

DIGITAL

Smartmeetings

INSPIRING BRILLIANT EXPERIENCES

SMART MEETINGS' DIGITAL SOLUTIONS

WHEN IT COMES TO ROI, NOTHING DELIVERS QUITE LIKE DIGITAL. WITH PINPOINT TARGETING AND UNIQUELY MEASURABLE RESULTS, THESE SOLUTIONS DELIVER THE RIGHT MESSAGE TO THE RIGHT AUDIENCE AT THE RIGHT TIME.

GROW WITH US

SMART MEETINGS IS GROWING! JUMP ON BOARD AND RECEIVE ELEVATED RESULTS THROUGH OUR DIGITAL OFFERINGS.

33%
GROWTH

average monthly page views YOY*

46%
GROWTH

digital subscribers in the last 6 months**

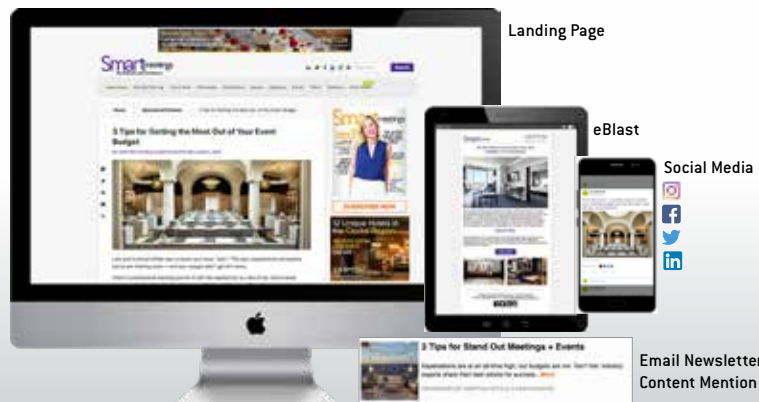
51%
MORE

social media followers than the next leading competitor***

SPONSORED CONTENT PACKAGE

SHARE YOUR UNIQUE STORY WITH PLANNERS EVERYWHERE

Tell your story, your way. Great for differentiating your brand or promoting a renovation, this multi-platform storytelling package shares your unique message in a meaningful way.



DESTINATION TAKEOVER PHOTO GALLERY

SHOWCASE YOUR PROPERTY OR CVB WITH A TAKEOVER OF A MONTHLY DESTINATION FEATURE

Increase your visibility and stand out from the crowd with an exclusive photo gallery designed to attract meeting planners actively researching your destination.



INTEGRATED DIGITAL PACKAGES

SUPPLEMENT YOUR CURRENT MARKETING PLAN WITH THESE DYNAMIC AND 100% CUSTOMIZABLE DIGITAL SOLUTIONS AND START DRIVING NEW BUSINESS WITH A ROBUST, ENGAGED DATABASE OF QUALIFIED MEETING PROFESSIONALS

MULTIPLE DRIVERS, SUCH AS EMAIL, CUSTOM LANDING PAGES, DIGITAL ADVERTISING AND SOCIAL MEDIA WORK TOGETHER TO REACH MEETING PLANNERS IN A COHESIVE WAY. THE SMART MEETINGS TEAM WILL CONSULT WITH YOU TO CHOOSE THE PACKAGE THAT BEST SUITS YOUR NEEDS.

VERTICAL MARKET

REACH YOUR PREFERRED VERTICAL MARKET WITH A COMPREHENSIVE MULTI-PLATFORM MARKETING APPROACH



A compelling online resource guide, email, social media, remarketing and direct mail come together in one vertically-targeted package.

LEAD GEN/EBOOK

ALIGN YOUR BRAND WITH THOUGHT LEADERSHIP AND TOPICS IMPORTANT TO YOUR COMPANY

Choose from a variety of thought leadership topics or create one of your own. Planners need to stay up to date on relevant topics—be the brand that delivers this vital information and receive leads from planners interested in topics relevant to your venue or destination.



