

A feature supplement to

one+

CONVENTION & VISITORS BUREAU

The Value of CVB Supplement to You

In this special issue, advertisers will receive a two-page advertorial spread to feature a how to do business in their city. Also, why not share a success story told by their favorite meeting planner. Nothing beats a strong testimonial!

The Value of CVB Supplement to Planner

Industry professionals rely on CVBs and DMOs to provide them with unbiased, expert information on where and how to do business in their cities, networking opportunities and marketing benefits available worldwide. Meeting and event professionals will use this guide as a valuable resource when planning their premium meeting experience.

The Value of MPI

As the industry's leading source for valuable content that transforms into results for our members, Meeting Professionals International serves more than **23,000 members** belonging to 71 chapters and clubs worldwide. Through a focus on creating human connections to knowledge and ideas, relationships, and marketplaces, MPI connects the **US\$16.9 billion buying power** of planners with suppliers seeking the most effective way to profile their products and services. For more than 30 years, loyal readers within the meetings industry have turned to MPI and *One+* magazine for their marketing solutions.

Reach the audience that matters most to you and **reserve your space today!**

MPI Planner Member Profile

- 46%** Corporate
- 21%** Association/Non-profit
- 26%** Independent/Consultant/
Multi-management Companies
- 3%** Vertical Markets such as University,
Government and Medical

The Value of The Meeting Guide to you

The CVB Meeting Guide, will be included inside the **January 2011** issue of MPI's award-winning monthly magazine, *One+*.

In addition to receiving exposure through the 30,000 readers of *One+*, as an advertiser, you will receive value-added benefits.

Full-page advertisers receive:

- Full page advertorial and photos
- Banner Ad inside *MPI*News
- Banner Ad on www.mpiweb.org

Half-page advertisers receive:

- Half page advertorial and photos
- Banner Ad on www.mpiweb.org

Bonus Distribution:

PCMA and EMEC



Issue Date: January 2011

Ad Reservation Deadline:
November 12, 2010

Ad Materials Deadline:
November 19, 2010

Full-page, four color - \$7,308 gross/\$6,211.80 net

Half-page, four color - \$5,120 gross/\$4,352 net

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MEETING PROFESSIONALS INTERNATIONAL



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