

meetings
PEOPLE + PLACES
TODAY[®]

MARKETING PLANNER

2025

**Creating
Connections
For Success**

AUDIENCE DEMOGRAPHICS

MARKETING SOLUTIONS

PRINT MEDIA

CONTENT CALENDAR

DIGITAL | SOCIAL

LEAD GENERATION

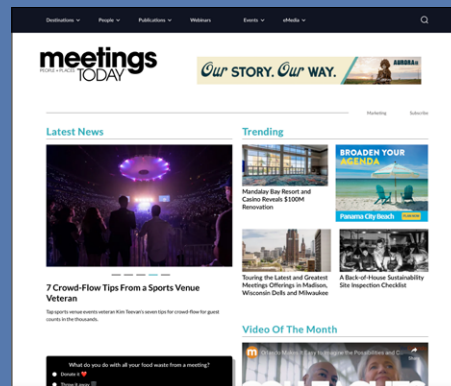
LIVE EVENTS

Engage with Our Audience

Meetings Today serves an audience of more than 107,000 U.S.-based planners of meetings, conferences, conventions, events and incentive programs worldwide, with a primary focus on covering the destinations, venues and experiences that may be a good fit for their programs and the latest trends and issues affecting the industry. Our content and events attract thousands of qualified industry buyers.

Why Meetings Today?

- › Industry's largest circulation, with **64,912** 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*

- > 64,912 publication planner recipients
- > Total Readership = 145,688 (pass-along)
- > Thousands of live event and webinar attendees