Landing Page

LEAD GEN/SURVEY

GENERATE LEADS AND LEARN VALUABLE INFORMATION ABOUT POTENTIAL CUSTOMERS

This customizable survey empowers you to gain important details from potential planners as well as receive critical insights and feedback for your brand.



* Google Analytics 2019

** BPA Worldwide Brand Report, June 2018, TQ = 47,250

*** Based on Twitter, Facebook, Instagram and LinkedIn, January 2019

SMARTMEETINGS.COM

MEETING PLANNERS PREFER SMARTMEETINGS.COM TO ANY OTHER LEADING MEETINGS INDUSTRY WEBSITE

150,000
AVERAGE MONTHLY
PAGE VIEWS*

AVG 55,000
UNIQUE VISITORS
PER MONTH*



IAB STANDARD UNITS

IAB STANDARD UNITS		Monthly estimate**
ROS Leaderboard 728x90	Leaderboard (728x90)	\$2,700
ROS 300x250	Medium Rectangle (300x250)	\$2,700
Featured Gallery	Medium Rectangle (300x250) Advertiser gets two 300x250s in the gallery	\$3,500
Homepage Takeover (2X Box Banner & 3 Leaderboard)	Medium Rectangle (300x250) Leaderboard (728x90) Advertiser gets two 300x250s on homepage	\$8,500
Homepage (Middle) Leaderboard	Leaderboard (728x90)	\$2,700

CUSTOM BUILT UNITS

Wallpaper	310x900 on both rails	\$5,350
Interstitial	550x480	\$4,350
Floating Footer	1280x45	\$4,350
Expandable Ad	Collapsed: 1280x50 Expanded: 1280x200	\$4,350
Page Peel	Collapsed: 170x127 Expanded: 640x480	\$4,350
Expandable Leaderboard 728x90 to 728x315	728x90 expands to 728x315	\$4,350
Expandable 300x250 to 600x250	300x250 expands to 300x600	\$4,350

**All units available on a daily and/or weekly basis.
Campaigns are built on goal impressions and are guaranteed.

WEBINARS

SHARE YOUR MESSAGE AND RECEIVE LEADS WITH THIS POWERFUL THOUGHT LEADERSHIP TOOL

WEBINAR TOPICS FOR 2019

Jan	Industry Forecast Essential Guide to the 2019 Event Market: Everything you need to know to successfully plan for a changing hospitality economy
Feb	Health & Wellness Secrets for Keeping Attendees Happy and Healthy: From Yoga to Puppy Petting, Wellness is now Holistic
Mar	Contracts & Negotiations A Legal Guide to Partnering with Suppliers: Tips for planners on contracts and negotiations
Apr	Women in Leadership Tips for a Brilliant Career for Smart Woman Winners
May	Tips for Meeting in Gaming Properties How to Cash in on The Gaming Advantage: A Deep Dive into All the Resources Casino Properties Offer Events
June	Med/Pharma Meeting Trends How to Navigate a Changing Med/Pharma Landscape: American Express Meetings and Events experts share trends
July	All-Inclusive Trends The Easy Way to Incentive: How All-Inclusive Properties Take the Work Out of Planning Incentives
Aug	International Meeting Travel Tips The Easy Way to Incentive: How All-Inclusive Properties Take the Work Out of Planning Incentive
Sept	Third-Party Planner Strategies How Strategic Planning Can Supercharge Your Business: from a seat at the table to planning an agenda, make yourself part of the revenue side of the business by showing real ROI
Oct	Finance & Insurance Meetings Trends Purposeful Meetings Drive Deeper Meaning: How applying the findings of behavioral science can result in transformational gatherings
Nov	Association Meeting Strategies Tricks of the Community-building Trade: How to Make People Want to Attend Your Annual Conference
Dec	Incentive Meetings Results from the 2019 Incentive Travel Trends Index

Smart Meetings' comprehensive and CEU-accredited webinar series is a leading resource for engaged and high-quality meeting professionals. Deliver your message to a captive audience and receive contact information for all registrants.

