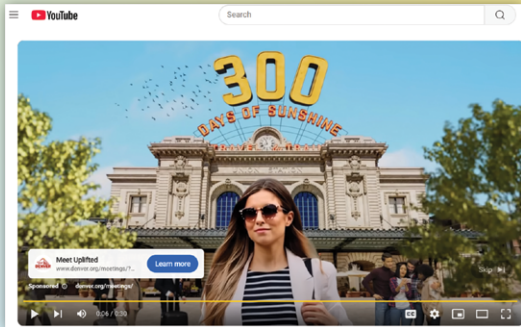
LinkedIn is where B2B decisions happen. Retarget to professionals who visited, engaged, and interact with Meetings Today. Reach a laser-focused audience on one of the highest-trusted platforms.



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

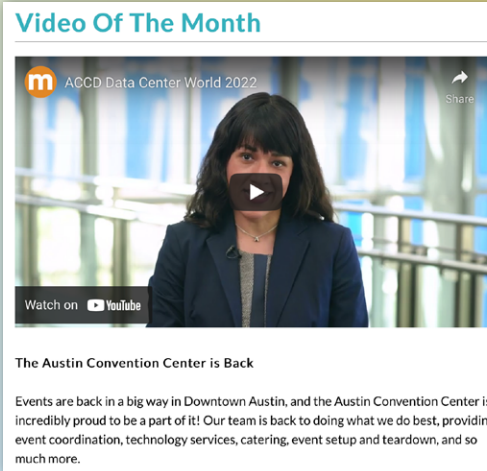
Video

Three ways to promote your video to planners!



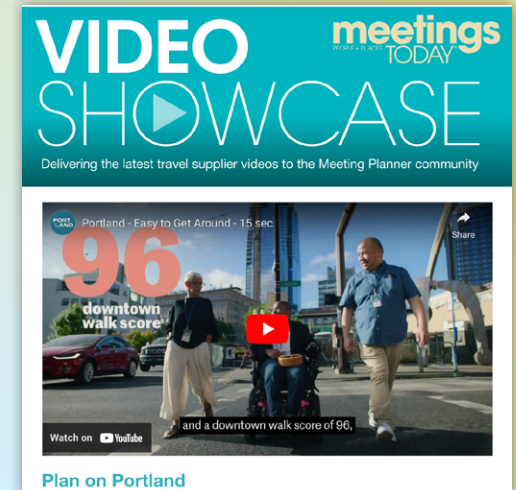
YouTube Retargeting

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.



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.

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)



