

2021 MARKETING PLANNER



PRINT

DIGITAL & SOCIAL

LIVE & VIRTUAL EVENTS

MARKETING SERVICES

CONTENT MARKETING

RESEARCH



meetings
TODAY[®] POWERED BY **stamats**



MEETINGS TODAY AUDIENCE

[meetings today 2021]

76,000+

UNIQUE AUDIENCE

- More than **76,908** publication recipients
- Total Readership = **146,188** (*pass-along*)
- Reaches **82%** of *Fortune 500* companies
- **Thousands** of live event attendees

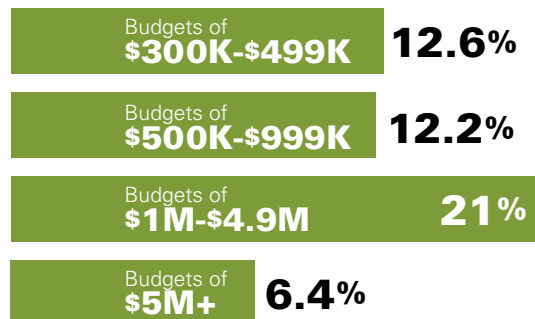
Type of Planners:

Corporate: **65,878**
Association: **11,030**

20.8%

Meetings Today users' budgets continue to rise!

subscribers report increases in budgets



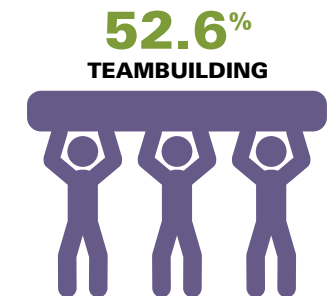
Typical single meeting budgets run the gamut: 29.1% spend \$50k or more per meeting, 2-, 2.5- and 3-day meetings remain most common, and 91.4% of planners report no change in the length of their meetings.

88.1%

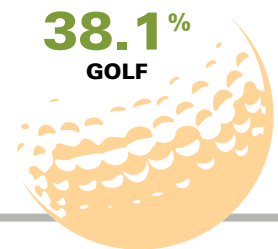
Of Meeting Planners say Meetings Today is useful to their job.

Activities

Planners continue to add to their meetings with great activities.

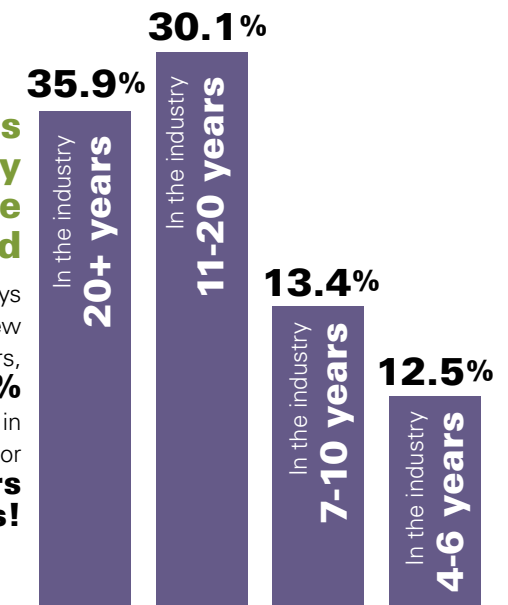


CSR.....	33.3%
SPORTING EVENTS	26.9%
SPA	31%
SPOUSAL PROGRAMS	27.6%
ATTRACTIONS/THEME PARKS	26%
WELLNESS.....	30.7%



Meetings Today users are experienced

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

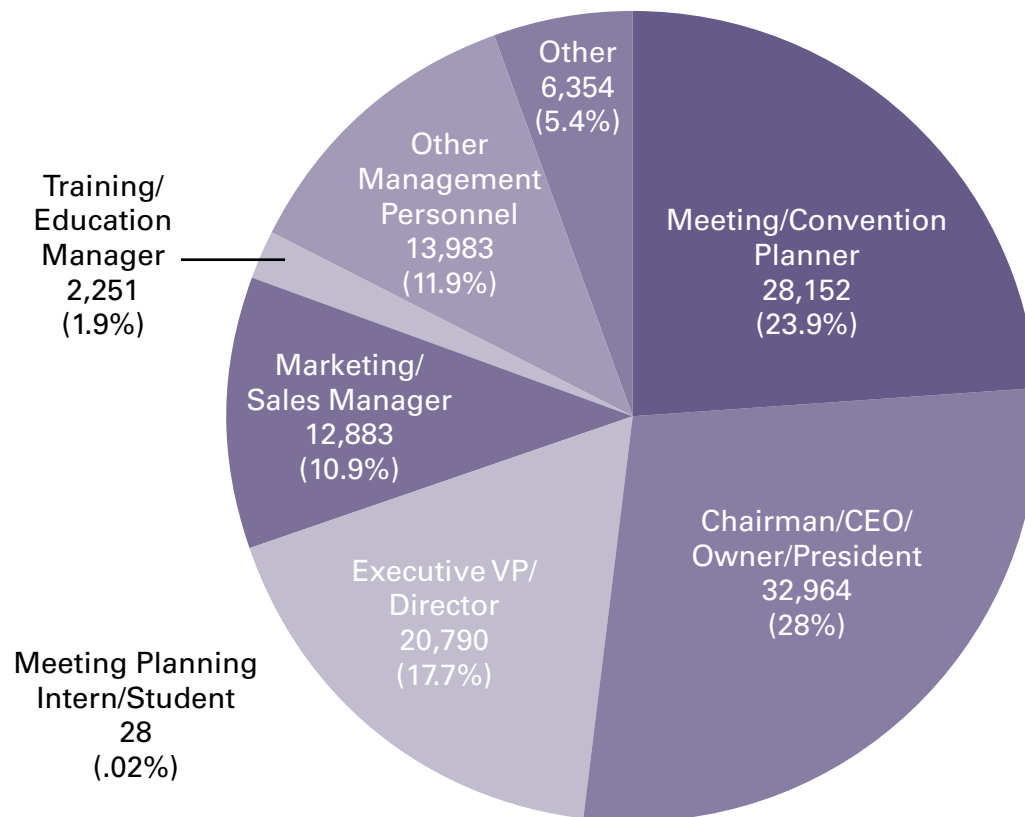


QUALITY OR QUANTITY? **WE'RE BOTH**

[meetings today **2021**]

MeetingsToday has the largest circulation of any publication... reaching an audience of more than 76,000*!

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



* Publisher's Own Data

% of Meetings Planned Annually

# OF MEETINGS	#	%
Less than 6	22,536	41 %
6-15	14,398	26.2%
16-30	6,032	11%
31-50	3,630	6.6%
51-100	3,046	5.5%
More than 100	3,979	7.2%

MeetingsToday users have over \$75 Billion in buying power!

WHY PRINT?

- Print media is a backbone to any brand. Our publications introduce meeting planners to your destinations or properties. This information tells our audience what you want them to understand and how to better handle their business
- Print is a reminder of who, where and what your business is.
- Our educational publications will enhance any work you do.