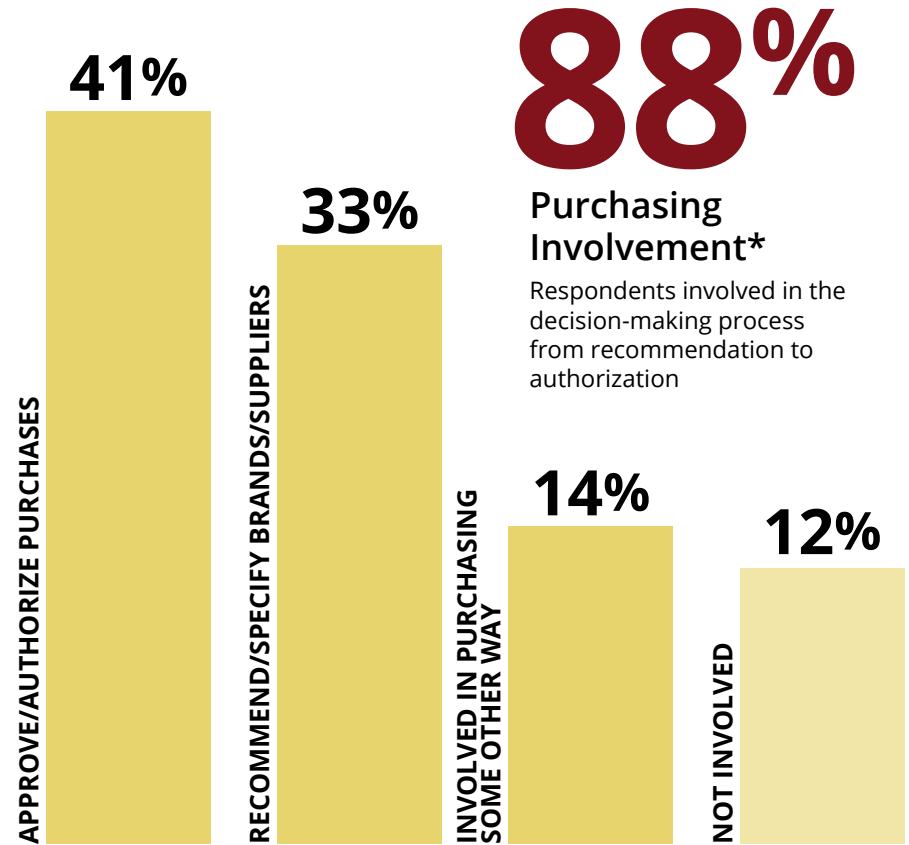


Print Audience:
Corporate: 53,873
Association: 10,116
Other: 923

86%

Purchasing Action*

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



Influence

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

74%

ASSOCIATED ADS WITH RESPECTIVE BRANDS

75%

HAVE IMPROVED OPINION

89%

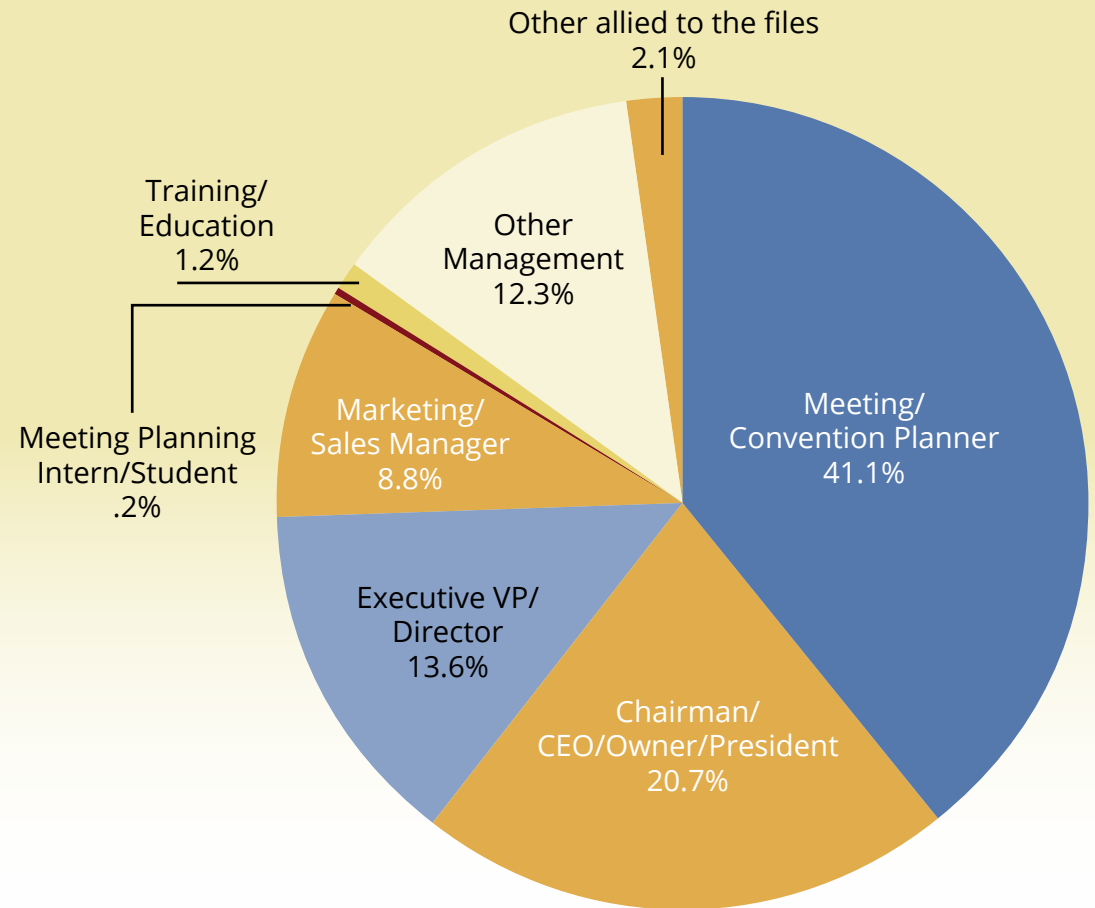
LIKED ONE OR MORE ADS

75%

BECAME NEWLY AWARE OF A PRODUCT/SERVICE

Meetings Today has the largest circulation of any publication... **reaching an audience of 64,912* planners every month!**

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



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

meetings

PEOPLE + PLACES TODAY[®]

Access our full suite of marketing solutions so you can focus on running your business. Starting with a clear strategic vision we'll equip you with the right set of tools to ensure you're giving your customers the best possible experience so you'll get the best possible return on investment.