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

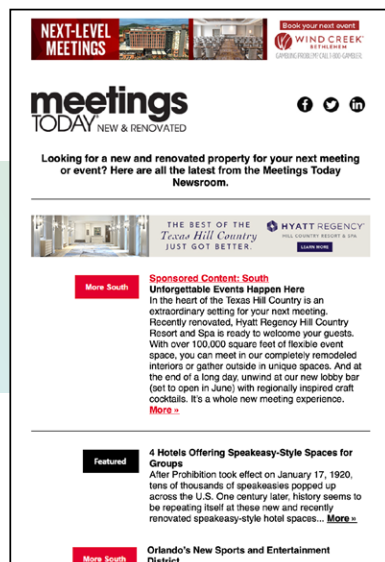
Medium Rectangle: 300 x 250

Leaderboard: 728 x 90

New & Renovated Available Ad Units

Top and Bottom Leaderboard: 728 x 90

Regional Sponsorships:
Leaderboard and Evertorial



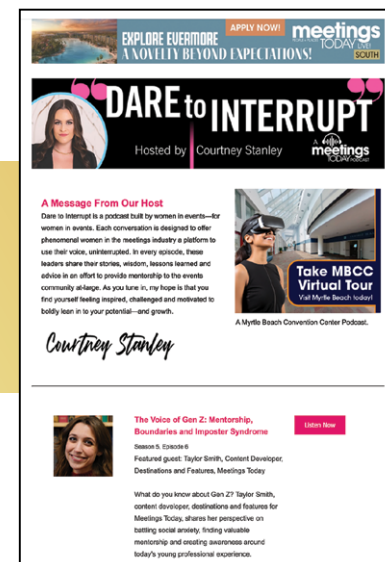
New & Renovated

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

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

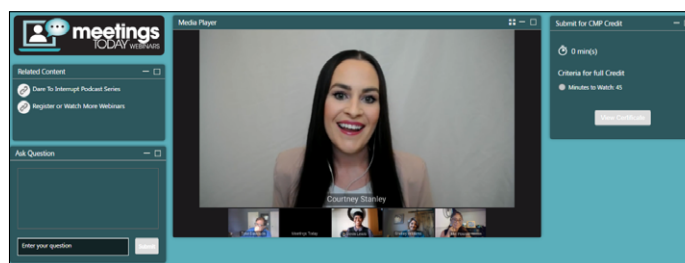
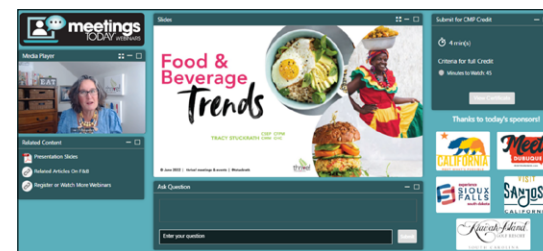
Our CMP approved monthly webinars extend your brand to a wider and more qualified audience. Enjoy the benefits of our sophisticated webinar platform designed to increase engagement and interest throughout the event. Sponsors will receive all participant registration data.

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

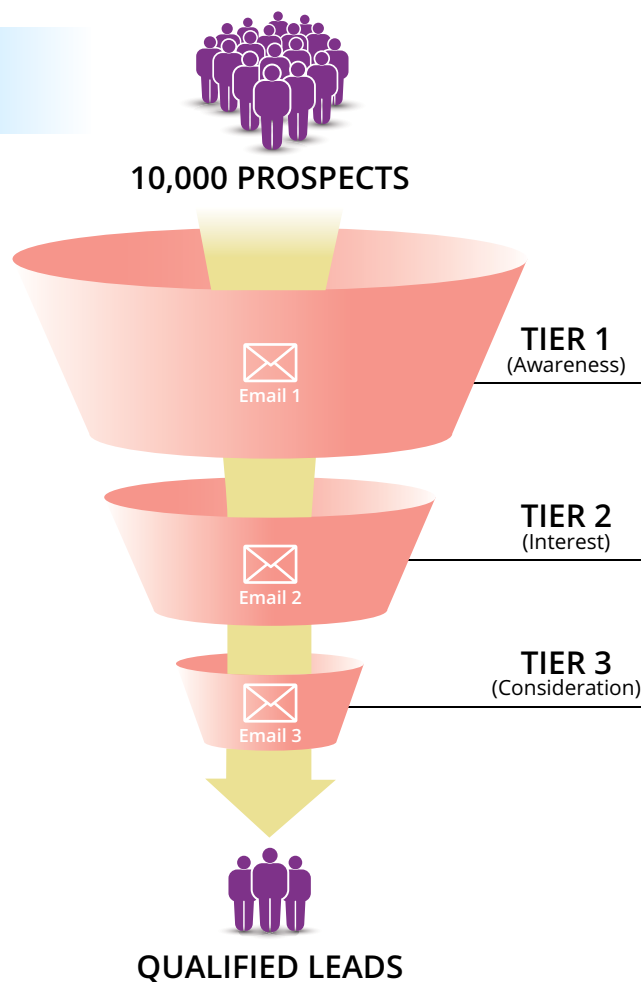
Meetings Today LEAD GEN+ is a program designed to add leads to your existing pipeline with minimal effort on your part.

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.

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.

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.

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

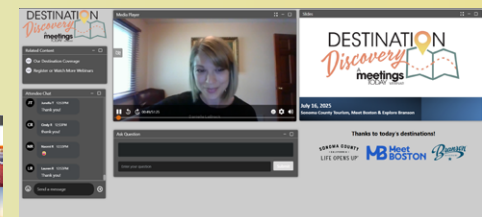
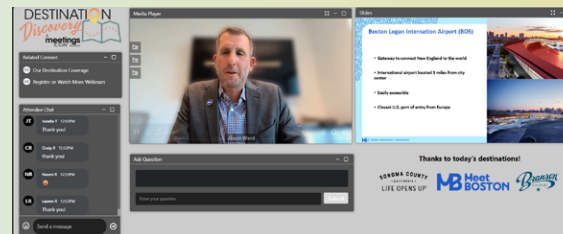
*Sales Close is 20 days prior to the event;
Promotion starts 30 days prior to the event

