

The Only Publication That Delivers a Proven Audience of End-Users Who Book More than 2,750,000 Room Nights Annually



Meeting Mentor

The Intersection of Face-To-Face Meetings and Social Media

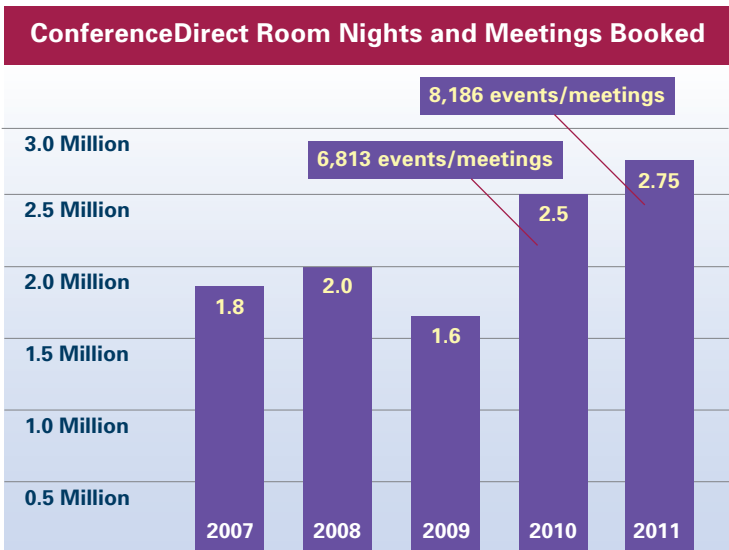


Meeting Mentor is sent to **14,000 clients and prospects** of ConferenceDirect — one of the leading third-party intermediaries. These intermediaries account for an estimated **50% of all national group meetings** from associations and corporations.

Meeting Mentor is also sent to the **350 Sales Associates** of ConferenceDirect, who work closely with their clients and are instrumental in the site selection process. All of the recipients of Meeting Mentor are **end-users or decision-makers**.

In 2011, ConferenceDirect clients who are Meeting Mentor readers booked **2,754,000 meeting room nights** and **8,186 events/meetings** — record-breaking numbers!

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





Brian Stevens, President and CEO

About ConferenceDirect®

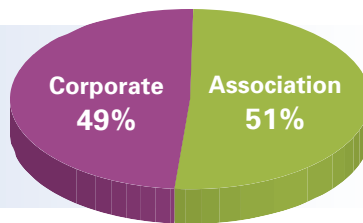
A leading global provider of outsourced meeting planning services

ConferenceDirect was formed in 1998 with four employees. Fourteen years later, more than 350 ConferenceDirect "Sales Associates" booked more than 2,750,000 meeting room nights and 8,186 events/meetings, accounting for revenues in excess of \$480 million.

The company offers site selection and contract negotiation; conference management; registration and housing services; and strategic meeting management services.

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

ConferenceDirect Clients by Market Segment



ConferenceDirect Associates, who have an average of 10 years' industry experience, receive continuous training and education. Many hold membership in the meeting industry's foremost professional associations.

"Every organization aspires to 'thought leadership,'" said Stevens. "We are constantly looking for the next big idea, the latest cutting-edge technology, the system-wide process that will enable delivery of even better customer service at lower cost."

About Meeting Mentor

Delivering creative solutions and best practices

Meeting Mentor 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 Peter Shure, Publisher, 914-478-0269.
pshure@responsepub.com

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Mr. Peter Shure
Publisher and Editorial Director
Meeting Mentor

Dear Pete:

The verdict is unanimous. Our more than 350 sales associates report that **ConferenceDirect Meeting Mentor** and its companion **Meeting Mentor Online** have quickly become their most valuable tools for marketing to new prospects.

Similarly, our existing clients have high praise for timely content that “breaks through the clutter.” Kudos to Editor Maxine Golding and to ConferenceDirect Meeting Mentor’s Editorial Advisory Council, which recently concluded its second meeting.

We are very pleased that Roy Evans, Michael Golding, Diane Griffin and Sherry Webster contribute their industry knowledge and best efforts to the publication’s success.

While a recent article stated, “the jury is still out” on whether the current economic recovery can be sustained, ConferenceDirect recorded a record year in 2010 and has shown continued growth in 2011.

ConferenceDirect’s core marketing strategy is to cast a wider net to promote client acquisition. The circulation of *Meeting Mentor*, now at 14,000 will certainly help us achieve that objective.

Congratulations and thanks to you and the entire Meeting Mentor team.

Sincerely,



Brian D. Stevens
President and CEO

Print Advertising Sizes and Specifications

2012 Publishing Dates

Spring Edition mails: March 15

Regional Focus: The South

Bonus Distribution:

ConferenceDirect Annual Meeting

Ad Closing: February 6

Materials Deadline: February 14

Summer Edition mails: June 19

Regional Focus: The West

Convention Bureau Customer Solutions

Ad Closing: May 7

Materials Deadline: May 15

Fall Edition mails: August 24

Regional Focus: The Northeast

Supplement: The Resort Experience

Ad Closing: July 11

Materials Deadline: July 19

Winter Edition mails: November 19

Regional Focus: The Midwest

Citywide Conventions

Ad Closing: October 8

Materials Deadline: October 16

For more information, contact:

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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.

