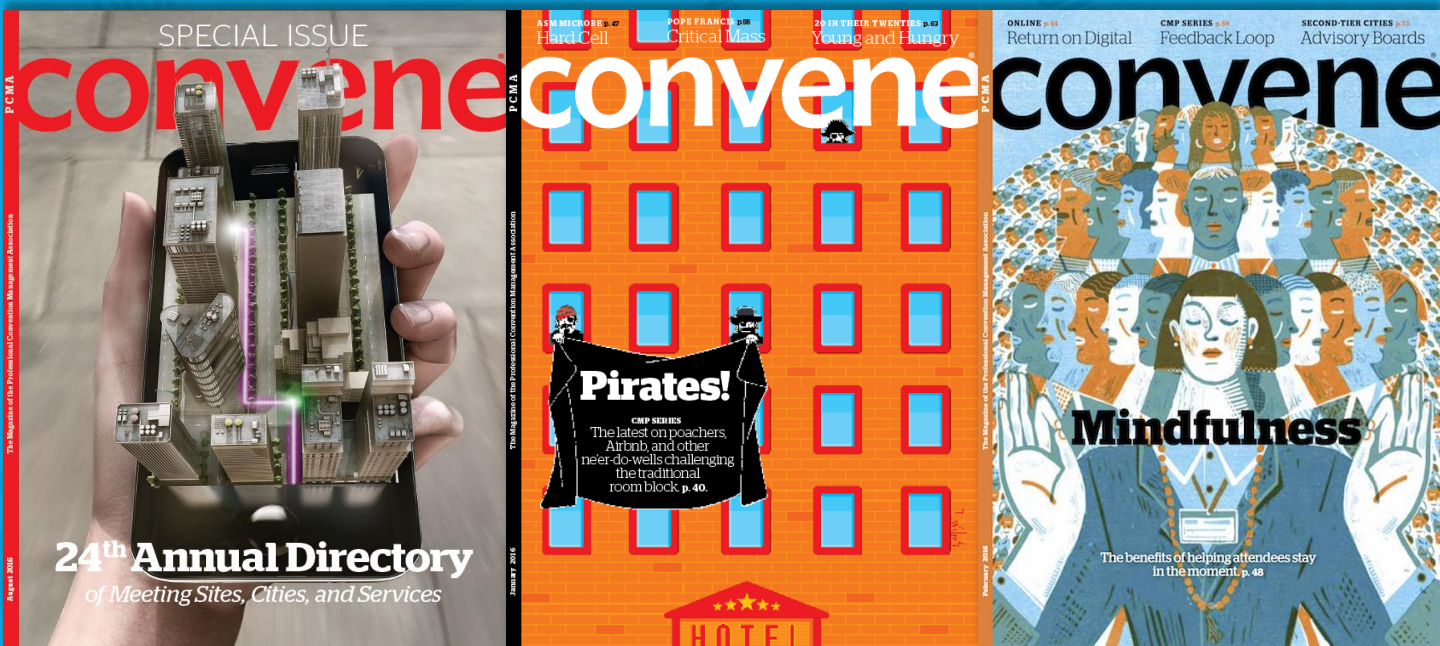




PCMA  
**convene**<sup>®</sup>



# 2017 PCMA Convene Integrated Advertising Overview

## PRINT

- 1** About PCMA's Meeting Professionals
- 2** Audience by the Numbers
- 3** PCMA *Convene* Circulation & Net Rates
- 4** *Convene* 2017 Editorial Calendar
- 5** Special Section Content Format
- 6** Co-op Opportunities & *Convene* High Impact Positions
- 7** Editorial Profiles

## DIGITAL ADVERTISING

- 8-9** Monthly Banner Positions – PCMA Website
- 10-11** Monthly Banner Positions – PCMA *Convene* Website
- 12** Monthly Banner Positions – DEI Website
- 13-18** PCMA E-Newsletter Banners
- 19** Native Advertising
- 20** Convene TV
- 21** Webinars
- 22** Podcast

## PCMA EVENTS

- 23** 2017 PCMA Education Conference
- 24** 2018 Convening Leaders Annual Meeting
- 25** Contact Us

