

The Only Publication That Delivers a Proven Audience of End-Users Who Book More than \$784 Million and 3,871,365 Room Nights Annually



MeetingMentor[®]

IndustryInsights for the Meetings Community



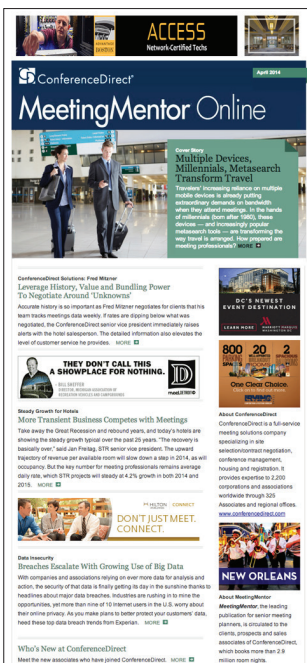
MeetingMentor is sent to **14,000 clients and prospects** of ConferenceDirect — one of the leading third-party intermediaries. These intermediaries account for an estimated **50% of all national group meetings** from associations and corporations.

MeetingMentor is also sent to the **325 Sales Associates** of ConferenceDirect, who work closely with their clients and are instrumental in the site selection process. All of the recipients of MeetingMentor are **end-users or decision-makers**.

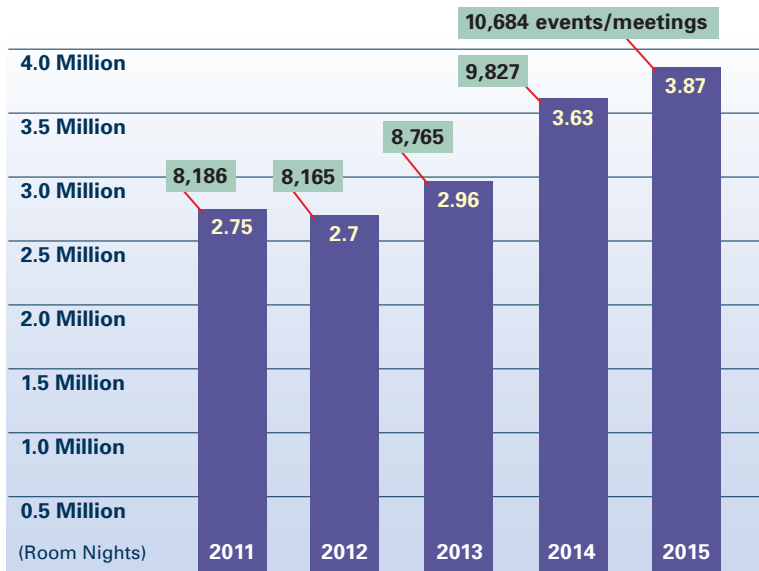
In 2015, ConferenceDirect booked a record-breaking **3,871,365** room nights (a 4.4% increase over 2014) and **10,684** events (a 7.1% increase over 2014).

Also growing exponentially in 2015: ConferenceDirect Housing supported 256 events. ConferenceDirect Registration handled 205,000-plus transactions. Our conference management team handled 510 events. And we created more than 40 mobile apps for customers.

MeetingMentor is the ONLY meetings publication that can tell advertisers exactly how many meeting room nights and events its readers book.



ConferenceDirect Room Nights and Meetings Booked



About ConferenceDirect®



Brian Stevens, CEO

A leading global provider of outsourced meeting planning services

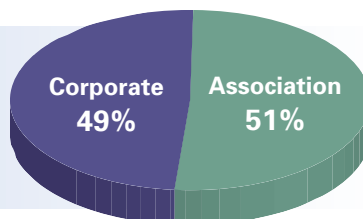
ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation; conference management; housing and registration services; and strategic meeting management services. Since its formation in 1998, ConferenceDirect and its 325 "Sales Associates" continue to book record-breaking room nights and events, even after more than 18 years of service.

Representing 2,500 corporations and associations globally, our Associates in 2015 booked 3,871,365 room nights and 10,684 events/meetings, accounting for revenues in excess of \$784 million. We expect 2016 to surpass those numbers. Our service arms also grew significantly in 2015. Housing supported 256 events, Registration handled 205,000-plus transactions, Conference Management assisted 510 events, and we developed more than 40 mobile apps for customers.

"We are dedicated to saving our customers time and money by having the most professional Associates within the industry," said ConferenceDirect CEO Brian Stevens. "Our goal," he added, "is to exceed expectations at every point of contact."