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

meetings
PEOPLE + PLACES **TODAY**

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



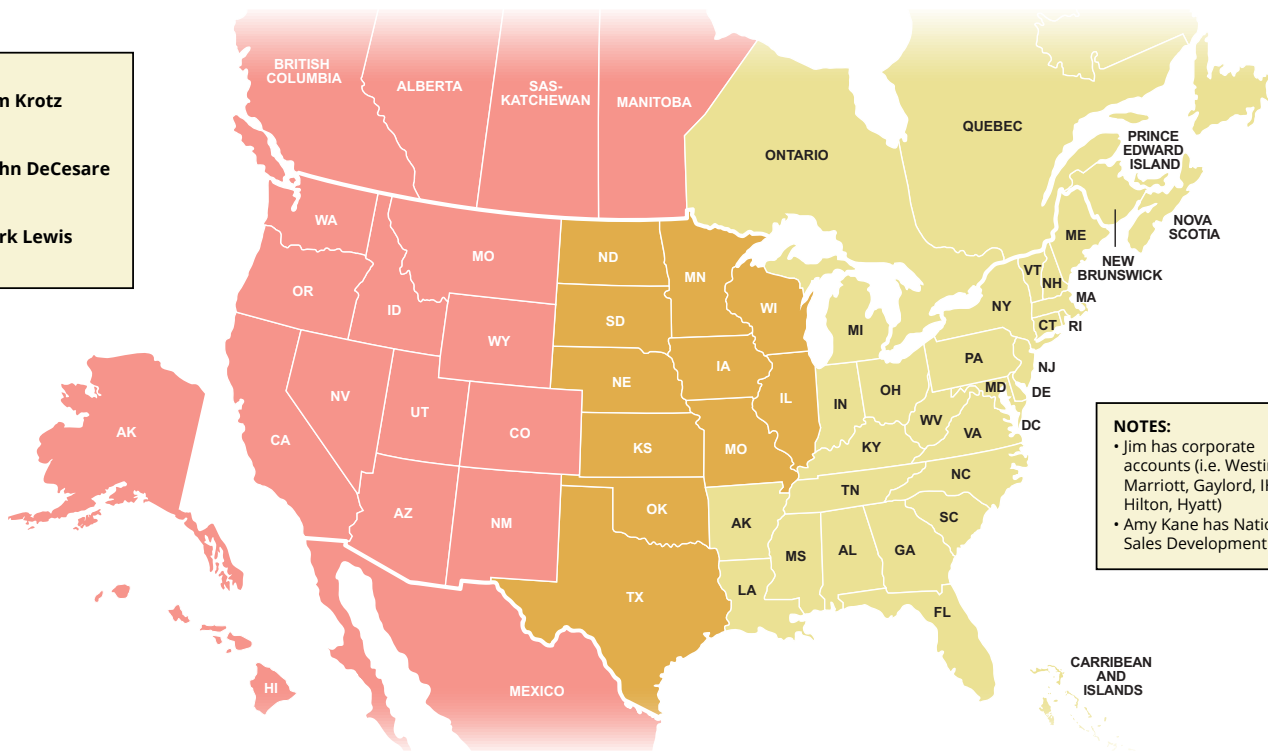
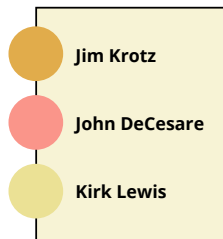
JOHN DeCESARE
Director of Business Development
AZ, CA, CO, HI, ID, MT, NM, NV,
OR, UT, WA, WY, Western Canada,
Mexico, Latin America, Asia-Pacific
201.970.1462
john.decesare@meetingstoday.com



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



NOTES:
• Jim has corporate accounts (i.e. Westin, Marriott, Gaylord, IHG, Hilton, Hyatt)
• Amy Kane has National Sales Development

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



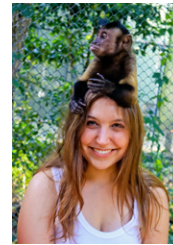
industry, I was hooked. And after more than 30 years, it still fulfills me to educate planners on creating better learning, interactions and experiences for businesspeople. I also enjoy spending time with my wife Kelley and our dog Ziggy, playing golf and motorcycling.



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



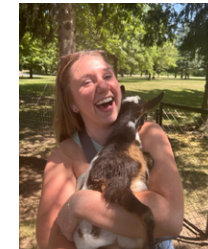
and renovated properties that this "people-people" industry with a passion for travel and human connection is where I am meant to be. After a few months with the magazine, I started my own column called "The Z," exploring the next generation of business events industry professionals, and am proud to 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