Let the Meetings Today publications reach wide amounts of planners for you.

[meetings today 2021]



Our Print Options Include:

- 9 monthly magazines
- 3 annual supplements



Custom Print Options built for you!

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



Destination spread

meetings TODAY[®]

POWERED BY **stamats**



WEB

- Web Units & Rich Media
- Social Media Retargeting
- Video – Custom & Destination/Property
- Digital Edition
- Podcasts
- Sponsored Content
- Online Display Remarketing
- Mobile
- Ehandbooks



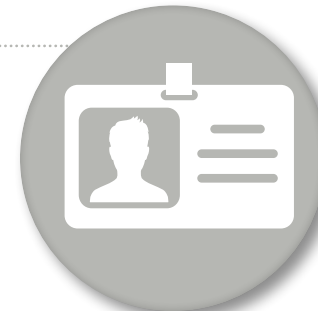
PRINT

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



EMAIL

- National Newsletters
- Custom Newsletters
- E-List Rental
- Meetings In a Minute
- New & Renovated
- The Hot List™



LIVE

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



MARKETING SERVICES

- Lead Generation
- Lead Nurturing
- Appointment Setting
- On Location Video Broadcasts
- Content Marketing
- Research
- Social Media
- Database Services

JANUARY/FEBRUARY

MARCH/APRIL

PRINT

FEATURES

Best Practices: Budget Tips
Drive-To Meetings*
In Balance: Wellness
Meetings Today Trends
Resort Meetings*
Pharma/Medical Meetings
Outdoor Meetings
The State of the Industry

WEBINARS

01.27: Expert Cost-Saving Tips: Budgeting in the New Normal

02.24: Managing Stress Through Mindfulness in Chaotic Times

DESTINATIONS

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

MIDAMERICA: Drive-To Meetings* ■ Milwaukee Area ■ Eastern Iowa Cities ■ Kansas ■ Chicago Suburbs

SOUTH: Coastal Carolina ■ Dallas/Fort Worth Metroplex ■ Drive-To Meetings* ■ Nashville ■ Houston ■ Miami/Fort Lauderdale

WEST: Drive-To Meetings* ■ Pacific Northwest ■ Arizona ■ Las Vegas ■ Monterey/Santa Cruz, CA ■ Mountain Meetings ■ San Diego

GLOBAL: Venues & Destinations

ADS

Sales Close: 12.18.20

Advertorials: 01.04

Materials: 01.08

NEWSLETTERS

Meetings Today Newswire

01.05: Meetings Today Trends
01.06: Drive-to Meetings
01.07: In Balance: Wellness
01.12: Best Practices: Budget Tips
01.13: Resort Meetings
01.14: Outdoor Meetings
01.19: Pharma/Medical Meetings
01.20: Kansas
01.21: Connecticut
01.26: Eastern PA
01.27: Arizona
01.28: Milwaukee Area
02.02: Houston
02.03: Las Vegas
02.04: Coastal Carolina

02.09: Nashville
02.10: Chicago Suburbs
02.11: Pacific Northwest
02.16: Monterey/Santa Cruz, CA
02.17: Eastern Iowa Cities
02.18: Dallas/Fort Worth
02.23: San Diego
02.24: Miami/Fort Lauderdale
02.25: San Francisco Bay Area

Michael Cerbelli's: The Hot List™
01.04, 01.18, 02.01, 02.15

Meetings In a Minute: 01.08, 01.22, 02.05, 02.19

New & Renovated: 01.15, 02.12

Meetings Today Newswire

03.02: Toronto
03.03: Arkansas
03.04: Chicago
03.09: Greater Palm Springs, CA
03.10: Metro Seattle
03.11: Tampa/St. Pete/Clearwater
03.16: Madison, WI
03.17: Baltimore Metro
03.18: Charlotte
03.23: Michigan
03.24: Colorado
03.25: Western Canada
03.30: Ohio
03.31: Birmingham, AL

04.01: Inland Empire
04.06: Central Illinois
04.07: New York State
04.08: Hawaii
04.13: Georgia
04.14: Minneapolis/St. Paul Metro
04.15: Boston
04.20: Tennessee
04.21: Lake Tahoe/Reno
04.22: Raleigh, NC
04.27: Utah
04.28: Galveston
04.29: Louisiana

Michael Cerbelli's: The Hot List™
03.08, 03.22, 04.05, 04.19

Meetings In a Minute: 03.12, 03.26, 04.09, 4.23

New & Renovated: 03.19, 04.16

FLORIDA SUPPLEMENT // SALES CLOSE: 02.12 // MATERIALS: 02.26

	PRINT			NEWSLETTERS	
	FEATURES	DESTINATIONS	ADS	Meetings Today Newswire	
MAY	<p>Best Practices: Event Tech Conference Centers*</p> <p>In Balance: Wellness IMEX Frankfurt Preview The State of the Industry</p> <p>WEBINARS 05.26: The State of the Industry Summit</p>	<p>DESTINATIONS EAST: Conference Centers* ■ East Coast Gaming* Providence, RI ■ NYC/Long Island</p> <p>MIDAMERICA: Conference Centers* ■ Lake Geneva, WI ■ Missouri ■ Omaha, NE/Council Bluffs, IA</p> <p>SOUTH: Conference Centers* ■ Beach Meetings* ■ Biloxi, MS Area ■ Central/West Texas ■ Coastal Virginia ■ Palm Beach/Treasure Coast, FL ■ Tampa/St. Pete/Clearwater</p> <p>WEST: Conference Centers* ■ Coastal Mexico ■ Orange County, CA ■ Portland, OR Metro ■ Sacramento/Central Valley/High Sierras, CA ■ Wine Country Meetings</p> <p>GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 03.12</p> <p>Advertorials: 03.19</p> <p>Materials: 03.26</p>	<p>05.04: Orange County, CA 05.05: Palm Beach/Treasure Coast, FL 05.06: NYC/Long Island 05.11: Lake Geneva, WI 05.12: Central/West Texas 05.13: Portland, OR Metro 05.18: Providence, RI; Missouri 05.19: Omaha, NE/Council Bluffs, IA</p> <p>05.20: Biloxi, MS Area 05.25: Post-Holiday, No Newsletter 05.26: Coastal Virginia, Sacramento/Central Valley/High Sierras, CA 05.27: Coastal Mexico</p>	
				<p>Michael Cerbelli's: The Hot List™ 05.03, 05.17</p> <p>Meetings In a Minute: 05.07, 05.21</p> <p>New & Renovated: 05.14</p>	
JUNE	<p>Best Practices: Negotiating F&B: Trending Now In Balance: Wellness Special Venues SMERF The State of the Industry</p> <p>WEBINARS 06.16: On-Location Broadcast: MPI WEC 06.30: Strategic Negotiating in the Post-Shutdown World</p>	<p>DESTINATIONS EAST: New Jersey ■ Montreal/Quebec City</p> <p>MIDAMERICA: Iowa ■ MidAmerica Gaming Destinations* ■ Wisconsin Dells, WI</p> <p>SOUTH: Austin/The Hill Country, TX ■ Florida Keys/Key West ■ Myrtle Beach ■ Columbia, SC</p> <p>WEST: Colorado Springs ■ Montana ■ New Mexico ■ Pasadena/Hollywood/The Valleys</p> <p>GLOBAL: Venues & Destinations</p>	<p>ADS Sales Close: 04.09</p> <p>Advertorials: 04.16</p> <p>Materials: 04.23</p>	<p>Meetings Today Newswire</p> <p>06.01: Wisconsin Dells, WI 06.02: Pasadena/Hollywood/The Valleys 06.03: State of the Industry 06.08: Myrtle Beach, SC 06.09: Las Vegas 06.10: Florida Keys/Key West 06.15: Colorado Springs 06.16: Quebec City/Montreal 06.17: New Jersey</p> <p>06.22: Austin/The Hill Country, TX 06.23: Columbia, SC 06.24: Montana 06.29: Iowa 06.30: New Mexico</p>	
				<p>Michael Cerbelli's: The Hot List™ 06.07, 06.21</p> <p>Meetings In a Minute: 06.11, 06.25</p> <p>New & Renovated: 06.18</p>	
	LAS VEGAS SUPPLEMENT // SALES CLOSE: 04.02 // MATERIALS: 04.16				