# ABOUT PCMA'S LEADING MEETING PROFESSIONALS



## MEMBERS

Plan an average of 34 meetings per year

30% of their annual conferences exceed **\$5 million** in economic value

78% are decision makers



38% are professionals in associations with 10,000+ members

68% have 10+ years of Industry Experience



**Suppliers**  
48%

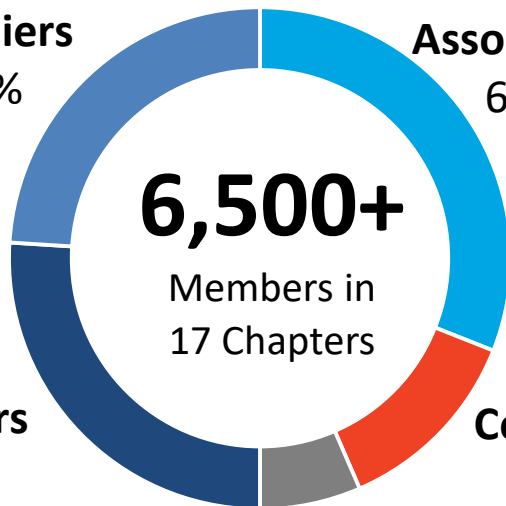
**Association**  
62%

**6,500+**  
Members in  
17 Chapters

**Planners**  
52%

**Corporate**  
25%

**Independent**  
13%



## PCMA CONVENE AUDIENCE BY THE NUMBERS

### 1,300,000+ POTENTIAL MEETINGS

960,000+

with less than 100 attendees

335,000+

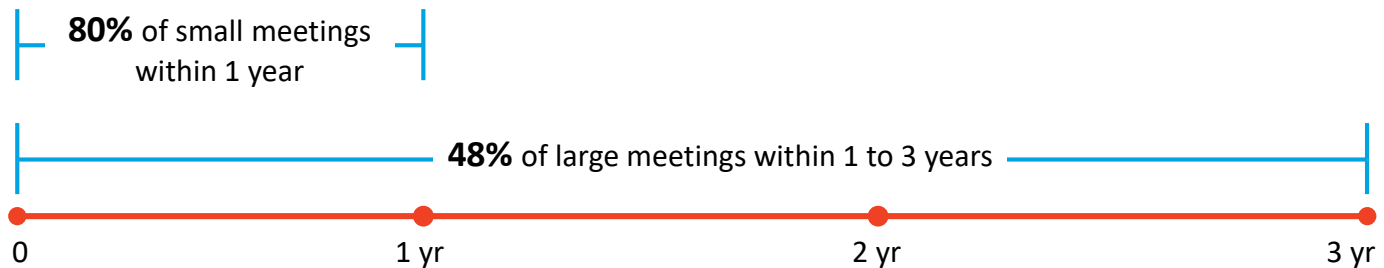
with 500 to 100 attendees

83,000+

with more than 500 attendees

- **128,000** potential meetings to be booked at resorts
- **104,000** of meetings attendees prefer access to a Spa
- **90,700** meetings will involve Golf Outings

### BOOKING WINDOW



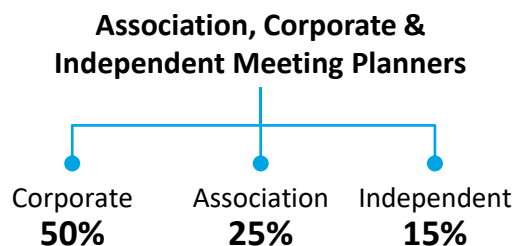
### MEETINGS BUDGET OUTLOOK

152,400+



### CIRCULATION BREAKDOWN

35,000+ QUALIFIED READERS



- 86% hold positions with decision-making authority
- 23% are Executive Level or C-Suite



In a biannual independent study of 700-plus North American event organizers conducted by Watkins Research Group in 2016, *Convene* was once again named **the top industry publication** they rely on to help them plan their event.