DIGITAL

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



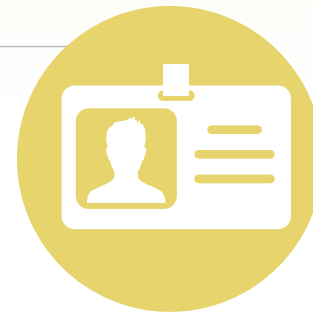
PRINT

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



CONTENT

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



EVENTS

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



MARKETING SERVICES

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

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



Connecting You with Countless Meeting Planners!



Stand out from your competition with Customized Options:

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



Destination spread



Belly Band

JANUARY/FEBRUARY

PRINT

FEATURES

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

DEPARTMENTS

The Agenda • 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

AD DEADLINES

SALES: 12.20.24 • **ADVERTORIALS:** 12.27.24 • **MATERIALS:** 01.03

NEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

01.02: Meetings Today Trends	02.04: Industry Updates
01.07: Drive-to Meetings	02.05: Coastal Carolinas
01.08: In Balance: Wellness	02.06: Industry Updates
01.09: Industry Updates	02.11: Chicago Suburbs
01.14: Best Practices	02.12: Pacific Northwest
01.15: Gen Z	02.13: Monterey/Santa Cruz, CA
01.16: Industry Updates	02.18: Industry Updates
01.21: Pharma/Medical Meetings	02.19: Dallas/Fort Worth Metroplex
01.22: Industry Updates	02.20: San Diego Area
01.23: Connecticut	02.25: Miami/Fort Lauderdale
01.28: Philadelphia/Valley Forge/ Eastern PA	02.26: eHandbook
01.29: Arizona	02.27: Florida's Panhandle
01.30: Milwaukee Area	

DARE TO INTERRUPT: 01.27, 02.24

NEW & RENOVATED: 02.03

WEBINARS

01.29: Meetings Technology
02.26: Budget Strategies

MARCH

FEATURES

Corporate Meetings
Executive Retreats
The Future of Work
In Balance: Wellness
Resort Meetings*

DEPARTMENTS

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

NORTH AMERICA DESTINATIONS

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

MIDAMERICA: Resort Meetings* • Chicago • Eastern Iowa Cities

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

WEST: Resort Meetings* • Colorado • Greater Palm Springs, CA •
Inland Empire, CA • Las Vegas • Wine Country Meetings •
Western Gaming*

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 01.24 • **ADVERTORIALS:** 01.31 • **MATERIALS:** 02.07

MEETINGS TODAY NEWSWIRE

03.04: Toronto Area	03.18: Metro Seattle
03.05: Chicago	03.19: Charlotte, NC
03.06: Greater Palm Springs, CA	03.20: Wine Country Meetings
03.11: New York State	03.25: Colorado
03.12: Tampa/St. Pete/Clearwater	03.26: Las Vegas
03.13: Houston	03.27: Eastern Iowa Cities

DARE TO INTERRUPT: 03.24

WEBINAR

03.12: Women's History Month

APRIL

PRINT

FEATURES

Convention Centers*
In Balance: Wellness
Incentive Travel
Luxury Hotels

DEPARTMENTS

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

NORTH AMERICA DESTINATIONS

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

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

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

WEST: Convention Centers* • Metro Seattle • Reno/Lake Tahoe • Salt Lake City

GLOBAL: Venues & Destinations

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

04.01: Central Illinois

04.02: Inland Empire, CA

04.03: Salt Lake City

04.08: Georgia

04.09: Minnesota

04.10: Boston

04.15: Memphis, TN

04.16: Reno/Lake Tahoe

04.17: Raleigh, NC

04.22: Washington, D.C.

04.23: Coastal Texas

04.24: Louisiana

04.29: Agricultural Meetings

04.30: Incentive Travel

DARE TO INTERRUPT: 04.21

WEBINAR

04.30: Site Selection

FLORIDA SUPPLEMENT
SALES: 02.21 • MATERIALS: 02.28

AD DEADLINES
SALES: 02.21 • ADVERTORIALS: 02.28 • MATERIALS: 03.07

MAY

FEATURES

Diversity and Inclusion in Meetings
Hotel Spotlight*
In Balance: Wellness
SMERF

DEPARTMENTS

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

NORTH AMERICA DESTINATIONS

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

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

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

WEST: Hotel Spotlight* • Portland, OR Metro • Sacramento/Central Valley/High Sierras, CA • San Francisco Bay Area