JULY/AUGUST

SEPTEMBER

PRINT

FEATURES

Meetings Trendsetters
Resorts & Incentives*
Association Meetings
Best Practices: F&B Trends
Coastal Meetings
Contracts: Advice From the Pros
In Balance: Wellness*
The State of the Industry
CVB Update *

WEBINARS

07.28: Elevating the F&B Experience
08.25: Must-Know Contract Clauses

DESTINATIONS

EAST: Newport, RI ■ Washington, D.C., Metro ■ Resorts & Incentives*
MIDAMERICA: Nebraska ■ North Dakota ■ Columbus, OH ■ Detroit Metro ■ Resorts & Incentives*
SOUTH: Caribbean/Cancun* ■ Central/West Tennessee ■ New Orleans ■ Resorts & Incentives* ■ South Texas
WEST: Beverly Hills/West Hollywood/Westside/Beach Cities, CA ■ Idaho ■ Resorts & Incentives* ■ Washington ■ Wyoming

GLOBAL: Venues & Destinations

ADS

Sales Close:
06.18

Advertorials:
06.25

Materials:
07.02

NEWSLETTERS

Meetings Today Newswire

07.01: F&B: Trending Now
07.06: In Balance: Wellness
07.07: SMERF
07.08: Best Practices: Event Tech
07.13: Conference Centers
07.14: Industry Updates
07.15: Industry Updates
07.20: Beverly Hills/Westside/Beach Cities
07.21: South Texas
07.22: Idaho
07.27: New Orleans
07.28: Wyoming
07.29: Central/West Tennessee
08.03: Detroit Metro
08.04: Best Practices: Negotiating
08.05: North Dakota
08.10: Washington, D.C., Metro
08.11: Columbus, OH
08.12: Industry Updates
08.17: Washington
08.18: Newport, RI
08.19: Meetings Trendsetters
08.24: Caribbean/Cancun
08.25: Nebraska
08.26: Contracts: Advice From the Pros
08.31: Association Meetings

Michael Cerbelli's: The Hot List™
07.05, 07.19, 08.02, 08.16

Meetings In a Minute: 07.09,
07.23, 08.13, 08.27

New & Renovated: 07.16, 08.20

Meetings Today Newswire

09.01: East Tennessee
09.02: Central California Coast
09.07: Downtown/Mid-City Los Angeles, CA
09.08: Affordable Meetings
09.09: Pittsburgh/Western PA
09.14: Best Practices: Sustainability
09.15: South Carolina
09.16: East Central Wisconsin
09.21: Mexico
09.22: Orlando
09.23: In Balance: Wellness
09.28: New England
09.29: Phoenix/Scottsdale
09.30: Industry Updates

Michael Cerbelli's: The Hot List™
09.13, 09.27

Meetings In a Minute: 09.10,
09.24

New & Renovated: 09.17

TEXAS SUPPLEMENT // SALES CLOSE: 07.16 // **MATERIALS:** 07.30

OCTOBER

PRINT

FEATURES

All-Inclusive Meetings*
Attractions
Best Practices: CSR
Gaming Properties & Destinations
In Balance: Wellness
IMEX Preview
The State of the Industry

WEBINARS

10.27: Giving Back: The Hottest CSR Trends

DESTINATIONS

EAST: Maryland ■ Poconos, PA
MIDAMERICA: Greater Cleveland ■ Illinois ■ Lake Meetings ■ Kansas City Area
SOUTH: North Carolina ■ Jacksonville/NE Florida ■ San Antonio/The Hill Country ■ Savannah, GA ■ Virginia
WEST: Family-Friendly Meetings* ■ Oregon ■ Tucson, AZ ■ Hawaii ■ San Francisco Bay Area
GLOBAL: Venues & Destinations

ADS

Sales Close:
08.20

Advertorials:
08.27

Materials:
09.03

NEWSLETTERS

Meetings Today Newswire

10.05: Greater Cleveland
10.06: North Carolina
10.07: Oregon
10.12: Savannah, GA
10.13: Jacksonville/NE Florida
10.14: Illinois
10.19: Hawaii
10.20: Poconos, PA; Kansas City
10.21: San Antonio/The Hill Country

10.26: Tucson, AZ
10.27: Maryland, San Francisco Bay Area
10.28: Virginia

Michael Cerbelli's: The Hot List™
10.04, 10.18

Meetings In a Minute: 10.08, 10.22

New & Renovated: 10.15

NOVEMBER/DECEMBER

FEATURES

CVB/DMO Update*
In Balance: Wellness
Sports Venues
Best Practices: Social Media
Golf Resort Meetings*
In Balance: Wellness
New & Renovated Properties*
The State of the Industry

WEBINARS

11.11: On-Location Broadcast: IMEX America
11.17: CVB/DMO Update: Leveraging Bureaus to Save Costs
12.15: Essential Social Media Strategies

DESTINATIONS

EAST: CVB/DMO Update* ■ Massachusetts ■ Atlantic City, NJ ■ New & Renovated Properties* ■ Rhode Island
MIDAMERICA: Central Iowa ■ CVB/DMO Update* ■ Grand Rapids, MI ■ St. Louis ■ Indiana ■ New & Renovated Properties* ■ Wisconsin
SOUTH: CVB/DMO Update* ■ Mississippi ■ Hilton Head ■ Atlanta ■ Alabama ■ New & Renovated Properties* ■ Puerto Rico ■ Shreveport/Baton Rouge, LA ■ Naples/SW Florida
WEST: ■ Across The Borders ■ CVB/DMO Update* ■ Desert Meetings ■ Napa/Sonoma, CA ■ Nevada ■ New & Renovated Properties*
GLOBAL: Venues & Destinations

