

2011 CONNECT EDITORIAL CALENDAR

Association and SMERF Meeting Planners

JANUARY

Convention Centers

State-of-the-art facilities, what's in the works and a round-up review.

Casinos, Theme Parks and Resorts

A planner's guide to making the most of these venues, which can be powerful attendance-builders.

Looking Ahead

Predictions, trends, technology and insights from innovators, movers and shakers.

Destination Reports

- West Coast
- Southwest
- Northeast

MARCH

Technology Guide

What to use and what's not worth it — with advice and tips from pros. **(Single sponsor opportunity!)**

Association Challenges

Big meetings, management meetings, executive retreats — finding the right destination for groups.

Citywides

Advice on these complicated meetings from CVBs and other providers.

Destination Reports

- Texas
- Florida
- Rocky Mountains

MAY

Sports Meetings and Destinations

Top 20 venues, plus case studies.

Golf Outings

Competitive and fun events for all levels, plus top golf resorts.

Destination Reports

- Midwest/Great Lakes
- Southeast
- Mid-Atlantic/Mid-South

JULY

Special Issue: CVB Showcase

Highlight your destination in this informative guide with a page or half page of matching edit (minimum half-page ad).

Marketplace Preview

Plan ahead with an advance peek of speakers, education and more at our popular conference.

Second-Tier Cities

A look at what these cities offer, including value, destination and special attractions.

**Note: No destination reports in this issue.*

SEPTEMBER

2011 Marketplace Program Guide

Added bonus for full-page advertisers — your meeting planner guide placed in show bags. Plus, sponsor recognition.

Sponsors and Volunteers

How to find them, use them and reward them.

Teambuilding, Spas and Activities

Keeping attendees and families involved on-site and off.

**Distributed to all attendees at Marketplace as well as all readers in our circulation. Note: No destination reports in this issue.*

NOVEMBER

Special Issue: Industry Leaders

Our annual who's who special section, featuring industry leaders who are influencing the future of meetings and destinations.

International Meetings

What to know whether you're taking an event out of the U.S. or have participants from other countries. Plus, international destinations.

125 Tips or More

Our annual round-up of useful and practical tips from CVBs, suppliers, planning pros, online posts and our own columnists.

**Note: No destination reports in this issue.*

All calendar items are subject to change.

IN EVERY ISSUE

FEATURES:

More in-depth stories on topics that concern association and SMERF planners.

THE MIX:

News, sources, trends, tips, tools and whimsy, all related to the world of meeting planning.

CASE STUDIES:

Real-world stories from planners that provide insight, examples and tips for their peers.

Q&A:

Interviews with planners and suppliers from a variety of segments, including fraternal, sports and more.

STRATEGY:

Best practices, advice, leadership, career development, budgeting, contracts, negotiation skills, security and more.

CONNECT matches association and special affinity group meeting planners with business providers. Our special issues drive buzz, attracting more attention to our advertising partners and providing a longer desk life. Members of our advisory council tell us they save and share these issues, referring to them when they are making their meeting decisions. Don't miss these special sections and combination programs.

✓ Marketplace Program Guide

Our Marketplace trade show and conference outperforms traditional shows. Capture planners when they are in a "love this show, love the attention, ready to do business" frame of mind.

*Bonus distribution.

✓ CVB Showcase

Planners save this destination guide, referring to it as a quick resource for contacts, facts and figures. Don't miss out on this annual reader favorite.

✓ Industry Leaders

Recognize your leader as an outstanding star in this annual who's who. Make sure our top-level association planners know who your celebrity is.

✓ Single Sponsor Issues

Special feature sections, such as "Technology Guide," offer opportunities for sponsors with a related product or message. Ask about sponsored reprints, webcasts, videos and other opportunities.

✓ Co-op Buys

Ask about co-op pages. Combine forces with your destination or venue partners for added impact and savings.

✓ Combo Buys

Harness the power of Collinson Media & Events multimedia marketing programs and meeting products. Cover other meetings markets, brand your message across media networks, reach the planners you want and get a guaranteed number of leads.

"I love your sites (and the magazine). They are fantastic. A good resource and I would recommend them to all planners."

Keith Johnston, Group Vice President
OnSite Events, Inc. and PlannerWire.net