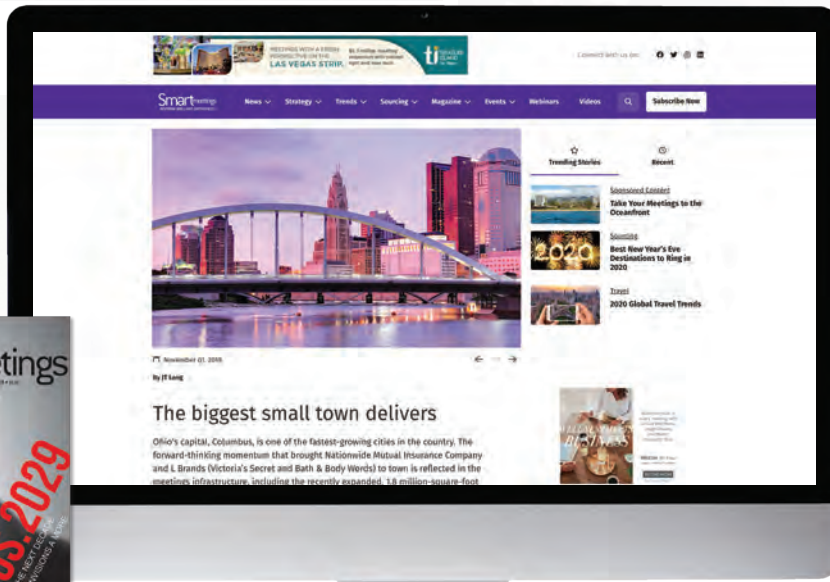


# ACCELERATE YOUR BUSINESS

with Smart Meetings



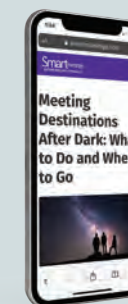
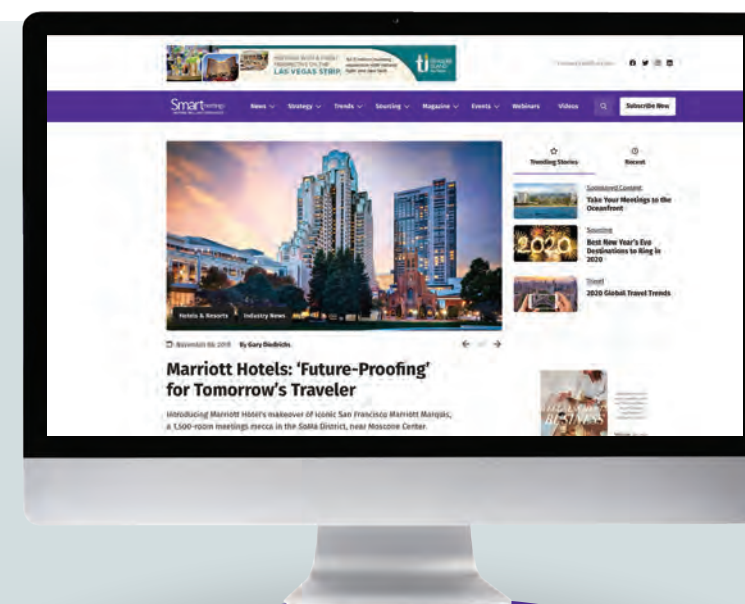
# Smart meetings

INSPIRING BRILLIANT EXPERIENCES

# The Voice of **INSPIRATION** in the **MEETINGS INDUSTRY**

Reach **PLANNING PROFESSIONALS** where they're most active

Smart Meetings inspires our audience of meeting & event professionals to **DREAM BIG**—and create brilliant experiences that delight attendees, achieve desired results and elevate the impact of the meetings industry.



## Magazine

90,000+ Readers\*  
47,500 Subscribers\*\*

## SmartMeetings.com

65,000+ Unique Visitors\*\*\*  
165,000+ Monthly Page Views\*\*\*

## Smart Social

54,000+ Followers\*\*\*\*

## Smart Meetings Experiences

\$500 million in business booked

\*Magazine Readers: Readex Subscriber Study 2018; \*\*Magazine Subscribers print and digital: BPA June 2019, 47,500 circulation; \*\*\*SmartMeetings.com: Google Analytics; \*\*\*\*Social Media followers as of Nov 2019