## PCMA CONVENE CIRCULATION

PRINT	DIGITAL EDITION	BOTH	TOTAL CIRCULATION	DIGITAL EDITION Delivered Monthly Via Email
29,388	3,788	1,824	35,000	23,500

## PCMA CONVENE (INCLUDES DIGITAL EDITION) – NET RATES

AD SIZE	1x RATE	3x RATE	6x RATE	12x RATE
Full page, 4c	\$8,065	\$7,845	\$7,625	\$7,320
Special Section: Includes full or half page ad and matching editorial	\$8,721	\$8,065	\$7,845	\$7,625
1/2 page, 4c	\$6,195	\$6,025	\$5,890	\$5,730

**VIDEO on Convene DIGITAL EDITION**  
**\$1,500 net**

## CONVENE 2017 EDITORIAL CALENDAR

2017	EDITORIAL FEATURES Full or Half Page ad within feature article	SPECIAL SECTIONS Full or Half Page ad and matching editorial	BONUS DISTRIBUTION	DEADLINES
JAN	<ul style="list-style-type: none"> <li>Medical Meetings</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">LEADERSHIP PROFILES</a> Ad Page Plus Executive Interview</li> </ul>	<ul style="list-style-type: none"> <li>Destinations Showcase DC</li> <li>CSPI</li> </ul>	<b>Space close:</b> 11/1/2016 <b>Editorial close:</b> 11/15/2016 <b>Material close:</b> 12/01/2016
FEB	<ul style="list-style-type: none"> <li>PCMA Convening Leaders Highlights</li> <li>Second-tier Cities</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">CONVENTION CONNECTIONS</a> Special Two-page Editorial Profile</li> <li><a href="#">ATLANTIC CITY</a></li> <li><a href="#">TEXAS</a></li> </ul>	<ul style="list-style-type: none"> <li>AIME</li> <li>CSPI</li> <li>Destinations Showcase DC</li> </ul>	<b>Space close:</b> 12/1/2016 <b>Editorial close:</b> 12/15/2016 <b>Material close:</b> 1/4/2017
MAR	<ul style="list-style-type: none"> <li>26<sup>th</sup> Annual Meetings Market Research</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">FLORIDA SUPPLEMENT</a></li> <li><a href="#">DMA WEST SUPPLEMENT</a></li> </ul>	<ul style="list-style-type: none"> <li>IMEX Frankfurt</li> <li>DMA West</li> </ul>	<b>Space close:</b> 1/4/2017 <b>Editorial close:</b> 1/15/2017 <b>Material close:</b> 2/1/2017
APR	<ul style="list-style-type: none"> <li>Hotel Update</li> <li>Medical Meetings</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">TOP 10 REASONS TO MEET IN...</a> Special Two-page Profile</li> <li><a href="#">LAS VEGAS</a></li> </ul>	<ul style="list-style-type: none"> <li>IMEX Frankfurt</li> <li>Meetings Show</li> </ul>	<b>Space close:</b> 2/1/2017 <b>Editorial close:</b> 2/15/2017 <b>Material close:</b> 3/2/2017
MAY	<ul style="list-style-type: none"> <li>DMO/CVB Update</li> <li>PCMA Education Conference Preview</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">DMO'S TODAY</a> Ad Page Plus Matching Editorial</li> <li><a href="#">GAMING DESTINATIONS</a></li> </ul>	<ul style="list-style-type: none"> <li>DMAI Annual Convention</li> <li>IMEX Frankfurt</li> <li>Meetings Show</li> </ul>	<b>Space close:</b> 3/2/2017 <b>Editorial close:</b> 3/16/2017 <b>Material close:</b> 4/1/2017
JUN	<ul style="list-style-type: none"> <li>Annual Salary Research</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">RESORT, GOLF &amp; SPA MEETINGS</a> Ad Page Plus Matching Editorial</li> </ul>	<ul style="list-style-type: none"> <li>IBTM Americas</li> <li>Meetings Show</li> <li>ASAE Annual Meeting</li> <li>PCMA 2017 Educ. Conference</li> </ul>	<b>Space close:</b> 4/1/2017 <b>Editorial close:</b> 4/15/2017 <b>Material close:</b> 5/2/2017
JUL	<ul style="list-style-type: none"> <li>Corporate Meeting</li> <li>Exhibitions</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">CONVENTION CENTERS</a> Ad page plus matching editorial</li> <li><a href="#">UNIQUE VENUES</a> Ad page plus matching editorial</li> </ul>	<ul style="list-style-type: none"> <li>DMAI</li> <li>ASAE Annual Meeting</li> <li>PCMA Global Summit</li> </ul>	<b>Space close:</b> 5/1/2017 <b>Editorial close:</b> 5/15/2017 <b>Material close:</b> 6/01/2017
AUG	<ul style="list-style-type: none"> <li>"Best in Show" Issue</li> <li>Second-tier Cities</li> <li>Medical Meetings</li> </ul>		<ul style="list-style-type: none"> <li>ASAE Annual Meeting</li> <li>Incentive Works</li> </ul>	<b>Space close:</b> 6/1/2017 <b>Editorial close:</b> 6/15/2017 <b>Material close:</b> 6/30/2017
	<ul style="list-style-type: none"> <li>Annual Directory Outsert</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">ANNUAL DIRECTORY OF SITES, CITIES &amp; SERVICES</a> Ad page plus matching editorial</li> </ul>	<ul style="list-style-type: none"> <li>ASAE Annual Meeting</li> <li>IBTM World</li> <li>IMEX America</li> <li>PCMA 2017 Convening Leaders</li> </ul>	
SEP	<ul style="list-style-type: none"> <li>Global Meetings</li> <li>Independent Meeting Planner</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">DMO'S TODAY</a> Ad page plus matching editorial</li> <li><a href="#">PACIFIC NORTHWEST</a></li> </ul>	<ul style="list-style-type: none"> <li>IMEX America</li> <li>IBTM World</li> <li>ICCA</li> </ul>	<b>Space close:</b> 7/5/2017 <b>Editorial close:</b> 7/17/2017 <b>Material close:</b> 8/1/2017
OCT	<ul style="list-style-type: none"> <li>Convention Centers</li> <li>Medical Meetings</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">INCENTIVE MEETINGS</a> Ad page plus matching editorial</li> </ul>	<ul style="list-style-type: none"> <li>IMEX America</li> </ul>	<b>Space close:</b> 8/1/2017 <b>Editorial close:</b> 8/15/2017 <b>Material close:</b> 9/1/2017
NOV	<ul style="list-style-type: none"> <li>Annual Meetings &amp; Technology Forecast</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">RENOVATIONS, EXPANSIONS, NEW BUILDINGS</a> Ad page plus matching editorial</li> </ul>	<ul style="list-style-type: none"> <li>Holiday Showcase</li> <li>IBTM World</li> <li>IAEE</li> </ul>	<b>Space close:</b> 9/1/2017 <b>Editorial close:</b> 9/15/2017 <b>Material close:</b> 10/2/2017
DEC	<ul style="list-style-type: none"> <li>2018 PCMA Convening Leaders Preview (2018 Nashville, Tennessee)</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">MEXICO</a></li> </ul>	<ul style="list-style-type: none"> <li>PCMA 2018 Convening Leaders</li> <li>Holiday Showcase</li> </ul>	<b>Space close:</b> 10/3/2017 <b>Editorial close:</b> 10/17/2017 <b>Material close:</b> 11/2/2017
	<ul style="list-style-type: none"> <li>Industry Calendar Outsert</li> </ul>			



