

EVENTS

Smartmeetings

INSPIRING BRILLIANT EXPERIENCES

# SMART MEETINGS JUST GOT SMARTER

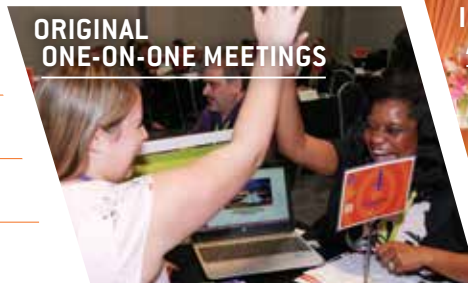
Experience powerful business meetings with the highest-caliber corporate, association and third-party meeting planners in the industry. Every attendee is thoughtfully hand-selected to ensure that each event is bursting with unique ROI opportunities. Receive white-glove service from beginning to end and prepare to be wowed at the industry's preeminent event experience.

- EACH EVENT IS UNIQUE WITH 80% NEW ATTENDEES EACH YEAR
- SECURE NEW AND UNIQUE MEETINGS BUSINESS WITH HIGHLY TARGETED, FACE-TO-FACE APPOINTMENTS
- 95% OF PLANNERS HAVE BOOKED BUSINESS WITH A PROPERTY THEY MET AT A SMART MEETING EVENT
- MORE THAN \$500 MILLION IN GROUP BUSINESS HAS BEEN BOOKED AS A RESULT OF A SMART MEETING EVENT
- MEET FACE-TO-FACE WITH FORTUNE 500 PLANNERS WHO HAVE OPEN RFPs
- RECEIVE HIGHLY-TARGETED, CUSTOM-MATCHED APPOINTMENTS WITH PLANNERS WHO BOOK IN YOUR REGION



## 2019 EVENTS CALENDAR

JAN 23	1-DAY	<b>NORTHERN CALIFORNIA</b> Fairmont San Francisco
FEB 28	1-DAY	<b>SOUTHERN CALIFORNIA</b> Sheraton Grand Los Angeles
MAR 14	1-DAY	<b>NORTHWEST</b> Hotel Interurban, Seattle
APR	1-DAY	<b>SOUTHWEST</b> Greater Dallas
MAY 5-7	3-DAY	<b>WEST NATIONAL</b> Caesars Las Vegas
MAY 8	1-DAY	<b>SMART WOMAN SUMMIT</b> Caesars Las Vegas
JUN 27	1-DAY	<b>MID-ATLANTIC</b> Kimpton Hotel Monaco Washington D.C.
JUL 11	1-DAY	<b>NORTHEAST</b> The Roosevelt Hotel New York City
AUG 18-20	3-DAY	<b>EAST NATIONAL</b> JW Marriott Marco Island Beach Resort
OCT	1-DAY	<b>MIDWEST</b> Chicago
OCT	1-DAY	<b>CALIFORNIA SUMMIT</b> California Associations and Government Sacramento
NOV	3-DAY	<b>MID-AMERICA NATIONAL</b>



## SPONSOR A LUNCH ROUND TABLE

SELECT 6 PLANNERS OF YOUR CHOICE **\$1,200**



# BY THE NUMBERS<sup>+</sup>

## EVENT ATTENDEE BOOKING HABITS

### TYPES OF PROPERTIES

86%

RESORT  
HOTEL

91%

DOWNTOWN  
HOTEL

46%

SUBURBAN  
HOTEL

64%

GOLF  
RESORT

15%

CRUISE  
LINE

### TYPES OF MEETINGS

88%

CONFER-  
ENCES

69%

SPECIAL  
EVENTS

69%

BOARD  
MEETINGS

60%

TRAINING

38%

INCENTIVE  
TRIPS

37%

SALES  
MEETINGS

33%

TRADE  
SHOWS

23%

PRODUCT  
LAUNCHES

### AS AN ATTENDING SALES EXECUTIVE, YOU WILL:

- Network with 65+ hand-picked corporate, association and third-party meeting planners.
- Receive 12–15 highly targeted appointments at regional events and 22–25 at national events.
- Take home an events program full of contacts to use as your own personal directory year-round.
- Save time and money when joining us for multiple events.
- Receive complimentary hotel accommodations and transportation at national events.