ADS

Sales Close:
10.22

Advertorials:
10.29

Materials:
11.05

Meetings Today Newswire

11.02: Best Practices: CSR
11.03: Gaming Properties & Destinations
11.04: State of the Industry
11.09: All-Inclusive Meetings
11.10: In Balance: Wellness
11.16: Industry Updates
11.17: The State of the Industry
11.18: St. Louis
11.23: Mississippi
11.24: Pre-Holiday, No Newsletter
11.25: Holiday, No Newsletter
11.30: Post-Holiday, No Newsletter
12.01: Atlantic City, NJ
12.02: Kansas City Area, Atlanta
12.07: Naples/SW Florida
12.08: Central Iowa
12.09: Massachusetts

12.14: Shreveport/Baton Rouge, LA
12.15: Puerto Rico
12.16: Nevada; Wisconsin
12.21: Rhode Island, Grand Rapids, MI
12.22: Napa/Sonoma, CA
12.23: Industry Updates
12.28: Hilton Head
12.29: Indiana
12.30: Alabama

Michael Cerbelli's: The Hot List™
11.01, 11.15; 12.06, 12.20

Meetings In a Minute: 11.12; 12.10

New & Renovated: 11.19; 12.17

LET MEETINGS TODAY LIVE! **CONNECT YOU** [meetings today **2021**]

Active & Engaging Networking Opportunities

Come and join us for the opportunity to meet face-to-face in locations planners want to see. Being a part of Meetings Today LIVE! means you will enjoy many prospecting experiences.

- Guaranteed one-on-one appointments with qualified meeting planners looking to book in your area.
- Numerous networking opportunities throughout each day of the event.
- Highly selective attendance at each and every event with a maximum of 40 suppliers.
- EIC-accredited educational sessions at nearly every event.
- Corporate Social Responsibility programs to support the community.



**Love the format...
mixing one-on-ones
with activities.
Hosts offer
“wow” factor as
much as possible.**

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

**For more information on how you can be a part of these events,
please contact us at mtlive@meetingstoday.com or call your
Meetings Today sales representative.**

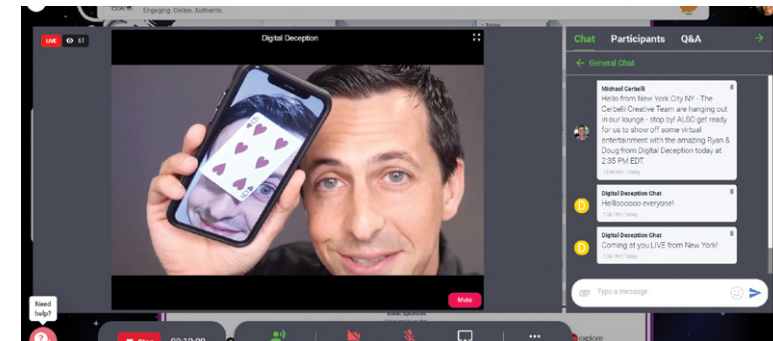
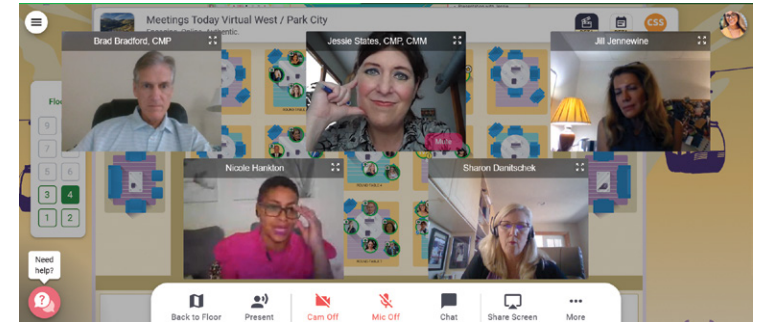
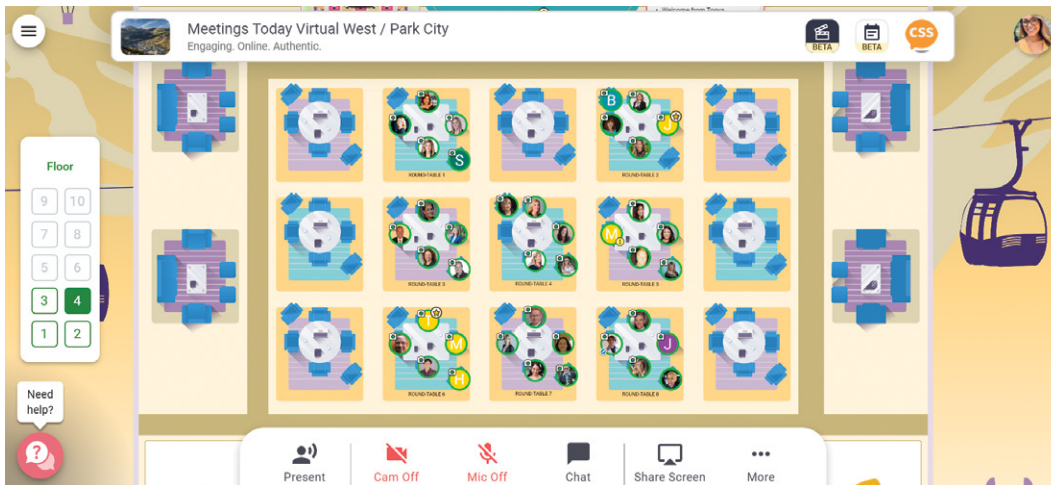
CONNECT VIRTUALLY

[meetings today 2021]

Meetings Today Virtual Events

Are you looking to separate yourself from the rest? Meetings Today has exclusive custom virtual programs that will be unique to your destination, state, corporation, or property.