## Special Sections New format launching August 2017

*Smart, sophisticated, engaging – a better way to tell your story*

Each directory page will include:

- ✓ **Main story** Crafted by a PCMA writer with your input
- ✓ **Photograph**
- ✓ **Off the Top** You choose key facts, such as stats and contact information

In addition to the 3 main elements, you choose 3 of these 8:

- ✓ **Don't Miss**  
What to see and do
- ✓ **Who Knew?**  
Interesting tidbit
- ✓ **In Other Words**  
A quote you would like to share
- ✓ **Delicious**  
Food-related item
- ✓ **Coming Soon**  
Events on the calendar
- ✓ **And One More Thing**  
A catch-all category
- ✓ **Protocol**  
Relevant information on travel
- ✓ **Access**  
How you get there; flight availability

SPONSORED CONTENT

**MIDWEST**

## Cleveland

Located within 500 miles of nearly half of the country's population – and having undergone more than \$3.5 billion in visitor- and meetings-related development in the last six years – Cleveland is eclectic, unpretentious, and gritty yet sophisticated. This sports-loving city is home to a new, 750,000-square-foot, state-of-the-art convention center, multiple new hotel properties, and redeveloped green spaces like the city's center, Public Square. Plus, business travelers will find world-class arts, culture, rock 'n' roll and a menu of diverse dining options – all just steps away from their hotels and meeting rooms.