Dee Dee Bandy

Bandy & Associates
350 Poplar Avenue
Elmhurst, IL 60126
Phone (630) 359-4273 Fax (630) 359-4274
dbandy@bandyassociates.com

Ad Rate (Net)

	1x	2x	4x
Half Page, 4-color	\$2,900	\$2,730	\$2,470
Full Page, 4-color	\$4,260	\$4,000	\$3,700
Half Page Spread, 4-color	\$4,760	\$4,500	\$4,200
Full Page Spread, 4-color	\$6,390	\$6,000	\$5,550

Mechanical Specifications

Size: 8 1/2" x 10 7/8"	Paper: 60 lb. coated stock	
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"

All live matter on full bleed ads should be 3/16" in from the trim line and all crop marks should be outside the 1/8" bleed area.

Online Advertising Sizes and Specifications

Meeting Mentor Online is distributed six times a year (every other month). The December 2011 e-newsletter reached **37,678** qualified decision-makers. The total includes 14,000 clients and prospects, and 350 sales associates of ConferenceDirect. Ads on the Meeting Mentor website remain in rotation for two months.

Rates and Sizes

Leaderboard (A)

\$3,500
728 x 90 pixels
Maximum file size: 40kb

Button (B)

\$2,000
120 x 90 pixels
Maximum file size: 20kb

Box (C, D, E)

\$2,500
180 x 150 pixels
Maximum file size: 30kb

Text Ad (F)

\$1,500
Maximum of 35 characters

Banner Strip (G)

\$2,500
402 x 95 pixels
Maximum file size: 35kb

2012 Deadline Dates

Reservation	Materials	Distribution
January 23	January 30	February 13
March 23	March 30	April 16
May 22	May 29	June 11
July 23	July 30	August 13
September 24	October 1	October 15
November 20	November 27	December 10

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

Dee Dee Bandy
dbandy@bandyassociates.com
(630) 359-4273

The screenshot shows the layout of the Meeting Mentor Online e-newsletter. At the top, there is a header with the ConferenceDirect logo and the title 'Meeting Mentor Online' for August 2011. Below the header is a main content area featuring a 'Cover Story' titled 'What Do Audiences Really Want From Virtual Events?' with a photo of people in a meeting. To the right of the cover story is a 'Text Ad' (F) with 35 characters. Below the cover story are several article teasers: 'Take a Proactive Approach In 'Uncertain' Times', 'Meetings Under Pressure to Perform', and 'Peeves and Needs From a Business Traveler'. On the right side of the page, there are three 'Box' ads (C, D, E) and one 'Banner Strip' ad (G) at the bottom. The layout is clean and professional, with a focus on providing valuable content to meeting professionals.

A Leaderboard
728 x 90 pixels

B Button
120 x 90 pixels

ConferenceDirect®
August 2011

Meeting Mentor Online

Cover Story
What Do Audiences Really Want From Virtual Events?
Two just-released studies show how fast the behaviors of prospective attendees are changing relative to face-to-face and virtual events. Resources and revenue remain big concerns, while technology allows attendees to become more easily distracted. MORE

C Box
180 x 150 pixels

D Box
180 x 150 pixels

E Box
180 x 150 pixels

F Text Ad
35 Characters

G Banner Strip
402 x 95 pixels

ConferenceDirect Solutions
Take a Proactive Approach In 'Uncertain' Times
Despite an improving climate for meetings, uncertainty — especially around attendance — still rules the day for many corporations and associations. Melissa Ronacher, though, has a room block workaround for her concerned clients. The operative word for the ConferenceDirect vice president of global accounts is "proactive." MORE

Advisory Council Roundtable
Meetings Under Pressure to Perform
Rising rates, hotel fees, social media demands, the mobile app explosion, return on investment. More than ever, meetings and the professionals who manage them are under pressure to perform. reported ConferenceDirect Meeting Mentor's Editorial Advisory Council. MORE

Meetings Technology
Peeves and Needs From a Business Traveler
As a professional speaker and consultant on events technology, Corbin Ball stays in hotels about 130 nights each year. Consequently, he has strong feelings about how technology is implemented. His article offers a host of technology suggestions — from the check-in/lobby/public space to the room desk to Wi-Fi, and even the bathroom. Find the article at www.corbinball.com.

Who's New at ConferenceDirect
Meet the new associates who have joined ConferenceDirect. MORE

Where You Can Meet with ConferenceDirect
Plan your 2011 travels so that you can visit with ConferenceDirect at these upcoming events. MORE

About ConferenceDirect
ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation, conference management, housing and registration. It provides expertise to 1,100 corporations and associations worldwide through 350 Associates and regional offices.
www.conferencedirect.com

About Meeting Mentor
Meeting Mentor, the leading publication for senior meeting planners, is circulated to the clients, prospects and sales associates of ConferenceDirect, which booked more than 2.5 million room nights last year.