MEXICO/CARIBBEAN: Coastal Mexico

GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 03.21 • ADVERTORIALS: 03.28 • MATERIALS: 04.04

MEETINGS TODAY NEWSWIRE

05.01: Central/West Texas

05.06: Palm Beach/
Treasure Coast, FL

05.07: Missouri

05.08: Lake Geneva, WI

05.13: Portland, OR Metro

05.14: Providence, RI

05.15: Omaha, NE/Council Bluffs, IA

05.20: Beach Meetings

05.21: West Virginia

05.22: Sacramento/Central Valley/
High Sierras, CA

05.27: Post-Holiday, No Newsletter

05.28: Coastal Mexico

05.29: Eastern Gaming

DARE TO INTERRUPT: 05.19

NEW & RENOVATED: 05.05

WEBINAR

05.28: Wellness

E HANDBOOK

Site Selection Strategies

JUNE

FEATURES

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

DEPARTMENTS

The Agenda • 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 • MidAmerica Gaming Destinations* • Wisconsin Dells, WI

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

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

GLOBAL: Venues & Destinations

MEETINGS TODAY NEWSWIRE

06.03: Wisconsin Dells, WI

06.04: Myrtle Beach, SC

06.05: Anaheim, CA

06.10: Kentucky

06.11: Colorado Springs, CO

06.12: Eastern Canada

06.17: New Jersey

06.18: Austin/The Hill Country, TX

06.19: Holiday, No Newsletter

06.24: Columbia, SC

06.25: Montana

06.26: Iowa

DARE TO INTERRUPT: 06.23

WEBINAR

06.25: DEI

LAS VEGAS SPECIAL SECTION
SALES: 04.25 • MATERIALS: 05.09

AD DEADLINES
SALES: 04.25 • ADVERTORIALS: 05.02 • MATERIALS: 05.09

JULY/AUGUST

PRINT

FEATURES

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

DEPARTMENTS

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

NORTH AMERICA DESTINATIONS

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

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

07.01: Contracts: Advice From the Pros	08.05: Best Practices
07.02: MidAmerica Gaming	08.06: Detroit Metro
07.03: Pre-Holiday, No Newsletter	08.07: Meetings Trendsetters
07.08: Association Meetings	08.12: North Dakota
07.09: Boise, ID	08.13: In Balance: Wellness
07.10: Conference Centers	08.14: Western Canada
07.15: South Texas	08.19: Industry Updates
07.16: Idaho	08.20: Washington
07.17: New Orleans	08.21: Gen Z
07.22: Wyoming	08.26: Beach Meetings
07.23: Nashville, TN	08.27: Caribbean/Cancun
07.24: Quebec	08.28: Nebraska
07.29: Global Meetings	
07.30: CVB Update	
07.31: Industry Updates	

DARE TO INTERRUPT: 07.21; 08.18
NEW & RENOVATED: 08.04

WEBINARS

07.30: Contract Clauses
08.27: Accessibility

EHANDBOOK

MPI: Contracts and Critical Clauses

INCENTIVES TODAY DIGITAL MAGAZINE
PARTNERING WITH SITE GLOBAL
DELIVERY: 07.15

AD DEADLINES

SALES: 06.20 • ADVERTORIALS: 06.27 • MATERIALS: 07.03

SEPTEMBER

FEATURES

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

DEPARTMENTS

The Agenda • 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* • 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

MEETINGS TODAY NEWSWIRE

09.02: Industry Updates	09.17: Orlando
09.03: Knoxville/Pigeon Forge, TN	09.18: Central California Coast
09.04: Greater Los Angeles	09.23: New England
09.09: Mountain Meetings	09.24: Phoenix/Scottsdale
09.10: South Carolina	09.25: Pittsburgh/Western PA
09.11: Wisconsin	09.30: IMEX Preview
09.16: Mexico	