**Off the Top**

**Space**  
Huntington Convention Center of Cleveland (HCCC)

- 225,000 square feet of exhibit space + 3
- 35 meeting rooms
- 32,000-square-foot column-free ballroom

**Hotels**

- 18 downtown; total rooms - 5,000
- Cleveland region; 22,000 rooms

**Connections**

- 140 daily departures from Cleveland Hopkins International Airport (CLE) to 38 markets and just a 20-minute drive from Downtown

**Contact**  
For more information: Destination Cleveland – Ron Newman, Director of Sales; (216) 875-6630; [rneman@destinationcle.org](mailto:rneman@destinationcle.org); [thisiscleveland.com](http://thisiscleveland.com)



**Let loose** East 4th Street, just a couple of blocks from the Huntington Convention Center of Cleveland, has everything groups need for a fun night out.



**Don't Miss**

**Flats East Bank** – an expansive boardwalk brimming with dining and entertainment options along the Cuyahoga River

**E. Fourth Street/Gateway District** – the heart of Cleveland's culinary scene, and home of the House of Blues and Hilarities Comedy Club.

**Playhouse Square** – the country's largest performing-arts center outside of New York City – hosting more than 1,000 events each year – has been resorted to its 1920s splendor.



**David Gilbert,**  
president and  
CEO, Destination  
Cleveland

**Who Knew?**

**Superman was born here**, created by Jerry Siegel and Joe Shuster, Cleveland's most famous sons. The Cleveland Public Library is honoring their work this year with a massive exhibit – "Superman: From Cleveland to Krypton" – spread out over three floors.

**'We've hosted the National Senior Games for 20,000 and the Gay Games for almost 20,000 people, and the Republican National Convention for 50,000. Those are the kinds of groups that have the ability to change the community for years to come for future investment, future partnerships. That's really exciting.'**

## CO-OP OPPORTUNITIES

### CUSTOM PUBLISHING INSERT/SUPPLEMENT

NOTE: Great to use to build your own INSERT or Co-op

SIZE – INSERT Includes Bound-in or Tip-in	NET RATE – INSERT Supplement Produced (Design & Editorial), Printed on 60# and Distributed by <i>Convene</i>	NET RATE – INSERT Provided by Advertiser
4-pg Insert	\$17,400	\$13,500
8-pg Insert	\$24,600	\$18,000
12-pg Insert	\$32,800	\$22,500


Also Available at Extra Cost: INSERT Using Textured Paper (Scodex)

## CONVENE HIGH IMPACT POSITIONS

ASSETS	POSITION
<i>Convene</i> Cover	<u>Front-cover POST-IT NOTE Sticker</u>
	<u>Front-cover FRENCH DOORS</u>
	<u>BELLYBAND around Convene (5" one-sided)</u>
	DOUBLE GATEFOLD: 4-pages, COVER **NEW PRODUCT**
Gatefold	Run-of-book
Bookmark Insert	With ROB Full Page ad
Premium Positions	<u>Full Page ad</u> Across Table of Contents, Across Editor, Across President-CEO: <b>+10%</b> Covers: <b>+25%</b>

See your  
Business  
Development  
Director for rates

## EDITORIAL PROFILES

	DESCRIPTION	NET
<b><u>Knowledge Economy</u></b> <b>INFOGRAPHIC</b>	A two-page spread infographic commissioned by a graphic illustrator that showcases a destination's knowledge and industry clusters and infrastructure supporting events — as well as its iconic elements, cultural attributes, food scene, and attractions.	\$12,000
<b><u>Places + Spaces</u></b>	A two-page spread featuring the unique features of your destination, hotel, or venue. One available per issue.	\$10,591
<b><u>Out and About</u></b>	A two-page spread that showcases a destination's neighborhoods in relation to its convention center and hotel district, brought to life by a full-page, custom-illustrated map. The emphasis is on the ways attendees can experience a destination's unique characteristics and local flavor, including walkability, public-transit facts, and other highlights.	\$12,000
<b><u>What's NEW In...</u></b>	One-page focusing on a upcoming events hosted within a destination. One available per issue.	\$7,093
<b><u>Convene on Location</u></b>	A <i>Convene</i> writer is hosted to go location in your destination or property and writes about the site visit experience from the planner perspective. A six-page package – can include up to 3-pages of partner advertising. One available per issue.	\$25,000
<b><u>Reverse Cover Feature</u></b>	A unique, four-page reverse (upside down) back-cover feature, including a front-cover design of your destination/company on Cover-4, a full-page ad on Cover-3, plus two-pages of editorial. 	\$34,500

### Monthly Department Sponsorship

Place a full-page ad opposite the most-highly read departments and receive a “Supported by” credit at the end of the content.