SPONSORSHIP 1X

Exclusive	\$7,400
Shared (Up to 4 sponsors)	\$4,350
Custom Topic	\$9,600

VIDEO

BRING YOUR BRAND TO LIFE WITH VIDEO

Bring your hotel or destination to life and feature your commercial in a popular and powerful editorial video content where meeting planners are actively tuned in.



Video Placement Opportunities (15 or 30 second)

Video Placement Opportunities (15 or 30 second)	Size/Ratio***
Pre-roll on Smart Meetings video content	16:9
Interstitial	550x480
Video Banner, Pinned Video	300x250
eBlast, Email Newsletter	16:9 or 4:3
Homepage Featured Gallery	16:9
Sponsored Content package	16:9
Exclusive Webinar Sponsorship	16:9 or 4:3
Digital Magazine	16:9
Social Media	16:9
Smart Studio Custom Video	\$250/hour, 2 hour minimum

SOCIAL MEDIA



@smartmeetings
#MeetSmart

THE INDUSTRY LEADER IN SOCIAL MEDIA WITH OVER **43,000** COMBINED FOLLOWERS

Expand your reach on preferred networks with an optimized, custom social media campaign. Choose one platform or a combination for broader reach: Facebook, Instagram, Twitter, LinkedIn.



***Video and social campaigns are available on a daily and/or weekly basis. Campaigns are built on goal impressions and are guaranteed.

EMAIL MARKETING

DRIVE GROUP BUSINESS WITH PRECISION-TARGETED EMAIL MARKETING TACTICS AND A ROBUST DATABASE OF OPTED-IN SUBSCRIBERS AND DELIVER YOUR SALES MESSAGE TO THE RIGHT AUDIENCE AT THE RIGHT TIME.

CHOOSE ONE OR BUILD A CUSTOM EMAIL MARKETING PACKAGE FROM MULTI-CHANNEL SELECTIONS

- **Email Newsletters**
 - National
 - Regional
 - Northeast • Southeast • Southwest • Midwest • West
- **eBlasts**
- **Geo Targeted UP TO 10K**
- **Industry Targeted UP TO 10K**
- **Highly Targeted Drip Campaigns**



**Custom eBlast
Production Fee:**
\$250/ HOUR, 2 HOURS MINIMUM

Email Newsletter 1X 3X 6X

Leaderboard 468 X 60	\$2,400	\$2,100	\$1,650
300 X 250	\$1,650	\$1,350	\$1,100
Featured Venue/Destination Placement	\$2,400	\$2,100	\$1,650
Bright Buy Placement	\$2,200	\$1,850	\$1,400
Email Newsletter Takeover	\$5,500	\$4,650	\$3,600
Regional Email Newsletter Takeover	\$3,000	\$2,750	\$2,500

eBlast 1X 3X 6X

North America	\$8,050	\$7,000	\$5,350
Eastern Region	\$4,350	\$3,700	\$3,200
Western Region	\$4,350	\$3,700	\$3,200
Geo/Industry Targeted – up to 10K	\$3,200	\$2,700	\$2,200
Monthly Co-Op			
• Top Position	\$1,550	\$1,350	-----
• Second and Third Position	\$1,050	\$850	-----

LEADERBOARD

Smartnews

INSPIRING BRILLIANT EXPERIENCES 10.11.2017



Hotels are Responding to Climate Change, Report Says

If you've noticed more recycling bins or automatic temperature controls, it might be your hotel is taking a stand on global climate change. More than eight in ten hotels say the issue of climate change impacts their decisions...[Read More](#)

MGM Resorts Debuts "Welcome to the Show"

The ad campaign raises the curtain to highlight the wide array of shows, sporting events and restaurants across the company's 27 resorts and 20 arenas...[Read More](#)

