

# Meetings® focus

WWW.MEETINGSFOCUS.COM

## Why Online?

What is your campaign goal? Do you want to drive traffic to your site, find new leads, 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** covers news and destinations online in the U.S., Canada, the Caribbean and Mexico. While our website is national, you can work with us on programs to highlight your brand or target market regionally, by state, or by specific property or destination.
- > **MeetingsFocus.com** offers advertising units designed to reinforce name recognition, build awareness and promote offers. All online units offer guaranteed impressions.
- > **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.
- > **MeetingsFocusTV** 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.
- > Target your market even further with custom HTML e-Blasts reaching even more specified planner audiences.
- > **Meetings Webinars** are the most successful educational products for planners, and bring attendance anywhere from 600 to upwards of 2,000 registrants.



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

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# Meetings

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