### 2018 SAMPLE PLANNER COMPANIES

- AARP
- Accenture
- Allstate Insurance
- Amazon
- American Bar Association
- Blue Cross Blue Shield Association
- Chevron
- Ernst & Young
- Experian
- Facebook
- Fannie Mae
- Fiserv
- HP Inc.
- iHeartMedia
- In-N-Out Burger
- Intel Corporation
- Johnson & Johnson
- Kellogg
- Mars Wrigley Confectionery
- NASA
- National Dental Association
- NVIDIA
- Plantronics, Inc
- Salesforce.com
- United States Steel Corporation
- Wells Fargo

\* Requires minimum \$10,000 print and/or online advertising package

\*\*1-day events include all meals and education sessions

\*\*\*3-day events include airport transfers, all meals and accommodations

+ Smart Meetings' event attendee registrations

# PLATINUM SPONSORSHIP | \$20,000+

**PLATINUM SPONSORS ARE OUR HIGHEST-LEVEL SPONSORS AND ENJOY A PROMINENT PROFILE AT SMART MEETING EVENTS.**

- TWO 3-DAY EVENT REGISTRATIONS OR FOUR 1-DAY EVENT REGISTRATIONS
- CHOOSE EITHER NETWORKING DINNER, TEAM-BUILDING/EVENING ACTIVITY OR POST-EVENT NETWORKING RECEPTION SPONSORSHIP
- TWO-MINUTE SPEAKING OPPORTUNITY PRIOR TO KEYNOTE INTRODUCTION
- PLATINUM DESIGNATION ON SMARTMEETINGS.COM EVENT PAGE WITH A LINK TO YOUR WEBSITE
- PLATINUM DESIGNATION ON PROMOTIONAL EMAILS
- SPONSOR DESIGNATION ON EVENT APP
- ONE FULL-PAGE PROFILE PER EVENT IN PROGRAM
- ONE FULL-PAGE AD PER EVENT IN PROGRAM
- ON-SITE SIGNAGE
- EVENT ATTENDEE MAILING LIST
- TURNDOWN GIFT AT 3-DAY EVENTS
- TOTE BAG INSERT/GIFT AT 1-DAY EVENTS
- CURATED VIDEO INTERVIEW WITH SMART MEETINGS TV

# GOLD SPONSORSHIP | \$15,000

- ONE 3-DAY EVENT PLUS ONE 1-DAY EVENT REGISTRATIONS OR THREE 1-DAY EVENT REGISTRATIONS
- CHOOSE EITHER WELCOME BREAKFAST, REFRESHMENT BREAK, NETWORKING LUNCH SPONSORSHIP
- TWO-MINUTE SPEAKING OPPORTUNITY PRIOR TO KEYNOTE INTRODUCTION
- GOLD DESIGNATION ON SMARTMEETINGS.COM EVENT PAGE WITH A LINK TO YOUR WEBSITE
- GOLD DESIGNATION ON PROMOTIONAL EMAILS
- SPONSOR DESIGNATION ON EVENT APP
- ONE FULL-PAGE PROFILE PER EVENT IN PROGRAM
- ON-SITE SIGNAGE
- EVENT ATTENDEE MAILING LIST
- TOTE BAG INSERT/GIFT



## SILVER SPONSORSHIP | \$12,000+

- ONE 3-DAY EVENT REGISTRATION OR TWO 1-DAY EVENT REGISTRATIONS
- CHOOSE EITHER WELCOME BREAKFAST, REFRESHMENT BREAK SPONSORSHIP
- TWO-MINUTE SPEAKING OPPORTUNITY PRIOR TO KEYNOTE INTRODUCTION
- SILVER DESIGNATION ON SMARTMEETINGS.COM EVENT PAGE WITH A LINK TO YOUR WEBSITE
- SILVER DESIGNATION ON PROMOTIONAL EMAILS
- SPONSOR DESIGNATION ON EVENT APP
- ONE FULL-PAGE PROFILE PER EVENT IN PROGRAM
- ON-SITE SIGNAGE
- TOTE BAG INSERT/GIFT

## BRONZE SPONSORSHIP | \$8,000+

- ONE 3-DAY EVENT REGISTRATION OR TWO 1-DAY EVENT REGISTRATIONS
- BRONZE DESIGNATION ON SMARTMEETINGS.COM EVENT PAGE WITH A LINK TO YOUR WEBSITE
- BRONZE DESIGNATION ON PROMOTIONAL EMAILS
- SPONSOR DESIGNATION ON EVENT APP
- ONE FULL-PAGE PROFILE PER EVENT IN PROGRAM
- ON-SITE SIGNAGE
- TOTE BAG INSERT/GIFT

## SUPPORTING SPONSORSHIP | \$2,500+

- ONE TABLETOP AT 3-DAY OR 1-DAY EVENTS DURING BREAKFAST(S), NETWORKING BREAK(S), AND/OR CLOSING RECEPTION
- VENDOR DESIGNATION ON SMARTMEETINGS.COM EVENT PAGE WITH A LINK TO YOUR WEBSITE
- VENDOR DESIGNATION ON PROMOTIONAL EMAILS
- SPONSOR DESIGNATION ON EVENT APP
- ONE FULL-PAGE AD PER EVENT IN PROGRAM
- ON-SITE SIGNAGE
- TOTE BAG INSERT/GIFT