In the Wake of Hurricanes, It's Raining Cats and Dogs

As the headlines are awash with the human misery of Harvey, Irma and Maria, our four-legged friends have not been forgotten...[Read More](#)

7 Gift Ideas Too Sweet To Be Forgotten

Win a FREE ShedRain Bubble Umbrella! In 140 characters or less, share what you would write on a personalized cupcake (photos are encouraged)...[Read More](#)

FEATURED CONTENT

SPONSORED BY BUSINESS EVENTS AUSTRALIA

Create a Winning Program in Sydney

It's not every day you get to sail past the Sydney Opera House or surf Bondi Beach. Discover what Sydney has to...[Read More](#)

300 X 250

Banish the Afternoon Slump

As they say in disclaimers for prescription drugs, responses may vary. But for those days when early afternoon looms like a sink hole, here are six workarounds...[Read More](#)

Celebrating Oktoberfest in the U.S.

People of all ages can enjoy the flavorful food, animated festivities and traditional tunes. More specifically, meeting and event planners can host in one of these cities and truly give attendees something to get excited about...[Read More](#)

Gender Neutral Bathrooms: A 'Sign' of the Times

Gender-binary bathrooms are getting flushed down the toilet in increasingly more places...[Read More](#)

FEATURED CONTENT

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FEATURED DESTINATION OR VENUE

FEATURED VENUE

TI Brings You Meetings with a New Point of View

With panoramic views of our tropical pool, TI's new \$6.5 million meeting facilities expansion redefines events on the Strip. Easily accessible from any guest room floor...[Read More](#)

BRIGHT BUY

BRIGHT BUY

pc/nameoftag® Helps You Create the Best Event

If you want to design a name tag that truly stands out in a crowd, one that embodies a premium look and feel, pc/nameoftag's Event Badge is just the ticket...[Read More](#)

SUBSCRIBE
NOW OR VIEW
CURRENT ISSUE



EMAIL NEWSLETTER

NEW

PLANNER PROFILE CUSTOM MARKETING

BUILD A 100% CUSTOMIZABLE PROGRAM WITH PRECISION-TARGETED DATA MINING

Strategic data processing and powerful marketing resources combine to create your very own custom marketing program, reaching only the meeting planners who match your unique criteria. Smart Meetings will consult with you to define your perfect planner profile and marketing goals, and then build a custom program designed to meet your needs.

PRECISION TARGETING

- **Planner Type**
- **Where They Plan**
- **Industry**
- **Special Interest**

BUILD YOUR PERFECT PLANNER



- Corporate Planner
- Plans in CA, TX and Mexico
- Works in the Tech Industry
- Interested in Citywides and Golf Resorts

DIGITAL MAGAZINE

INSTANTLY ACCESS OPTED-IN SUBSCRIBERS OF THE DIGITAL EDITION OF SMART MEETINGS MAGAZINE



DIGITAL SPONSORSHIP

	1X	3X	6X
Issue Sponsorship	\$7,100	\$6,050	\$5,000
Supplement Sponsorship	\$6,100	\$5,050	\$4,000
Embedded Video	\$2,250	\$1,850	\$1,400
Pop-Up Video	\$1,750	\$1,400	\$1,050
Section Sponsorship (with tab)	\$5,150	\$4,850	



DIGITAL EDITION

46%
GROWTH
Digital subscribers in the last six months*

*BPA Worldwide Brand Report
June 2018, TQ = 47,250

TARGETED REMARKETING

Meeting planners who visit smartmeetings.com are your best prospects and customers. They come to us for the most up-to-date news, destinations and topical information in the market. Extend your online campaign and increase your impressions and click-throughs. Offered in both mobile and display.

HERE'S HOW IT WORKS:

- **Planner visits smartmeetings.com**
- **We track the planner**
- **Planner navigates the Internet**
- **Your Smart Meetings ad follows them on their journey**



Smartmeetings

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