

The Only Publication That Delivers a Proven Audience of End-Users Who Book More than \$537 Million and 2,968,378 Room Nights Annually



MeetingMentor[®]

IndustryInsights for the Meetings Community

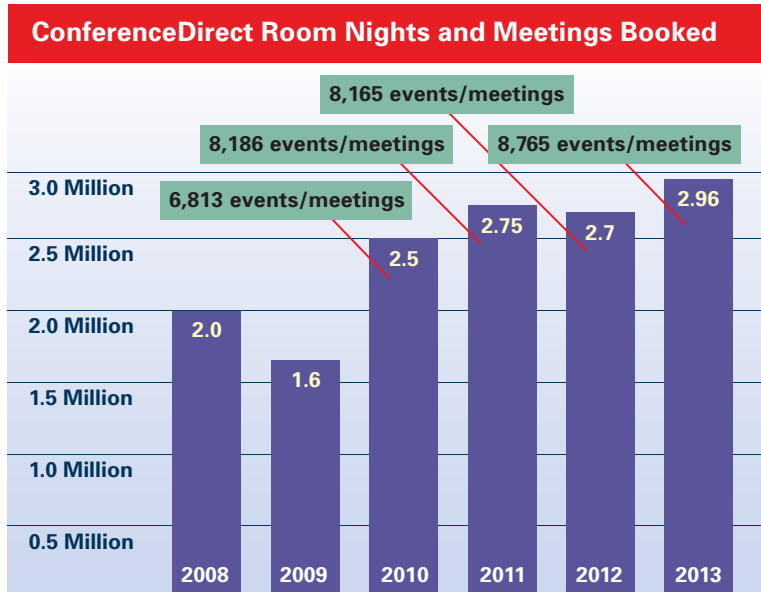


MeetingMentor is sent to **14,000 clients and prospects** of ConferenceDirect — one of the leading third-party intermediaries. These intermediaries account for an estimated **50% of all national group meetings** from associations and corporations.

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 2013, ConferenceDirect booked a record-breaking **2,968,378 room nights** (a 12% increase over 2012) and **8,765 events** (9% increase over 2012).

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



About ConferenceDirect®



Brian Stevens, President and CEO

A leading global provider of outsourced meeting planning services

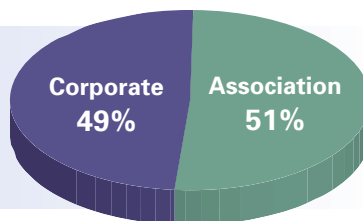
ConferenceDirect is a full-service meeting solutions company specializing in site selection/contract negotiation; conference management; housing and registration services; and strategic meeting management services. Since its formation in 1998, ConferenceDirect and its 325 "Sales Associates" continue to book record-breaking room nights and events, even after nearly 16 years of service.

Representing 2,500 corporations and associations globally, our Associates in 2013 booked 2,968,378 room nights and 8,765 events/meetings, accounting for revenues in excess of \$537 million. We expect 2014 to surpass those numbers.

"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 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 Lisa Messina, Chief Marketing Officer, 702-778-9924, Lisa.messina@conferencedirect.com

Print Advertising Sizes and Specifications

2014 Publishing Dates

Spring Edition mails: March 7

Regional Focus: The South

Bonus Distribution:

ConferenceDirect Annual Meeting

Ad Closing: February 4

Materials Deadline: February 11

Summer Edition mails: June 5

Regional Focus: The West

Convention Center Customer Solutions

Ad Closing: May 2

Materials Deadline: May 9

Fall Edition mails: August 26

Regional Focus: The Northeast

Supplement: The Resort Experience

Bonus Distribution: CDX14–Fall

Ad Closing: July 23

Materials Deadline: July 30

Winter Edition mails: November 25

Regional Focus: The Midwest

CVB Customer Solutions

Ad Closing: October 23

Materials Deadline: October 30

For more information, contact:

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ConferenceDirect MeetingMentor
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Las Vegas, NV 89141
Phone: 702-778-9924
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lisa.messina@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.

Lisa Messina

ConferenceDirect

11411 Southern Highlands Parkway, Suite 350

Las Vegas, NV 89141

Phone: 702-778-9924 Fax: 702-534-7872

lisa.messina@conferencedirect.com

Ad Rate (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"

Note: 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**.

Online Advertising Sizes and Specifications

MeetingMentor Online is distributed six times a year (every other month). The e-newsletter reaches **16,165** qualified decision-makers. The total includes 14,000 clients and prospects, and 325 sales associates of ConferenceDirect. Ads on the MeetingMentor Web site remain in rotation for two months.

Rates 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)

2014 Deadline Dates

Reservation	Materials	Distribution
January 28	February 3	February 17
March 21	March 28	April 14
May 27	June 2	June 16
July 21	July 28	August 11
September 22	September 29	October 13
November 17	November 24	December 8

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

Lisa Messina
lisa.messina@conferencedirect.com
702-778-9924

A Leaderboard
728 x 90 pixels

B Button
120 x 90 pixels

February 2013

ConferenceDirect®

MeetingMentor Online

Cover Story
As Congress Delays, Some Uncertainty Stays For Hotels, Meetings
The Congressional game of "Kick the Can" is wearing thin and keeping anxiety at a low simmer for hoteliers and show organizers. This political gridlock in Washington is tempering optimism about 2013, with hotels concerned about pricing confidence, and meeting groups worried about less negotiating room. [MORE](#)

C Box
180 x 150 pixels

D Box
180 x 150 pixels

E Box
180 x 150 pixels

F Banner Strip
402 x 95 pixels

G Banner Strip
402 x 95 pixels

ConferenceDirect Solutions: Brian Melton
Clients Want Hotels to 'Have Their Back'
In simplest terms, a hotel's responsibility in a contract is to provide a group with the environment and services that will make a meeting a success. More than ever, clients want to know that their hotel partners "have their back at all times," said Brian Melton, CMP, global account executive at ConferenceDirect [MORE](#)

Program Goes Live
Virtual Edge Institute Certifies First 2 Digital Event Strategists
The 16 modules that make up the "Digital Event Strategist" Certification Program went live this past November, and in the short space of two months, 50 industry professionals entered the program. Here's one path to burnishing your credentials. [MORE](#)

Work on Readiness
Ramp up Risk Management As More Natural Disasters Hit
Hurricane Sandy. Thunderstorms from the Midwest to mid-Atlantic. Flooding in the Southeast. Heat waves. Wildfires. "Planning for natural disasters is absolutely different from other types of disasters from accidents or human frailty," said Brad Goldberg, CMP, owner/CEO, TriGold Consulting. Here's a short list of what you should be doing to prepare for 2013. [MORE](#)

Who's New at ConferenceDirect
Meet the new associates who have joined ConferenceDirect. [MORE](#)

Where to Meet With ConferenceDirect
Plan your travels so that you can visit with ConferenceDirect at these upcoming events. [MORE](#)

About ConferenceDirect
Conference Direct 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. www.meetingmentormag.com