## Retargeting Available

### MONTHLY BANNER POSITIONS — PCMA WEBSITE [www.pcma.org](http://www.pcma.org)

	HOMEPAGE		RUN-OF-SITE (ROS)		
	Top Pushdown	Anchor	(ROS) Top Pushdown	(ROS) Side Medium Rectangle with Options	(ROS) Run-of-Site Anchor Leaderboard
Size	PC: 970 x 90 • Expands to 970 x 415 Mobile: 320x50	PC: 970 x 90 Mobile: 320 x 50	PC: 970 x 90 • Expands to 970 x 415 Mobile: 320x50	PC & Mobile: 300 x 250	PC:970 x 90 Mobile: 320 x 50
Available Positions	1 exclusive advertiser	4 rotating on refresh	5 rotating on refresh	5 rotating on refresh	5 rotating on refresh
Options	In-banner video, interactivity, promos, contests, lead-generation No auto play or auto extend allowed	In-banner video No auto play allowed	In-banner video, interactivity, promos, contests, lead-generation No auto play or auto extend allowed	In-banner video No auto play allowed	In-banner video No auto play allowed
Net Rate	\$7,500	\$3,500	\$6,000	\$4,500	\$4,000

### EXAMPLE OF ROS WEBSITE PAGE

The screenshot displays the PCMA website's layout. At the top, a banner features a green background with the text "Now Singapore became Asia's greenest city" and a "Find Out More" button. Below this is the PCMA logo and a navigation menu with links: ABOUT, EVENTS, MEMBERSHIP, ENGAGE, JOBS, CHAPTERS, MY PCMA, and a search icon. The main content area is titled "Industry Content & Media". A featured article titled "This New Tool Can Simplify Your Webinars and Extend Your Event's Reach" includes a large image of a hand pointing at a digital interface with a 62% statistic and a world map. To the right, a "Recent Posts" sidebar lists three articles: "The Events Industry Council Shares Top 5 Industry Trends", "San Diego Holds Onto Top 5 Ranking for Conventions", and "Google's I/O Youth Conference Teaches Tech to Kids in Mountain View". Below the main article, a section titled "More Features Arriving Soon" provides details about the INXPO STUDIO tool. At the bottom, a "Related Posts" section displays six smaller article thumbnails. A footer banner at the very bottom reads "THE START OF GREAT MEETINGS STARTS WITH US." and includes a "FIND OUT MORE" button, along with logos for CHICAGO and UNITED AIRLINES.

Now Singapore became Asia's greenest city  
Find Out More

pcma ABOUT EVENTS MEMBERSHIP ENGAGE JOBS CHAPTERS MY PCMA Q

Industry Content & Media

This New Tool Can Simplify Your Webinars and Extend Your Event's Reach

Recent Posts

- The Events Industry Council Shares Top 5 Industry Trends May 17, 2017
- San Diego Holds Onto Top 5 Ranking for Conventions May 17, 2017
- Google's I/O Youth Conference Teaches Tech to Kids in Mountain View May 17, 2017

DALLAS DELIVERS  
LEARN MORE

More Features Arriving Soon

The initial rollout of INXPO STUDIO can pay immediate dividends for event organizers, but Lawless told me that additional features added soon will provide greater benefits. In Q3, INXPO will add API-level integrations with YouTube and Facebook so that the high-quality video from STUDIO will automatically sync with the biggest social-streaming platforms. A multilingual closed-captioning tool will also help event organizers aiming to satisfy global audiences. Perhaps the coolest feature is a mobile presentation tool. "I'll be able to turn on my iPhone and present from anywhere," Lawless said. "Whether you're hosting a webinar or live-streaming part of an annual conference, you'll be able to add more voices to the conversation. All you'll need is an iPhone and an internet connection."