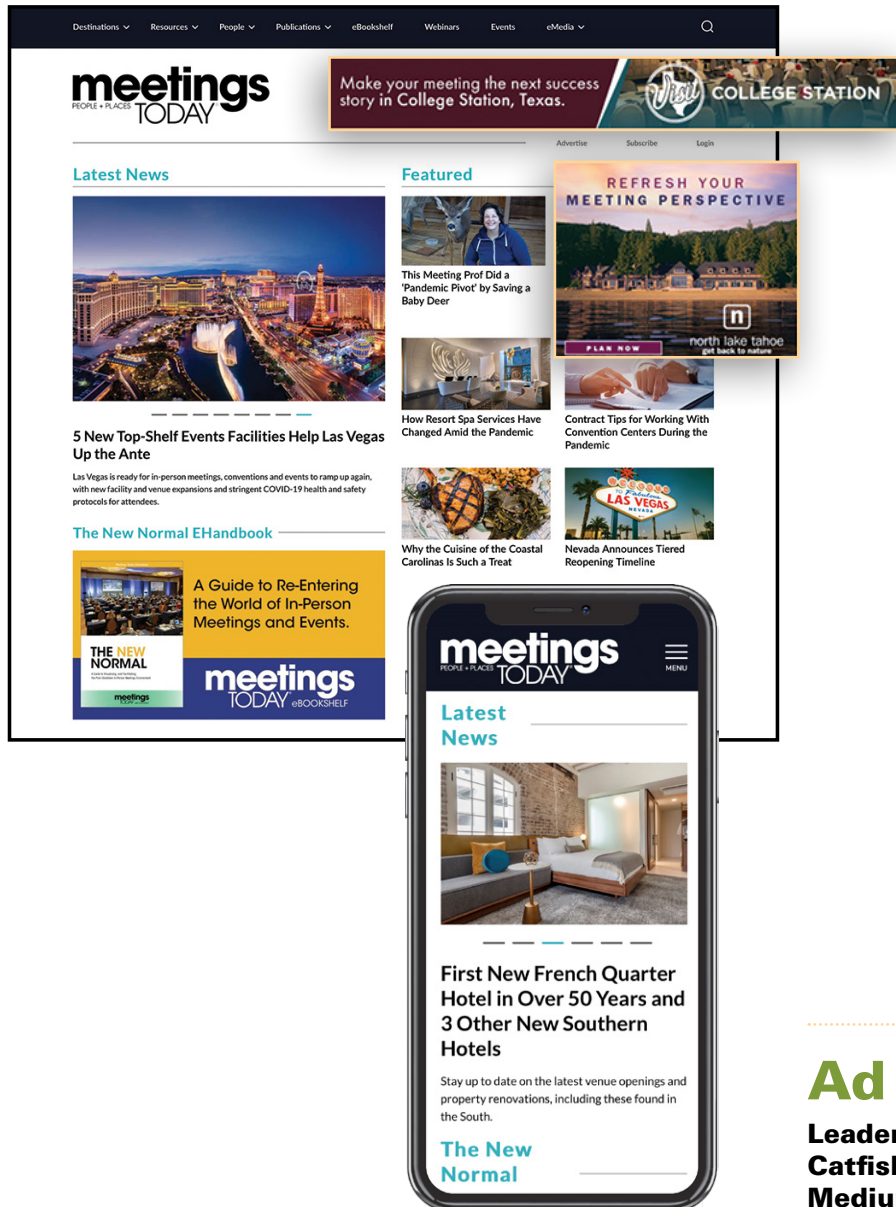
- Meetings Today Virtual is an opportunity to network, learn, and meet one on one with planners in a unique space without leaving your home or office. Meetings Today is dedicated to bring the most qualified planners for you to meet with while making it fun and exciting during the process.
- It starts with a tutorial on how to navigate the platform. Then we are off and running with education, one-on-one appointments, roundtables, and prize drawings. All of this in 3½ hours.



For more information on how you can be a part of these events, please contact us at mtlive@meetingstoday.com or call your Meetings Today sales representative.

This was a great event. It was our first virtual show and I didn't go in with any expectations, however came out with a great experience. I think this makes the best of where we are right now with trade shows and it's a great platform to use.

Connie Reeves
Principal/CEO
Connie Reeves & Company



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

Rich Media High Impact Units: Get the most from your creative with a number of rich media options. Choose from Catfish, Pushdown, Peelbacks, Expandable Leaderboards and Belly Bands.

Search engine deliverables: Call more attention to YOU on MeetingsToday.com. Target a specific group of planners who plan in your area.

Online Display Remarketing: We can remarket your banner ad to people who have visited MeetingsToday.com as they browse Google Ad Network. Extend your online display to our audience beyond our website.

Mobile Sponsorships: Planners live on their smartphones. Our website is designed for that purpose. Take your message to our mobile users every month with an exclusive monthly sponsor!

Sponsored Content: Tell the readers of *Meetings Today* about your destination, property or facility in an article you provide. Displayed on the home page of MeetingsToday.com right below the Industry News means you will have fantastic visibility. Your article will also be promoted in our daily newsletter that goes to an audience of more than 55,000*.

Ad Units

Leaderboard: 728 x 90

Catfish: 955 x 75

Medium Rectangle: 300 x 250

Half Page Ad: 300 x 600

Small Rectangle: 300 x 100

Expandable Leaderboard: 728 x 180

Expandable Belly Band: 600 x 250

Destination Sponsorship: 468 x 60

Super Leaderboard: 970 x 90

Rising Star Pushdown: 970 x 90 - 970 x 415

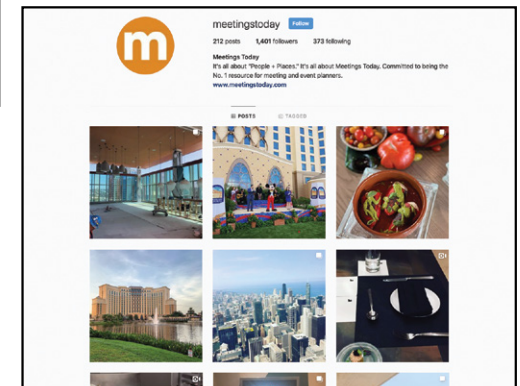
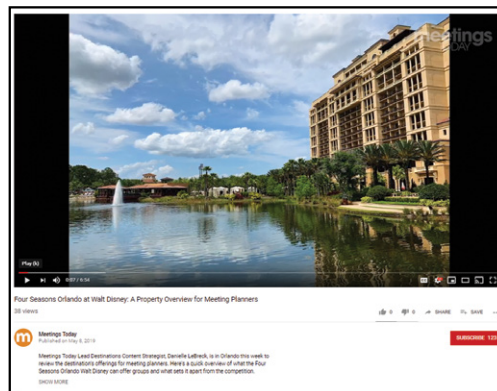
SOCIAL MEDIA REMARKETING

[meetings today 2021]

Expand your brands reach with a Social Media Campaign

Social media is one of the most effective channels to connect with our audience, market your brand, and expand your reach. By organizing a social media campaign with Meetings Today, you can utilize one or more of our channels (Twitter, Instagram, Facebook, YouTube) to promote and build your brand, while driving targeted traffic and building a robust online community of meetings professionals.

Your message will be seen by only members of the Meetings Today Universe. Either by emails from our database or planners who visited MeetingsToday.com, your message will be seen by the RIGHT social media audience.



SOCIAL MEDIA REMARKETING

[meetings today 2021]

Audience Matching (Facebook/Instagram)

Reach our audience beyond our website

Audience matching works very similarly to ad remarketing on Google. In addition to using a cookie to track our visitors when they log onto Facebook and Instagram, we have also uploaded all of our subscriber emails to Facebook/Instagram and can reach 52,000* of our highly qualified audience when they are logged onto the sites. Facebook/Instagram Matching is another way to stay engaged with the Meetings Today audience.