DARE TO INTERRUPT: 09.15

WEBINAR

09.24: Sustainability

TEXAS SUPPLEMENT

SALES: 07.25 • MATERIALS: 08.01

AD DEADLINES

SALES: 07.25 • ADVERTORIALS: 08.01 • MATERIALS: 08.08

*Advertorials available with minimum ½ page ads

OCTOBER

PRINT

FEATURES

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

DEPARTMENTS

The Agenda • 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

AD DEADLINES

SALES: 08.22 • **ADVERTORIALS:** 08.29 • **MATERIALS:** 09.05

ENEWSLETTERS/DIGITAL

MEETINGS TODAY NEWSWIRE

10.01: New York City
10.02: Maryland
10.07: Poconos, PA
10.08: Illinois
10.09: Hawai'i
10.14: Kansas City Area
10.15: Ohio
10.16: Fort Myers/SW FL
10.21: North Carolina
10.22: San Antonio/The Hill Country
10.23: Virginia
10.28: Orange County, CA
10.29: Tucson, AZ
10.30: Denver

DARE TO INTERRUPT: 10.20

WEBINAR

10.29: F&B

NOVEMBER/DECEMBER

FEATURES

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

DEPARTMENTS

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

NORTH AMERICA DESTINATIONS

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

MEXICO/CARIBBEAN: Puerto Rico
GLOBAL: Venues & Destinations

AD DEADLINES

SALES: 10.24 • **ADVERTORIALS:** 10.31 • **MATERIALS:** 11.07

MEETINGS TODAY NEWSWIRE

11.04: Oregon
11.05: Utah
11.06: Gaming Properties & Destinations
11.11: DMO Update
11.12: In Balance: Wellness
11.13: Golf Resort Meetings
11.18: Idaho
11.19: New & Renovated
11.20: Gen Z
11.25: Atlantic City, NJ
11.26: Pre-Holiday, No Newsletter
11.27: Holiday, No Newsletter
12.02: Rhode Island
12.03: Grand Rapids, MI
12.04: Desert Meetings
12.09: Indiana
12.10: St. Louis
12.11: Alabama
12.16: Puerto Rico
12.17: Shreveport/Baton Rouge, LA
12.18: Napa/Sonoma, CA
12.23: Industry Updates
12.24: Pre-Holiday, No Newsletter
12.25: Holiday, No Newsletter
12.30: Nevada

DARE TO INTERRUPT: 11.17; 12.22
NEW & RENOVATED: 11.03

WEBINARS

11.19: DMO/CVB
12.17: Negotiating

INCENTIVES TODAY DIGITAL MAGAZINE
PARTNERING WITH SITE GLOBAL
DELIVERY: 11.05

*Advertorials available with minimum ½ page ads

Connect, Engage and Convert



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

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

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

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

Sponsored Content: Tell the readers of Meetings Today about your destination, property or facility in an article you provide. Displayed on the home page of Meetings Today.com right below the Industry News means you will have fantastic visibility. Your article will also be promoted in our daily newsletter that goes to an audience of more than 50,000.



Ad Units

Leaderboard: 728 x 90

Catfish: 955 x 75

Medium Rectangle: 300 x 250

Half Page Ad: 300 x 600

Small Rectangle: 300 x 100

Expandable Leaderboard: 728 x 180

Super Leaderboard: 970 x 90

Rising Star Pushdown: 970 x 90 - 970 x 415

Retargeting Web Package

Reconnect with Interested Prospects

Retargeting is a powerful way to stay engaged and build frequency with the Meetings Today audience, regardless of where they are on the web. We can display your banner ad to people who have previously visited meetingstoday.com. When people leave our website, audience retargeting helps you reconnect with them by showing relevant ads as they browse the web.

Benefits:

- › Drive sales activity and generate leads
- › Increase registrations
- › Promote your brand and build awareness
- › Large scale reach to potential customers where they are on the web
- › Measure response and engagement with your current ad creative