Want to see how INXPO STUDIO looks and feels? Register for the launch to see how it can simplify your webcasting needs.

Twitter Google+ Facebook LinkedIn VK

Related Posts

- The Events Industry Council Shares Top 5 Industry Trends
- San Diego Holds Onto Top 5 Ranking for Conventions
- Google's I/O Youth Conference Teaches Tech to Kids in Mountain View
- 12 Ideas to Help Attendees Manage Information Overload at Events
- American and European Destination Organizations and CVBs Join Forces
- Omni Resort's New \$550M Boston Seaport Hotel Will Include Largest Ballroom in Boston

THE START OF GREAT MEETINGS STARTS WITH US.  
FIND OUT MORE

CHICAGO  
UNITED AIRLINES



## Retargeting Available

### MONTHLY BANNER POSITIONS — PCMA *CONVENE* WEBSITE

[www.PCMAConvene.org](http://www.PCMAConvene.org)

	HOMEPAGE	RUN-OF-SITE (ROS)	HOMEPAGE AND ROS
Size	<ul style="list-style-type: none"> <li>• Interstitial Medium Rectangle PC: 300 x 250</li> </ul>	<ul style="list-style-type: none"> <li>• Medium Rectangle PC: 300 x 250</li> </ul>	<ul style="list-style-type: none"> <li>• Universal Anchor PC: 970 x 90 Mobile: 320 x 50</li> </ul>
Additional info		<ul style="list-style-type: none"> <li>• <b>2-Column Articles:</b> Side and Interstitial</li> <li>• <b>1-column Articles:</b> Interstitial</li> </ul>	
Available Positions	5 rotating on refresh	5 rotating on refresh	5 rotating on refresh
Monthly	\$4,000	\$4,000	\$4,000

## MONTHLY BANNER POSITIONS — PCMA CONVENE WEBSITE (CONT'D)

[www.PCMAConvene.org](http://www.PCMAConvene.org)

[ABOUT](#) [ADVERTISING](#) [PCMA](#) [CONTACT](#)

[Career](#) [Big Ideas](#) [Event Design](#) [Technology](#) [Logistics](#) [Places + Spaces](#) [Magazine](#) [Subscribe](#)

TO THE POINT

## Predicting 2017

Here is what you need to know to success in this year's 'customer-led, digital-centric' market.

by Deborah Sedore  
January 3, 2017 — [Leave a Comment](#)

As a kid, did you ever have a Magic 8 Ball? You'd ask a yes/no question (say, "Will I get a puppy this year?"), shake the replica of a black billiard ball, turn it over, and your fortune-telling answer would pop up on a screen—"Outlook Good" or "Not Likely" were some common responses.

January is the time of year when Magic 8 Balls seem especially appealing, even as adults. Will I get a new job this year? Will my business expand? Thankfully, there are some expert resources that can give us insightful predictions about what the business world can expect in 2017—including Forrester, a research and advisory firm that surveys more than 500,000 consumers and business leaders worldwide.

According to [Forrester's Predictions 2017 brief](#), "Against the backdrop of political commotion, Brexit, cyberskirmishes, and a muted economic recovery, the grinding gears of the market are moving forward, and the consequences of a customer-led, digital-centric market are becoming clearer. Virtually all competitive markets are on the move.... Adventurous, experimental, and downright tickle behavior—once thought of as 'Millennials being Millennials'—has gone mainstream."

Here are a few that stood out to me as having relevance to our industry:

*"More than one-third of businesses will restructure to shift to customer-obsessed operations."*

Moving away from siloed structures with a good deal of internal control is a complicated process, but aligns with today's customer-led marketplace.

*"Your customers are more aware of, wary of, and frustrated with security and privacy risk, and you will increasingly gain or lose affinity based on how much they trust your company."*

The chances of a privacy breach at our meetings are increasing — and the stakes are higher if they do. Those who take the steps now to protect their stakeholders will avoid potentially harsh repercussions, and possibly reap rewards.

*"CEOs will exit 30 percent of their CMOs for not mustering the blended skill set of design and analytics."*

There should be a healthy balance of right-brain skills in designing customer experiences and left-brain skills in mastering technology and analytics. While this prediction sounds a bit severe, there's much to be said for developing your digital skills and/or bringing in new talent to assist.

