

# Meetings Focus<sup>®</sup>

MEETINGSFOCUS.COM

## Why Online?

**What is your campaign goal?** Do you want to drive traffic to your site, promote lead generation, offer special deals or packages, or announce renovations? Use our innovative technology products to target meeting professionals, generate qualified leads and book more group business.



- **MeetingsFocus.com** offers advertising units designed to reinforce name recognition, build awareness and promote offers. All online units offer guaranteed impressions. Choose from leaderboards, rectangles, and skyscrapers, as well as high impact 'peel-back', expanded pop up units.
- **MeetingsFocus.com** offers meeting professionals the opportunity to share their thoughts on properties, destinations, industry news and anything that's on their mind through our Comment modules located throughout the site, as well as through Meetings Focus Forum, our online discussion portal hosted by industry notable Joan Eisenstodt.
- **Meetings Focus TV** offers the opportunity to truly 'see' your destination/properties through our creative video product lineup.
- **e-Newsletters** are the most efficient way to reach planners who book a specific region, or go the national route with e-Newsletters reaching our entire audience, as well as a special partnership e-Newsletter: HSMAl's MEETings Insights.
- Target your market even further with **custom HTML e-Blasts** reaching even more specified planner audiences.
- **Meetings Focus Webinars** are the most successful educational products for planners, and bring attendance anywhere from 600 to upwards of 2,000 registrants.\*
- Be top of mind in your state/region with **special sponsorship programs** that bring your property/destination to the head in each area.

**If you're looking for the most creative e-Media products, you're looking in the right place.**

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