1

Meeting planner visits MeetingsToday.com

2

Planner is tracked

3

Planner leaves MeetingsToday.com

4

Your ad follows them on the web

Find your Best Prospects

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

Ad Units

Leaderboard: 728 x 90

Medium Rectangle: 300 x 250

Half Page Ad: 300 x 600

Expand your Reach with Social Media

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

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

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

Facebook/Instagram Ad Options

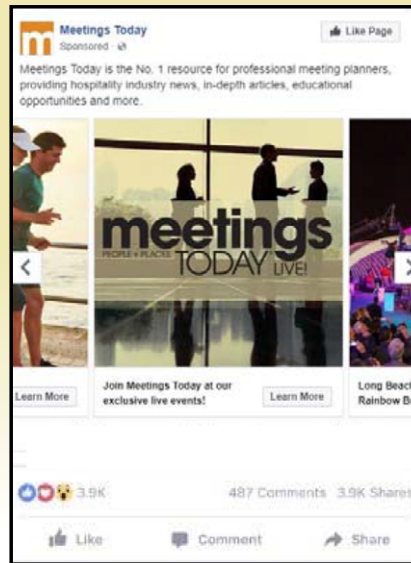
Image Ad

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



Carousel Ad

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



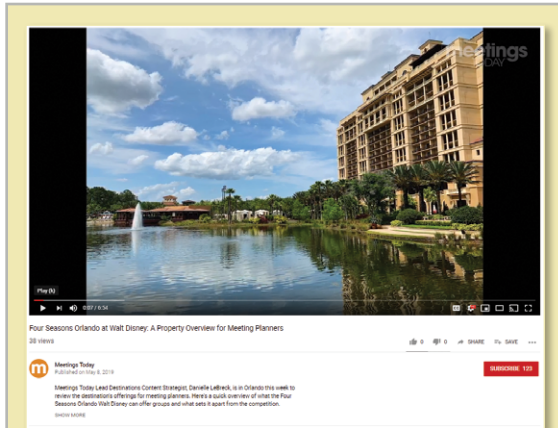
Video Ad

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



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

Three ways to promote your video to planners!



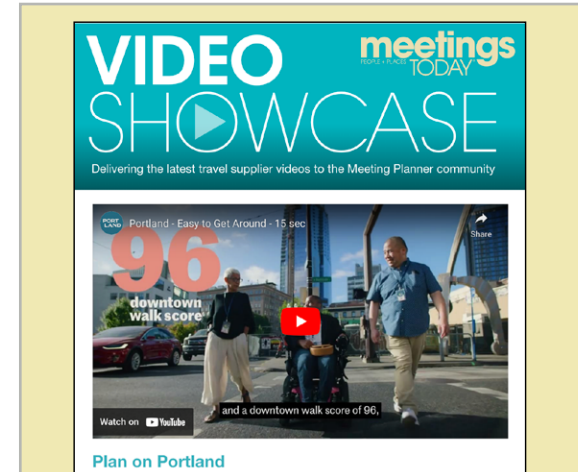
YouTube Retargeting

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



Exclusive Video of the Month

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



Video Showcase

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

Connect with Our eNewsletter Audience

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

- Meetings Today Newswire (Tuesday through Thursday) (50,000* subscribers)
- New & Renovated (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

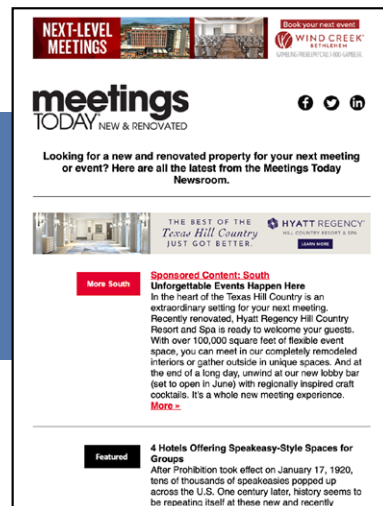
Weekly (Tues. through Thurs.) Options

Available Ad Units

- Medium Rectangle: 300 x 250
- Leaderboard: 728 x 90

New & Renovated Available Ad Units

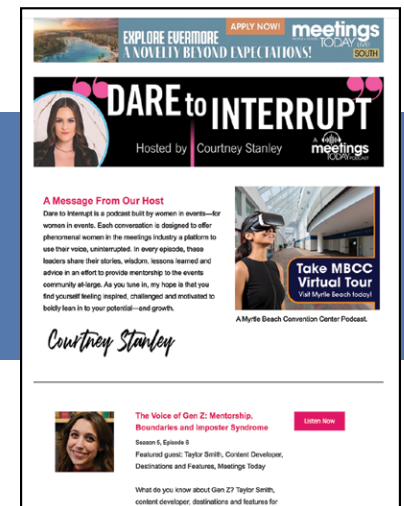
Top and Bottom Leaderboard: 728 x 90
Regional Sponsorships: Leaderboard and Evertorial