NON-  
ADVERTISER  
RATES

ADVERTISER  
RATES\*

Single 1-Day Meeting\*\*

\$4,450

\$3,100

Single 3-Day Meeting\*\*\*

\$8,050

\$6,300

Smart Woman Summit  
Conference Pass

\$549



# SMART WOMAN SUMMIT

## POWERFUL PROFITABLE CONNECTIONS WITH INFLUENTIAL MEETING PROFESSIONALS

Connect meaningfully with prominent meeting professionals at this career-enhancing workshop for women in the meetings industry.

### AWARDS PROGRAM PARTNER

**\$30,000** EXCLUSIVE SPONSORSHIP  
1 AVAILABLE

- Branding in “Top Influential Women in the Meetings Industry” feature in print and online
- Branding in national press release, email announcements, and social media posts
- Full-page ad in Women in Meetings March feature
- 5-minute speaking opportunity at awards dinner
- Four additional full conference passes
- Includes all event sponsor benefits

YOUR LOGO HERE



YOUR LOGO HERE



## SPONSORSHIP OPPORTUNITIES

### BREAKFAST SPONSOR

**\$2,900** EXCLUSIVE SPONSORSHIP  
1 AVAILABLE

- 2-minute introduction on stage at breakfast
- Opportunity to distribute material or item at all seats
- Includes all event sponsor benefits

### EVENT SPONSOR

**\$1,200** (UNLIMITED)

- One full-conference pass
- Contact details for all attendees
- Full-page ad in printed program
- Logo on signage and recognition at the event
- Sponsor listing in printed program
- Logo on event website
- Swag bag insert

### LUNCH SPONSOR

**\$2,900** EXCLUSIVE SPONSORSHIP  
1 AVAILABLE

- 2-minute introduction on stage at lunch
- Opportunity to distribute material or item at all seats
- Includes all event sponsor benefits



# SMART FAMS

## THE ULTIMATE TOOL TO SHOWCASE YOUR DESTINATION

Target new meetings business and create a truly customized group experience to position your city as a thriving meetings destination.

- Receive hand-selected meeting planners tailored to your needs and delivered directly to you
- Secure step-by-step planning, registration and logistics
- Relax with a complete on-site schedule fully executed by Smart Meetings
- Receive a strategic, custom-created marketing campaign to secure meeting planner registrants
- Connect meaningfully with your attendees and showcase your city with ease



### CUSTOM MARKETING CAMPAIGN

Visit Carlsbad Smart FAM  
Brought to you by Smart Meetings  
March 2-4, 2017  
Fully hosted for qualified meeting planners

**Marketing**

We wouldn't invite you to participate in the fully hosted **Visit Carlsbad Smart FAM** trip to stunning Carlsbad, CA, did we for these 3 unforgettable days to accelerate your planning for 2017 with the leading media company and most trusted resource for meeting professionals.

**HERE'S WHAT YOU CAN GET EXCITED ABOUT**

- Complete site-inspections at premier properties including Omni La Costa Resort & Spa, Capa Play and more
- Multi-day outdoor activities including yoga and a teambuilding hike
- A beautiful sunset boat-to-reflect upon and reception
- Worldwide meals, tempting cocktails and champagne dinners
- Customized experiential activities (golf courses, luxurious spas, exciting water sports, tubular tubing and more)

Smart FAMS are an unbeatable way for today's top planners to visit the locations they're most interested in booking with. You'll see premier properties, visit exciting attractions and indulge in diverse local and hometown. We hope that you will join us for this affordable, fun, memorable trip!

[Apply Now](#)

PREMIER HOTELS - SITE TOURS - EXPERIENCE CARLSBAD

Smart Meetings

Visit Carlsbad Smart FAM  
Brought to you by Smart Meetings  
March 2-4, 2017  
Fully hosted for qualified meeting planners

[Apply Now](#)

**What is a Smart FAM?**

Smart FAMS are unbeatable ways for the meeting planner to visit the locations they're most interested in booking with. You'll see premier properties, visit exciting attractions and indulge in diverse local and hometown. We hope that you will join us for this affordable, fun, memorable trip!

**Who Should Attend?**

All qualified meeting planners who are interested in booking in Carlsbad are encouraged to apply for this opportunity. We reserve our Smart FAM's most interesting and exciting attractions and meals to those who are most qualified. Your approval will be the final decision. We reserve the right to cancel any Smart FAM that Carlsbad, hosts have not shown interest in attending.

**Participating Hotels**

# Smartmeetings

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