Reasons to use remarketing

- Reach our audience on Facebook and Instagram
- Drive sales activity and generate leads
- Increase registrations
- Promote your brand and build awareness
- Large-scale reach to potential customers where they are on the web
- Measure response and engagement with your current ad creative
- Multiple options for ad creative, including an image ad, a multi-image carousel ad or video ad

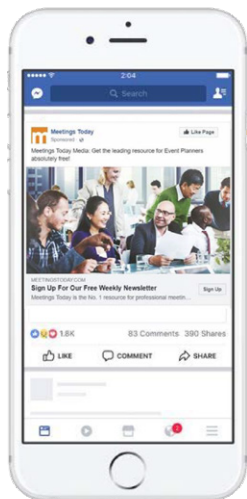
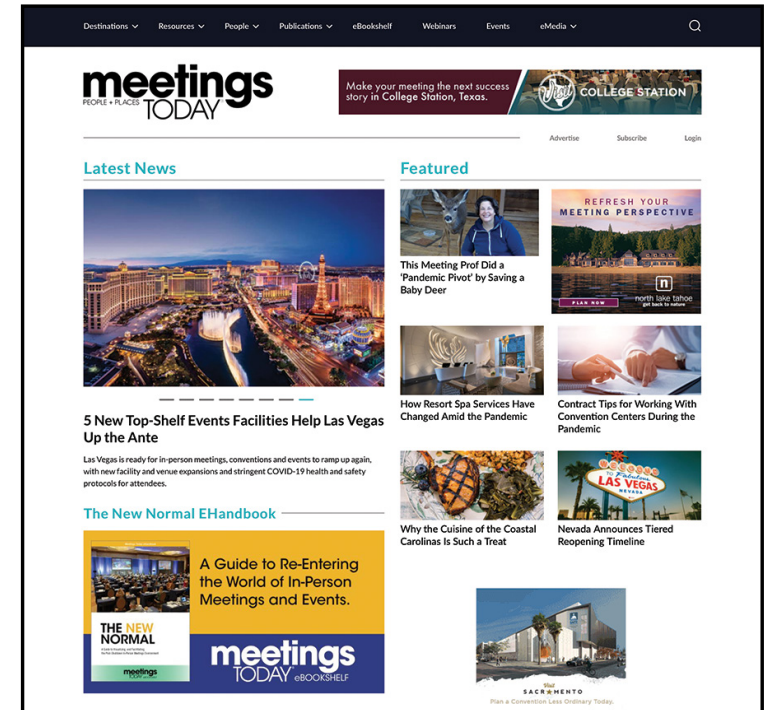


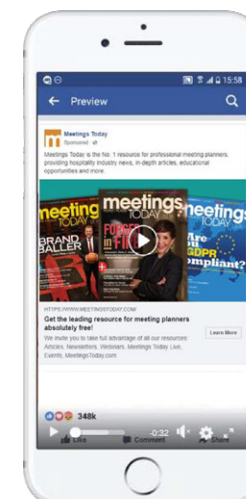
Image Ad

An image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. An image ad gives you a clean, simple format to use with inspiring imagery and engaging copy.



Carousel Ad

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



Video Ad

Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.

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

AUDIENCE Remarketing (Google Ad Network) Reach our audience beyond our website.

Remarketing is a powerful way to stay engaged 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 as they browse the Google Ad Network. When people leave our website, Audience Remarketing helps you reconnect with them by showing relevant ads as they browse the web.

Reasons to use remarketing:

- 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**

Available Ad Units:

728x90

300x250

300x600

ENEWSLETTERS

[meetings today 2021]

Reach our audience of 55,000!

Get your message out to our subscribers with the following:

- Meetings Today Newswire (Tuesday through Thursday)
- New & Renovated (monthly)
- Michael Cerbelli's: The Hot List™ (bi-monthly)

Daily Option

Available Ad Units:

Spotlights: 250 x 200 image; URL, Headline, 75 words

Medium Rectangle: 300 x 250

Leaderboard: 728 x 90

NEW for 2021: Meetings in a minute video sponsorship.

Weekly (Tues. through Thurs.) Options

Available Ad Units:

Medium Rectangle: 300 x 250

Leaderboard: 728 x 90



Meetings Today Newswire

Monthly/Bi-Monthly Options

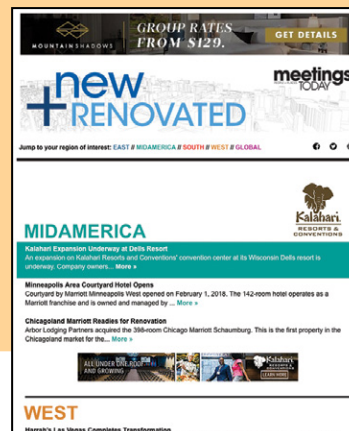
Available Ad Units:

Leaderboard: 728 x 90

Spotlights: 250 x 200 image; URL, Headline, 75 words

Exclusive Sponsorship: includes Leaderboard and Evertorial

Monthly



New & Renovated

Bi-Monthly



Michael Cerbelli's: The Hot List™

Tell your story and generate leads with Sponsored Content

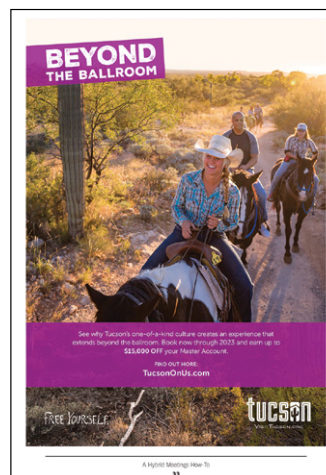
Tell the readers of *Meetings Today* eHandbook about your destination, hotel or facility in an article you provide. The two-page article will be included within the Meetings Today eHandbook, which will be promoted on MeetingsToday.com as well as be distributed via our Meetings Today Newswire newsletter that goes to our entire audience.

What's included:

- All registrations from the downloaded eHandbook. **LEADS!**
- Full page ad (same specs as print) inside the eHandbook.
- Logo on Eblast to more than 50,000 planners to promote the eHandbook.
- Logo treatment on the download page.
- Opportunity to submit (up to 2 pages) of content that relate to the subject matter.
- Meetings Today will also promote the e-handbook on other media channels including: Monthly print publication, newsletters, social media, and remarketing.
- Custom opportunities available.



2021 SCHEDULE	
JANUARY SALES CLOSE: 01.05 MATERIALS: 01.15	The New Normal: A Guide to Visualizing and Facilitating the Post-Shutdown In-Person Meetings Environment
MARCH SALES CLOSE: 03.05 MATERIALS: 03.15	Pharma/Med: A Guide to Planning Medical and Pharma Meetings in the New Normal
MAY SALES CLOSE: 05.05 MATERIALS: 05.15	Tech: Your Guide to Understanding the Disruptive World of Meetings Tech
JULY SALES CLOSE: 07.05 MATERIALS: 07.15	Industry Roundtable: Meetings Industry Experts on How to Prepare for the Road Ahead
SEPTEMBER SALES CLOSE: 09.05 MATERIALS: 09.15	Contracts: Need to Know: The Brave New World of Meetings and Events Contracts



More than just Print, Digital and Events

We provide a full suite of marketing solutions so you can focus on running your business. From research and data capabilities to content and campaign management, our knowledgeable and passionate team of experts will help integrate all aspects of your marketing efforts. Starting with a clear strategic vision we'll equip you with the right set of tools to ensure you're giving your customers the best possible experience so you'll get the best possible return on investment.