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

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

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

What's included:

- › All registration leads from your downloaded eHandbook
- › Full page ad (same specs as print) inside the eHandbook
- › Logo on Eblast to our audience of more than 64,000 to promote the eHandbook
- › Logo treatment on the download page
- › Meetings Today will also promote the e-handbook on other media channels including: Monthly print publication, newsletters, social media, and remarketing



2025 SCHEDULE

JULY
SALES CLOSE: 07.11
MATERIALS: 07.18
PUBLISHES: 08.04

Contracts and Critical Clauses



CONTRACTS AND CRITICAL CLAUSES

Essential Legal Considerations for Meetings and Events



Meetings Today eHandbook

-
-
-
-
-
-

SITE SELECTION STRATEGIES

Checklists for ensuring your meeting will pass muster

Sponsored by Explore St. Louis [CLICK FOR CONTENTS](#)

Explore St. Louis

St. Louis is a lively destination with an energetic vibe that emanates throughout its award-winning neighborhoods, craft breweries, artisan distilleries, budding nightlife, parks and pedestrian-friendly pathways, world-class museums, hotels at every price point, and river-to-ridge high attractions - including one iconic steel Arch. Located in the heart of the country within a day's drive of one-half the population of the U.S., visitors can easily achieve optimal experience of food and fun at their fingertips. So come and experience the classic Midwest warmth and hospitality that is St. Louis - there's no compromise when you meet in the middle. There's never been a better time to book.

See More »

Accessibility Awareness [CLICK FOR CONTENTS](#)

Accessibility Awareness

By Debra

Venue Accessibility Checklist
 As you begin to select potential venues, use this checklist as a baseline to assess the venue's compatibility with a truly accessible event.

- Can you reserve parking spaces for people who need them most?
- Is there ample space for mobility aids?
- Do doors have automatic openers, or can they be opened open for help access?
- Are there lifts or steps that prevent wheelchair access to key areas? — wheelchair access to the venue accessible?
- If not, is there an alternative accessible entrance that's digital (to back alleys)?
- Will it remain unlocked during your event?
- In the approach to the venue on auto grounds or will you need a temporary pathway? Soft mud and loose gravel can be problematic for many.
- Does the venue have step-free access throughout?
- Can the elevators be accessed without having to ask for a key?
- Are ramps of a gentle gradient (1:20) and do they have handrails on either side?
- What signage does the venue offer?
- Is the signage large and in high contrast?
- Is it enclosed or in shade?

See More »

2025 SCHEDULE

MAY*
SALES CLOSE: 04.06
MATERIALS: 04.13
PUBLISHES: 05.01

Site Selection Strategies

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

Custom opportunities available

Brand New Opportunity to Increase Your Incentive Travel Bookings



Incentives Today is a new 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 70,000 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 70,000 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

2025 SCHEDULE
SUMMER 2025 SALES CLOSE: 06.13.25 MATERIALS: 06.20.25 PUBLISHES: 07.15.25
WINTER 2025 SALES CLOSE: 10.10.25 MATERIALS: 10.17.25 PUBLISHES: 11.05.25



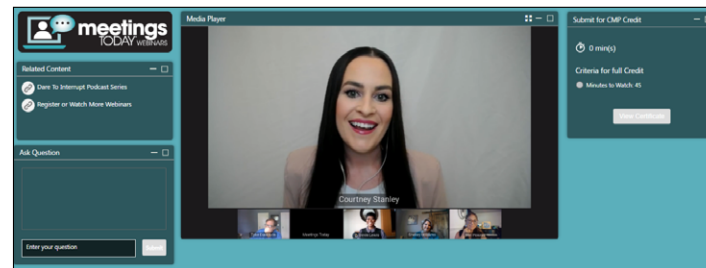
Generate Hundreds of Leads

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



Sponsor a Meetings Today Webinar:

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



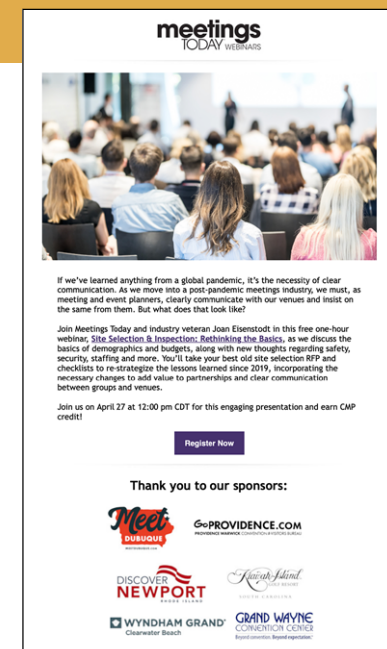
cmp
certified meeting professional
Powered by the events industry council
preferred provider

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

Custom Webinars

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

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



Generate High-Quality Meeting Planner Leads

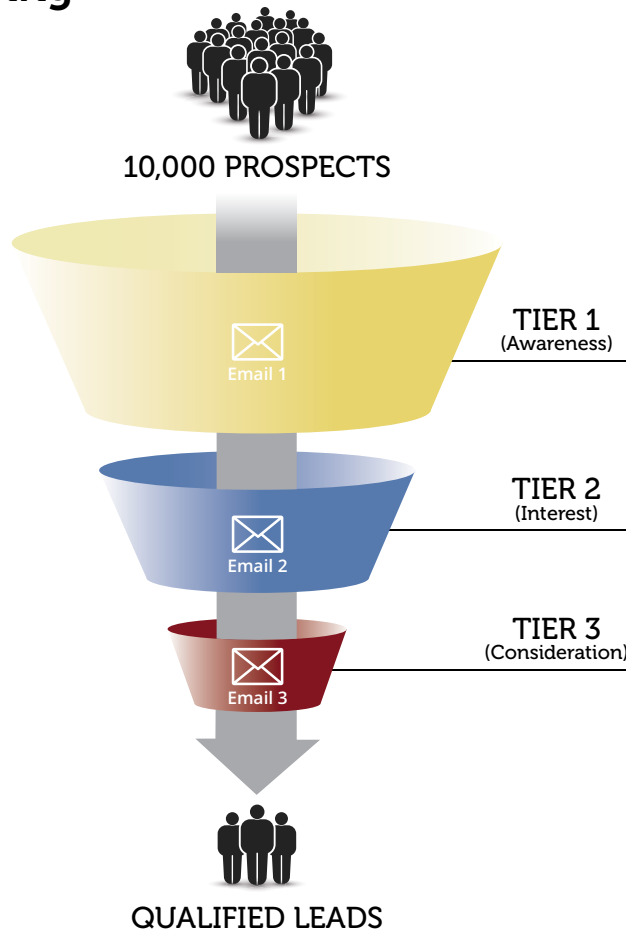
Meetings Today LEAD GEN+ is a program designed to add leads to your existing pipeline with minimal effort on your part.

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

LEADS

By Email Nurturing

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



LEADS

By Phone

The best way to generate leads is to get a targeted planner on the phone and find out their need dates and preferences.

Create Content

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

Cold Calling Begins

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

Build Your Database

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

Lead Delivery

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

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

Active & Engaging Networking Opportunities

Meet face-to-face with pre-qualified meeting planners and build relationships with great prospects!

- › Guaranteed one-on-one appointments with qualified meeting planners looking to book in your area
- › Numerous networking opportunities throughout each day of the event
- › Highly-selective attendance at each and every event with a maximum of 40 suppliers
- › Engaging educational sessions with CEU credits

"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

"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

2025 LIVE! Events



NATIONAL

April 13-16, 2025
Ritz-Carlton Dallas,
Las Colinas
Irving, TX



WEST

June 1-4, 2025
El Conquistador Tucson
Tucson, AZ



CORPORATE/INCENTIVE

October 19-22, 2025
Le Blanc Spa Resort
Los Cabos, MX



SOUTH

November 16-19, 2025
Royal Sonesta
New Orleans, LA

All events are now open for participation opportunities!

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

Your Partners



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