# Be a part of our **INSPIRED** Community



Promote your brand with **TOP DECISION MAKERS** who book group business

**87%**  
Involved in selection of hotels & destinations\*

**23%**  
Meeting Planner/  
Convention Manager\*\*

**47%**  
Chairman/CEO/Owner/  
Exec VP/Director\*\*

**PLAN 15 MEETINGS/YEAR AVERAGE\***

**18%**  
Training/Education  
Manager/Office  
Personnel\*\*

**12%**  
Marketing/  
Sales Manager\*\*

SOURCES: \*Readex Audience Survey 2018 \*\*BPA June 2019, 47,500 circulation

Position your brand in our  
**COMPELLING INDUSTRY TOPICS**

# 2020 *Calendar*



**JANUARY**

**FEATURE**  
**Industry Forecast**

Closing date: 12/10/2019



**FEBRUARY**

**FEATURE**  
**Health and Wellness**

Closing date: 1/13/2020



**MARCH**

**FEATURE**  
**Smart Women in Meetings**

Closing date: 1/21/2020



**APRIL**

**FEATURE**  
**Security**

Closing date: 2/20/2020



**MAY**

**FEATURE**  
**F&B Trends**

Closing date: 3/23/2020



**JUNE**

**FEATURE**  
**Smart Stars**

Closing date: 4/20/2020



**JULY**

**FEATURE**  
**New and Renovated**

Closing date: 5/22/2020



**AUGUST**

**FEATURE**  
**Travel Trends**

Closing date: 6/19/2020



**SEPTEMBER**

**FEATURE**  
**Planner Education**

Closing date: 7/20/2020



**OCTOBER**

**FEATURE**  
**CVB Showcase**

Closing date: 8/20/2020



**NOVEMBER**

**FEATURE**  
**2020 Hotel Trends**

Closing date: 9/18/2020



**DECEMBER**

**FEATURE**  
**Platinum Choice Awards**

Closing date: 10/20/2020

See full 2020 Editorial Calendar for monthly Destinations

Leverage the draw of **THE MOST CONTENT** in the Industry\*

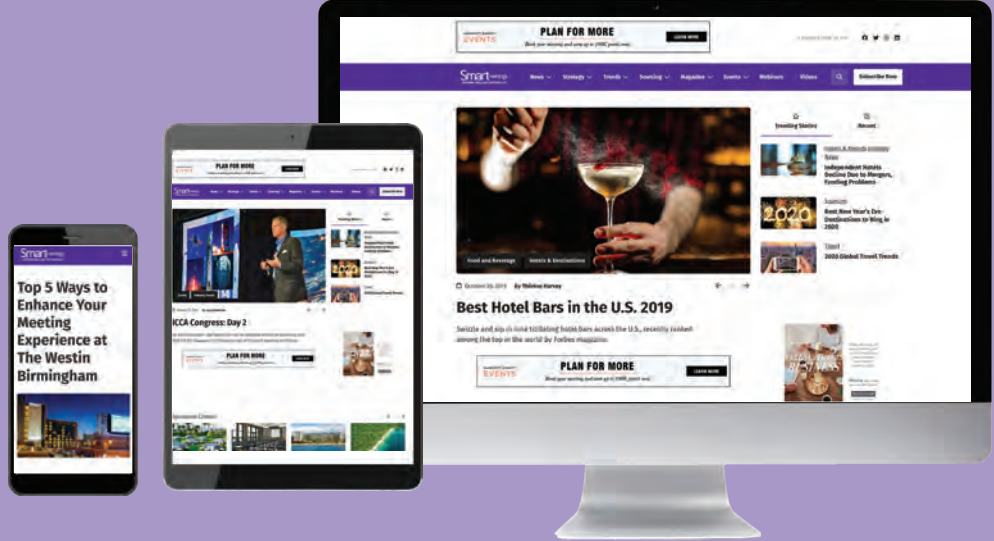
"A daily must-read"  
- SmartMeetings.com Fan



SOURCE: \*Media Radar 2019

**INSPIRE** our audience with **YOUR BRAND STORY**

**SPONSORED CONTENT PROGRAMS**



- DIGITAL**
- CUSTOM BRAND ARTICLE
  - DESTINATION GALLERY TAKEOVER
  - TARGETED VERTICAL MARKETING



- MAGAZINE**
- BRAND/DESTINATION CONTENT
  - KEY TOPIC CENTRIC

"People spend more on everything from hotel rooms to paintings when products or promos are paired with a story"  
— Forbes 2019

Reach your  
**ABSOLUTELY PERFECT MATCH**



**PLANNER  
TYPE**

**WHERE THEY  
PLAN**

**INDUSTRY  
VERTICAL**

**SPECIAL  
INTEREST**

**HYPER-TARGETED  
DIGITAL LEAD-GEN**

- EBLASTS
- WEBINARS
- SURVEYS
- E-BOOKS

Harness the power of face-to-face  
to **DRIVE LEADS**

**SMART MEETINGS  
EXPERIENCES**

FLOOD YOUR PIPELINE WITH  
HOT NEW LEADS



**SMART FAM**

CURATE YOUR ULTIMATE  
BRAND EXPERIENCE FOR  
HAND-SELECTED MEETING  
PROS



**SMART WOMAN SUMMIT**

CONNECT WITH THE MOST  
PROMINENT FEMALE MEETING  
PROS



**SHOWCASE YOUR BRAND WITH AN  
EVENT SPONSORSHIP**

- PLATINUM
- GOLD
- SILVER
- BRONZE

Capture the ***MOST POWERFUL AUDIENCE***  
to ***DRIVE YOUR GROUP BUSINESS***

**Smart**meetings  
INSPIRING BRILLIANT EXPERIENCES



Smart Meetings/Bright Business Media, LLC  
475 Gate 5 Road, Suite 235, Sausalito, CA 94965  
415.339.9355 • SmartMeetings.com • Sales@SmartMeetings.com

**WOMEN**  
**OWNED**