RESEARCH

Find out what your planners are looking for and what they think about your property or destination.



DATA SERVICES

Validate your data. Our in-house data management experts will help you maintain data purity and integrity for optimal marketing efforts.



CONTENT MARKETING

Award-winning customized content delivered to multiple audiences on multiple channels.



VIDEO OPPORTUNITIES

[meetings today 2021]



Meetings in a Minute: Meetings Today continues to bring video meeting planner tips on a monthly basis. These can be custom-designed for your property or destination. Meeting planners share their tips, you sponsor with a logo, click-through URL and pre/post-roll video.

meetings
in a MINUTE



Destination/Property Videos:

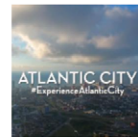
In 3 minutes or less, showcase your property/destination when planners are doing their research. There's a special section on our website housing these by region or you can attach them to your listing for a minimal, annual cost.

Partner Videos



Experience Columbia, South Carolina

Set your sights on experiencing a real meeting and the possibilities of what lies ahead when you plan a meeting in the Columbia, SC.



Memorable Meetings in Atlantic City

Atlantic City is made up of more than 17,500 first-class hotel rooms that will suit the perfect accommodations for your attendee's complete comfort and relaxation.

Other video options:

- **Video Marketing:** Have a big announcement? Make it a video announcement!
- **Digital:** Include a video with your online ads!
- **Custom Video Webinars**



Exclusive Video of the Month

As planners continue to rely on video for quick and enjoyable destination information, Video of the Month offers a turnkey opportunity that runs for an entire month. This 100,000+ impression program utilizes an integrated support package including YouTube, Google Remarketing, www.meetingstoday.com and direct target e-mail marketing to help drive planners interest to your destination.

WEBINARS

[meetings today 2021]

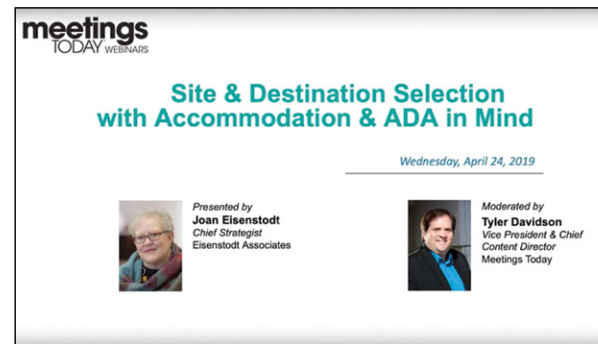
CEU-Accredited Education

With more than 25,000* registrants in 2020, Meetings Today will continue to offer a full line-up of education for our planners in 2021. Our webinars are a creative and effective way for you to stand up, display your brand and **generate hundreds of leads**.

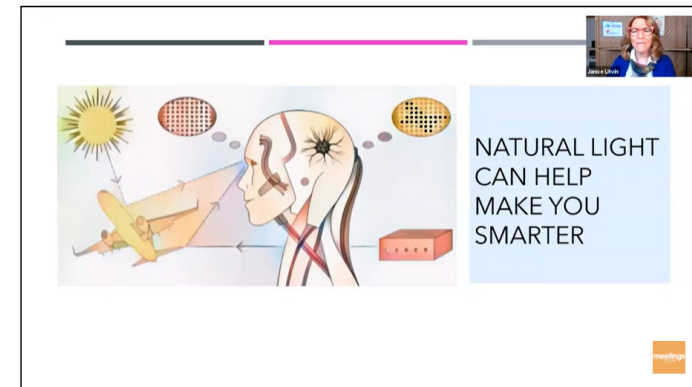
These monthly webinars allow you to be recognized and thanked to all of our viewers. After the program concludes, you will enjoy the leads from planners who book in your demographic, or the full list of those who registered.

Ask us for special webinar packages while they are available.

Meetings Today continues to be the leader in providing quality education with more than 25,000* webinar registrants per year and numerous video broadcasts from top industry events.



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



ON LOCATION BROADCASTS



From Industry Shows

We produce our On-Location video broadcasts from the top industry shows, including MPI & IMEX America. These broadcasts allow planners who were unable to attend the ability to be engaged in the event. Our shows give them the opportunity to gain valuable insight from what they may have missed.

All of our On Location broadcasts are taped and customized to each show. They feature a panel of experts discussing industry topics. These are created and executed by Meetings Today's veteran content team.

Exclusive Sponsorships are available!

* Publisher's Own Data

Industry Leader in Planner Education

Event Date	Title/Topic
1.27.21	Expert Cost-Saving Tips: Budgeting in the New Normal
2.24.21	Managing Stress Through Mindfulness in Chaotic Times
3.31.21	A Hybrid Meetings Primer
4.28.21	Site Selection in the Post-Shutdown World
5.26.21	The State of the Industry Summit
6.16.21	ON-LOCATION BROADCAST: MPI WEC (June 14-17)
6.30.21	Strategic Negotiating in the Post-Shutdown World
7.28.21	Elevating the F&B Experience
8.25.21	Must-Know Contract Clauses
9.29.21	Risk Management Must-Knows
10.27.21	Giving Back: The Hottest CSR Trends
11.11.21	ON-LOCATION BROADCAST: IMEX America (Nov 9-11)
11.22.21	CVB/DMO Update: Leveraging Bureaus to Save Costs
12.15.21	Essential Social Media Strategies



Webinar sponsors receive:

- Logo and click-through URL on all eblasts promoting the event
- Logo on registration page
- Logo on screen during the event
- All registration data from planners who plan in your region

On Location Video Broadcast sponsors receive:

- 728 x 90 leaderboard on registration eblasts
- Logo and click-through URL on registration eblasts
- 5-minute interview with your representative included in the program
- Logo and click-through URL on the registration page
- Logo and click-through URL on the web page during the event
- Audio mention during the event as an exclusive sponsor
- Your video commercial can end out the program
- Complete registration data

Introducing LEAD GEN+

Meetings Today LEAD GEN+ is a new program to help you get your sales back on track. Leads are so important especially when the industry has changed. Planners are more than ever needing guidance to help facilitate their next meeting.

Meetings Today LEAD GEN+ brings together three proven options for you to generate leads. With an experienced content team, and a growing database that is updated daily, these options will help you generate the high-quality leads that you are seeking.



LEADS BY WEBINARS

Video Webinar Lead Generation

Meetings Today has been the leader in producing high quality educational webinars for more than 15 years. These webinars are also a great opportunity to generate meeting planner data that returns high quality leads. There are 4 options.

Education Webinars

Every month Meetings Today produces an education webinar on the hottest topics in the industry. These webinars generate an average of 1,200 registrants.

Custom Content Webinars

These webinars are exclusive to one sponsor. The sponsor will help direct the content for the webinar that relates to their destination or property.

Custom Destination Webinars

The purpose of this program is to generate interest in a destination. This will include interviews, videos, and Q and A.

Custom FAM Webinars

Let our experienced editorial team be part of your FAM trip. All the video, testimonials, and experiences will all be shared in an educational video webinar.



