

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



# Meeting Mentor

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

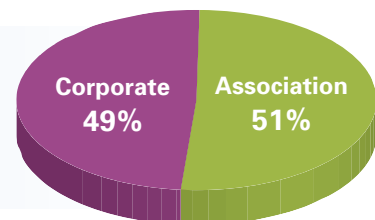


Third Party Intermediaries account for an estimated 50% of national group business.

Industry leader ConferenceDirect projects an increase in 2011 to more than 2,000,000 room nights annually.

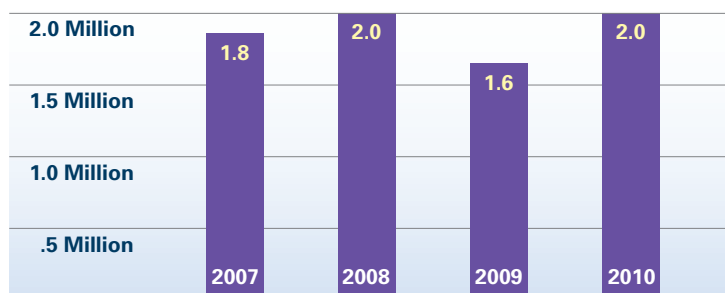
To reach this growing, target audience, the circulation of *Meeting Mentor* increases to 14,000 in 2011...with no increase in rates!

ConferenceDirect Clients  
by Market Segment



Your Target Audience...Timely Content and Analysis...  
Affordable Cost. *Meeting Mentor: The Intersection of Face-to-Face Meetings and Social Media.*

## ConferenceDirect Annual Room Nights Booked





Brian Stevens, President and CEO

## About ConferenceDirect®

### A leading worldwide provider of outsourced meeting planning services

ConferenceDirect was formed in 1998 with four employees. A decade later, more than 300 ConferenceDirect “Associates” booked more than two million room nights, accounting for revenue in excess of \$450 million.

The company offers site selection and contract negotiation; conference management; and registration and housing 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 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.”

The mission of *Meeting Mentor* is to provide you with creative solutions and best practices in support of that effort.

## ConferenceDirect Booking Pace

Year-over-Year through September 2010

	2009	2010	% Change
<b>Total Bookings</b>	<b>4,970</b>	<b>6,814</b>	<b>38%</b>
<b>Total Room Nights</b>	<b>1,682,701</b>	<b>2,525,434</b>	<b>50.1%</b>
<b>Total Room Revenue</b>	<b>\$286,859,449</b>	<b>\$437,257,970</b>	<b>52.4%</b>

For more information contact Peter Shure, Publisher, 914-478-0269.  
pshure@responsepub.com

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Dear Pete:

The verdict is unanimous. Our more than 300 sales associates report that *ConferenceDirect Meeting Mentor* and its companion *Meeting Mentor Online* have quickly become their most valuable tool for marketing to new prospects.

Similarly, our existing clients have high praise for timely content that "breaks through the clutter." Kudos to Maxine Golding, who has worked with our Executive Vice President, Cathy Brown CAE, to assemble ConferenceDirect's first Editorial Advisory Council. We look forward to co-hosting the group with you in September.

We were pleased to have Roy Evans and Diane Griffin in attendance at our May Annual Meeting in Atlanta. They heard me announce a measurable spike in future bookings. But as your recent article states, "the jury is still out" on whether the current economic recovery can be sustained. In either event, ConferenceDirect's core marketing strategy is to cast a wider net to promote client acquisition. Your announcement to expand the circulation of *Meeting Mentor* to 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

### 2011 Publishing Dates

**Spring Edition: March 21**

**Regional Focus: The South**

**Bonus Distribution:**

**ConferenceDirect Annual Meeting**

Ad Closing: February 11

Materials Deadline: February 25

**Summer Edition: June 30**

**Regional Focus: The West**

**Convention Bureau Services**

Ad Closing: May 13

Materials Deadline: May 27

**Fall Edition: August 25**

**Supplement: The Resort Experience**

**Regional Focus: The Northeast**

**Citywide Conventions**

Ad Closing: July 8

Materials Deadline: July 22

**Winter Edition: November 22**

**Regional Focus: The Midwest**

**2012 Industry Forecast**

Ad Closing: October 7

Materials Deadline: October 21

#### For more information, contact:

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### 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 1/4"
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 should be 3/16" from the trim.

## Online Advertising Sizes and Specifications

**Meeting Mentor Online** is distributed six times a year to more than 30,000 qualified decision-makers. The June 2010 e-newsletter received 5,702 unique visitors, including 1,693 clients, prospects, and sales associates of ConferenceDirect.

### 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

### Dates

#### Reservation

January 27

March 27

May 27

July 27

September 27

November 23

#### Distribution

February 15

April 18

June 15

August 15

October 17

December 14

### E-mail Materials (JPG or GIF format) to:

Dee Dee Bandy

dbandy@bandyassociates.com

(630) 359-4273



**A** Leaderboard  
728 x 90 pixels


**B** Button  
120 x 90 pixels

June 2010

ConferenceDirect®

## Meeting Mentor Online

**Cover Story**  
**Will Rebound Be Sustained? The Jury Is Still Out**  
Attendance at many first-quarter exhibitions showed double-digit increases, but sales of exhibit space continued to show a year-over-year loss. As signs of cautious optimism emerge in the group marketplace, is the glass half full or half empty? [MORE](#)

**ConferenceDirect Profile: Brian Landers**  
**Attendance Swings Demand Careful Room Block Management**  
 Instead of the low numbers of 2009, many of Brian Landers' clients are wrestling with how to accommodate more attendees than projected. As hotel occupancy rates improve, "tracking attendance becomes even tougher than usual," explained the Vice President/Team Director at ConferenceDirect. [MORE](#)

**D** Box  
180 x 150 pixels

**E** Box  
180 x 150 pixels

**F** Text Ad  
35 Characters

**Best of MeetPete**  
**Call It Divorce, Italian-Style**  
In a country noted for its family-centered Roman Catholic traditions, it caused quite a stir when Milan recently played host to what was billed as the country's first Divorce Trade Fair. [MORE](#)

**MeetingTech**  
**Meetings and Tradeshows — There's a Mobile App For That!**  
A decade after Corbin Ball, CSP, CMP, predicted that "mobile phones will morph into 'widgets' (wireless Internet devices for geo-positioning, commerce and telecommunications)," the forecast has come true. Learn more about some of the significant mobile applications for events, tradeshows, associations and venues. [www.corbinball.com](#)

**About ConferenceDirect**  
ConferenceDirect is a full-service meeting management company offering site selection and hotel negotiation as well as registration and housing services.  
[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 million room nights last year.  
[www.meetingmentormag.com](#)

[Forward to a Colleague](#)

[Download Media Kit](#)