

MeetingMentor®

ConferenceDirect Announces Special Preferred Partner Marketing Opportunity for Fall 2020

ConferenceDirect is the ONLY full service, third party meetings site selection/negotiation company that publishes its own business journal: **MeetingMentor**. As the industry starts to return to normal after the many challenges of 2020, MeetingMentor will be distributing one additional issue this year that will hit planners' IN boxes the second week of September... perfectly timed for rebooting your relationship with one of the most concentrated repositories of business potential anywhere in the industry:

■ MeetingMentor's core audience is comprised of the company's 400+ associates and multiple representatives from their 4,400+ corporate, association, sports, and event management clients... an audience that booked 13,408 meetings and conventions worth over \$870 million in rooms revenue alone last year!

■ For the first time ever, we are offering affordable ¼ page ads to **ConferenceDirect Preferred Partners for the special rate of \$1,500 net.**

This is a great way to tell ConferenceDirect's associates and clients that you are back in business and/or extend a special offer to this highly productive audience of decision-makers.

■ This special advertising program is available to individual hotels/resorts (or groups of two to four related properties, with shared brand and/or ownership) and service providers such as Destination Management Companies, AV companies, etc.) only. If you are not currently a ConferenceDirect Preferred Partner, please contact J.J. Wills at jj.wills@conferencedirect.com for details on how to join.

■ See page 2 for the layout of a sample page as it will appear in the Fall 2020 Issue of MeetingMentor. Ad specifications and due dates are in the adjacent chart.

■ Space is limited and is extended on a first come/first confirmed basis, so if you are interested, please do not delay in responding. When they are gone, they're gone!

■ For a turn-the-page review of our current issue of MeetingMentor, go to meetingmentormag.com and click on the "View most recent issue..." icon.

■ For more information, or to commit, please contact Chris Baum, Senior VP & Publisher, at (213) 379-3345 or chris.baum@conferencedirect.com today.



Ad Specifications

| Ad Size | Width | Height |
|----------------------------|-------|--------|
| Quarter Page | 3.75" | 4.5" |
| Cost: \$1,500 net | | |
| Paper: 50 lb. coated stock | | |

Ad Closing Date: August 3, 2020,
OR when all allotted ad units are sold
Creative Due Date: August 10, 2020
Fall Mailing Date: September 1, 2020

ConferenceDirect Preferred Provider **UPDATES**



We're Open for Your Business!

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Acme Hotel Atlanta

For All Your Destination Management Needs!



Call Us for Special ConferenceDirect Rates!

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Worldwide DMC

AV Strategies

Mastering Event Technology



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12% Commission for ConferenceDirect Bookings

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BEACH RESORT