LEADS BY PHONE

The best way to generate leads is to get a targeted planner on the phone and find out their need dates and preferences. Meetings Today partners with SDR to give destinations and properties a home run when it comes to lead gen. The program consist of 4 parts.

Building a Script

We will need to Identify your main contact for this program—usually your DOS. We will then need one hour from your best salesperson(s) for a phone conference call. In this hour, we would like to hear how they position you to meeting planners. Questions such as what makes you unique and what are your top-selling points, will be discussed.

We then take this information and develop a 'script'. Once this is complete (about a week) we will send the phone script to you for approval or additional recommendations.

Building your target database

Meetings Today has a large qualified audience, and we collect fresh, up-to-date data on each subscriber. You will be able to choose by Type of planner, location of planner, and other criteria.

Cold Calling Begins

The SDR (Strategic Database Research) team will begin making calls and start building leads based on your approved script and the approved targeted list of planners. Weekly updates meetings will help keep you posted of the success of the program.

The Results (LEADS)

During the program you will be receiving leads in two forms. Those planners who have a need date and are interested in talking to someone from your organization about booking a meeting. The other leads are interested planners who would like more information, but do not have a meeting for them at that exact moment.

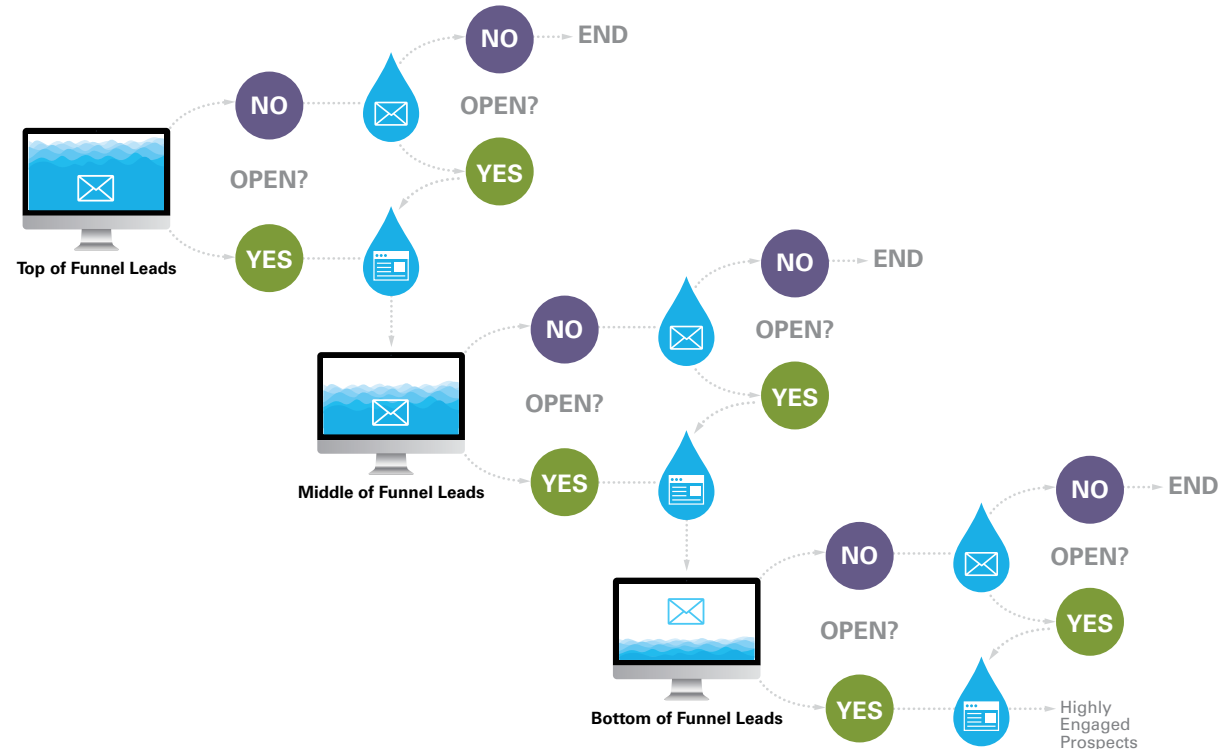
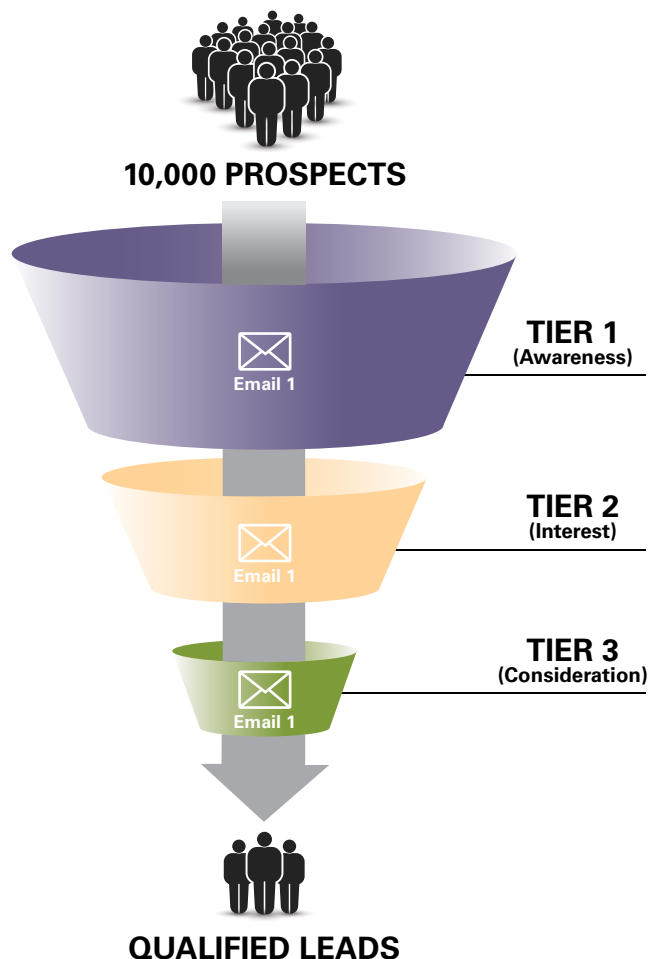
Why +?

The Plus is the philosophy that you are not on your own. We have a dedicated team that will help guide you to have successful results.

EMAIL LEAD NURTURING DRIP CAMPAIGN [meetings today 2021]

3-Tier Lead Nurturing Drip Campaign

This is a three-step lead nurture program that utilizes a series of emails and a landing page designed to guide potential customers along the sales journey, from awareness to consideration and ultimately, to purchase.



Pre-Program

Starts with a 30-minute conference call to help identify your content goals and KPI's.

Targeted List

Choose from our database to create a custom list of your target prospects.

Custom Content

Each program includes three mobile-responsive emails and a landing page. Work with our content marketing team to create engaging content that clicks with readers.

Superior Results

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

Your Partners



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