ConferenceDirect Associates, who have an average of 10 years' industry experience, receive continuous training and education. Many hold memberships in the meeting industry's foremost professional associations. We also have developed our own internal certification process to ensure that our Associates provide the highest level of knowledge and expertise in serving our customers.

ConferenceDirect Clients by Market Segment



"The pressures placed on our customers today require us to play a larger, more consultative role than ever," said Stevens. "We are constantly working to ensure that our customers have the most timely, relevant information to assist them in saving time and money while being best-in-class within

their organization and industry. **MeetingMentor** is a critical vehicle to deliver this knowledge to our customers — whether it is the latest meeting destinations, cutting-edge technology, system or process best practices, or the latest hot topic."

About MeetingMentor®

Delivering creative solutions and best practices

MeetingMentor delivers timely editorial focusing on information for the experienced meeting decision-maker. In addition, the print publication and online media bring the latest technology and social media news to the attention of readers.

For more information contact Chris Baum, Senior Vice President & Publisher, MeetingMentor, 213-379-3345, chris.baum@conferencedirect.com

Print Advertising Sizes and Specifications

2016 Publishing Dates

Spring Edition mails: March 9

Bonus Distribution: ConferenceDirect
Annual Partner Meeting

Ad Closing: February 5

Materials Deadline: February 12

Summer Edition mails: June 6

Focus: Convention Centers/
Big-Box Hotels

Ad Closing: May 4

Materials Deadline: May 11

Fall Edition mails: August 31

Focus: Resorts/Gaming Destinations

Ad Closing: July 29

Materials Deadline: August 5

Winter Edition mails: November 23

Focus: International

Ad Closing: October 21

Materials Deadline: October 28

Note: All issues have bonus distribution at ConferenceDirect's IndustryInsights series, CDX Spring and Fall, and CEO Summit.

For more information, contact:

Chris Baum

Senior Vice President & Publisher

ConferenceDirect MeetingMentor

PO Box 69777

Los Angeles, CA 90060

Phone: 213-379-3345

chris.baum@conferencedirect.com

www.meetingmentormag.com

Required Materials and Submission Methods

Please provide ad as a high resolution (300 dpi or higher) PDF/X-1a file saved in Adobe Acrobat at the size being printed.

Provide 0.125" bleed where appropriate and make sure all artwork, fonts, and graphics are embedded in the file.

It is preferred that ads be sent electronically via web submission using an ftp site like www.YouSendIt.com. Enter the email address listed below for notification. Please do not send ads via email attachment due to large file sizes and possible corruption.

If you would like to send a hard copy ad proof via mail it should be sent to the address below. Please do not duplicate ad submission via web and mail.

Chris Baum

Senior Vice President & Publisher

ConferenceDirect

PO Box 69777

Los Angeles, CA 90060

Phone: 213-379-3345

chris.baum@conferencedirect.com

Ad Rates (Net)

	1x	2x	4x
Half Page, 4-color	\$3,770	\$3,550	\$3,210
Full Page, 4-color	\$5,535	\$5,200	\$4,810
Half Page Spread, 4-color	\$6,185	\$5,850	\$5,460
Full Page Spread, 4-color	\$8,305	\$7,800	\$7,215

Mechanical Specifications

Trim Size: 8 1/2" x 10 7/8"	Paper: 50 lb. coated stock	
Ad Size	Width	Depth
Full Page	7 1/2"	9 7/8"
Full Page Bleed	8 3/4"	11 1/8"
Full Page Spread Bleed	17 1/4"	11 1/8"
Half Page Vertical	4 3/4"	7 1/4"
Half Page Horizontal	7 1/8"	4 3/4"
Half Page Horizontal Bleed	8 3/4"	5 5/8"
Half Page Spread	17"	5 1/2"
Half Page Spread Bleed	17 1/4"	5 5/8"

On bleed ads, **DO NOT** place any non-bleed imagery or text within **3/16"** of the trim. Position all crop marks **OUTSIDE** the **1/8"** bleed area.

E-Newsletter Advertising Sizes and Specifications

MeetingMentor Online is distributed ten times a year. The e-newsletter reaches **15,116** qualified decision-makers. The total includes 14,000 clients and prospects, and 325 sales associates of ConferenceDirect.

