

Connect

| MEETINGS INTELLIGENCE |

2010 MEDIA PLANNING GUIDE

WHY CONNECT?

Our name says it all:

We'll connect you to an active and large mix of meeting planners — decision makers who are interested in your destination for their events.

- **National Association Meetings** — With a focus on Tier 2 and 3 association planners, we deliver a critical component in today's economy.
- **Sports Meetings** — Do we need to say more? Sports meetings and destinations are hot, hot, hot — and we've got them covered.
- **SMERF Meetings** — Social, military, educational, reunion, fraternal, etc. (We cover the faith-based meetings market in depth in *Rejuvenate*, our related meetings publication.)

Our value proposition:

- **Every time your ad is published, you get a guaranteed minimum number of leads.** We're determined to deliver ROI.
- **We do the hard work for you** — tracking down the planners who need and want your services and giving you a cost-effective way to spend your marketing dollars:
 - ✓ In our informative, high-quality magazine
 - ✓ In our timely e-newsletters and online at ConnectYourMeetings.com
 - ✓ At our popular *Connect Marketplace* conference and "reverse" trade show

We deliver:

"I want to congratulate you on a great issue for September. And thanks for keeping planners in the loop with all the new sites and information you provide."

Inge Hafkemeyer, CMM, IAAP Meetings Manager

"I think the [Marketplace] conference is an excellent tool. It is helpful for me to meet with individuals face-to-face instead of having to travel to 10 or 15 destinations before being able to make a concrete decision."

Demetrius Fisher, NAACP Southeast Region



POWER POINTS:

- More than 5,000 meeting planners and still growing. We're talking **decision makers!** We continually update our planner contacts.
- **In Print:** *Connect* magazine stands out from the clutter — and so will you. Besides a highly original line-up of columns and features, we've created special sections to promote your destination. See Editorial Calendar on next page.
- **In Person:** *Connect Marketplace* — A show where business gets done! We set you, the supplier, up with appointments as well as great sponsorship opportunities. Ask your sales representative for our *Marketplace Media Guide*.
- **Online:** ConnectYourMeetings.com — As a CVB partner, you get a free listing on our Destination page. Our Web site real estate includes featured videos, banners, buttons and survey questions. Ask about opportunities.
- **E-newsletters** — *Connect E-News* broadcasts your latest news and special value offers. Ask about custom opportunities.

We'll work with you to make your marketing message work. We know what our planners are looking for — let us connect you.

RATES AND DATES INSIDE