Rates (Net) and Sizes

Leaderboard (A)

\$5,000
 728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$2,500
 120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)

\$3,500
 180 x 150 pixels, Maximum file size: 30kb

Banner Strip (F, G)

\$3,000
 402 x 95 pixels, Maximum file size: 35kb

Acceptable Ads:

- Image Ads (.jpg, .gif)
- Animated/Rotating Ads (.gif)

2016 Deadline Dates for MeetingMentor Online Advertising

Reservation	Materials	Distribution
January 27	February 3	February 16
February 24	March 2	March 14
March 23	March 30	April 11
April 27	May 4	May 16
May 24	May 31	June 13
July 27	August 3	August 15
August 24	August 31	September 12
September 28	October 5	October 17
October 26	November 2	November 14
November 15	November 22	December 5

E-mail Web Ad Materials (JPG or GIF format) and URLs (to link ads to your Web site) to:

Chris Baum
 chris.baum@conferencedirect.com
 213-379-3345

The mockup shows the following ad placements:

- A: Leaderboard** (728 x 90 pixels) at the top left.
- B: Button** (120 x 90 pixels) at the top right.
- C: Box** (180 x 150 pixels) on the right side, containing a cover story about Congress delays.
- D: Box** (180 x 150 pixels) on the right side, containing an article about Client Solutions.
- E: Box** (180 x 150 pixels) on the right side, containing an article about Program Goes Live.
- F: Banner Strip** (402 x 95 pixels) on the left side, containing an article about Virtual Edge Institute.
- G: Banner Strip** (402 x 95 pixels) on the left side, containing an article about Work on Readiness.

Web Advertising Sizes and Specifications

ConferenceDirect MeetingMentor's Web site is an invaluable resource for meeting professionals, who can access best practices and fresh ideas from archived magazines and e-newsletters.

Rates (Net) and Sizes

Leaderboard (A)

\$5,000

728 x 90 pixels, Maximum file size: 40kb

Button (B)

\$2,500

120 x 90 pixels, Maximum file size: 20kb

Box (C, D, E)

\$3,500

180 x 150 pixels, Maximum file size: 30kb

Acceptable Ads:

- Image Ads (.jpg, .gif)
- Animated/Rotating Ads (.gif)

2016 Deadline Dates for MeetingMentor Web Site Advertising

Reservation	Materials	Distribution
December 18	December 23	January 11, 2016
January 27	February 3	February 16
February 24	March 2	March 14
March 23	March 30	April 11
April 27	May 4	May 16
May 24	May 31	June 13
June 23	June 30	July 11
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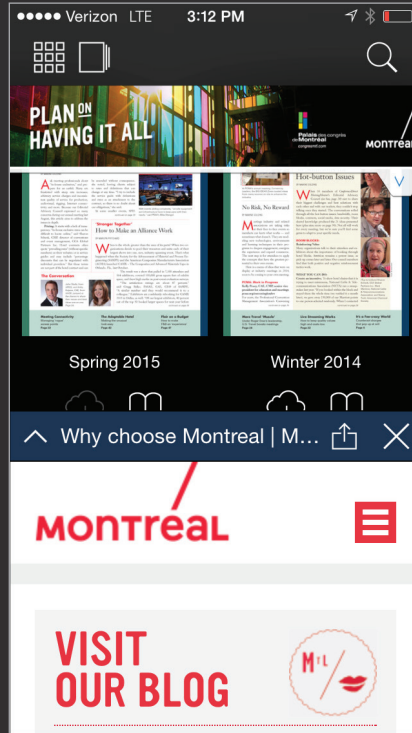
213-379-3345

The screenshot shows the MeetingMentor Online website interface for May 2015. The layout includes a navigation bar, a main content area with a featured article, and a sidebar with a subscription form. Five red boxes with white text and letters A-E indicate ad placement opportunities:

- A:** Leaderboard (728 x 90 pixels) located at the top of the page.
- B:** Button (120 x 90 pixels) located in the top right corner.
- C:** Box (180 x 150 pixels) located on the right side of the page, above the subscription form.
- D:** Box (180 x 150 pixels) located on the right side of the page, below the subscription form.
- E:** Box (180 x 150 pixels) located at the bottom right of the page.

The featured article is titled "FCC to Hotels: Don't Block Wi-Fi; AH&LA Turns to Task Force on Cybersecurity" and discusses the FCC's actions regarding Wi-Fi blocking in hotels. The sidebar includes a "Free Subscription to Meeting Mentor Online" form with an "Enter Email" field and a "Continue" button.

Tablet App: Sponsor Messaging
\$5,000 per quarter of the year (3 months)



Banner Specifications

Support device: iOS Apple Universal App

File format: gif, png or jpeg file

One external hyperlink

Size: 768 pixels wide x 140 pixels high

For more information, contact:

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