That said, Forrester's Predictions 2017 brief expects that certain jobs "will continue to be in negative unemployment, putting immense strain on talent management and talent acquisition." Among those roles most in demand? Data scientists, experience designers, and storytellers. You may need to look long and hard for someone with these skills, and if you've got them yourself, you're in a good place!

Filed Under: [Event Design](#), [Magazine](#), [To the Point](#)

[Read More: 2017, 2017 predictions, business, data, Forrester's Predictions 2017, millennials](#)

**Get the Convene weekly newsletter.**

Enter your email address

[Sign Up](#)

Fresh perspectives on meetings and events delivered to your inbox.

**The Latest from PCMA**  
Professional Convention Management Association

[3 Inspiring Quotes to Fuel Your Work and Personal Lives](#)

[Why More Major Events are Using Twitter to Livestream](#)

[Do You Need to Reshape Your Sponsorship Program?](#)

[5 New Travel Accessories From CES](#)

**convene podcast**

The best meetings don't always look like meetings.  
VISIT FLORIDA GO #

**Get the Convene weekly newsletter.**

Enter your email address

[Sign Up](#)

Fresh perspectives on meetings and events delivered to your inbox.

**ANNUAL CONFERENCE**  
MARCH 1<sup>st</sup> 2017  
Washington, D.C. - Marriott Wardman Park [CLICK HERE TO REGISTER](#)

**Fresh perspectives on meetings and events delivered to your inbox.**

Enter your email address

[Sign Up](#)

**Subscribe Today!**  
Receive the best content in the meetings industry — plus save \$2.50 every month — by subscribing today!

ABOUT ADVERTISING PCMA CONTACT

[f](#) [t](#) [in](#) [p](#) [e](#) [n](#)

© 2017 PCMA/Convene. All rights reserved. Privacy policy, Terms of Use, Design by Peter Fox



## Retargeting Available

### MONTHLY BANNER POSITIONS — DEI WEBSITE

<http://digitalexperienceinstitute.org/>

	HOMEPAGE AND ROS	RUN-OF-SITE (ROS)
Size	Top: PC 970 x 90 Mobile 320 x 50	Anchor: PC 728 x 90; Mobile 320 x 50
Available Positions	5	5
Monthly	\$4,000	\$3,250

**DEI Certification**

### Why the **Digital** Event Strategist?

Earning this certification shows you are the authority on live stream and digital events. The DES certification is designed to help you effectively plan, produce and measure the results of your live stream and digital engagement events. Both the course and exam cover 10 key areas of focus. [Click here](#) to apply for a DES Scholarship now.

[ADD DES EXAM TO YOUR CART](#)

Get Your Digital Event Strategist (DES) Certification

### Customer testimonials

**GAYLE PATTERSON WITHERS, DES**  
LAW SCHOOL ADMISSION COUNCIL

“My company had just started talking about digital events, and I wanted to have the tools at my fingertips before decisions were made. Signing up was a benefit to my company and also a strategic move for my career.”

**THAD LARSON, DES**  
NATIONAL CRAFTSMEN'S BEEF ASSOCIATION

“I learned a lot from just about all of the presentations and felt the content was very solid. I can understand how the curriculum in this space is evolving at such a rapid pace and that would make it difficult to stay on top of industry trends.”

**WENDI HAUGHT, DES**  
FRAMEWORK MEETINGS AND DESTINATIONS

“The course was great – and taking it during one of our peak business times was still possible due to the on-demand portion of the programming!”

**IRMA A STRAUSSAITE, DES**  
INTERPRET EXPERTS

“I enjoyed the course a lot, it gave me many ideas and inspiration. It was good to learn the right terminology and also to read a lot of professional literature. Some things are on the list for the next year too. Thank you for hosting such a course. It was a pleasure.”

Brought to you by **calgary** meetings & conventions  
Powered by Digital Inc.  
Supported by the PCMA Education Foundation

[VIEW LIST OF DES RECIPIENTS](#)

**MEETINGS+CONVENTIONS+ INNOVATION** **calgary** meetings & conventions




# DIGITAL ADVERTISING

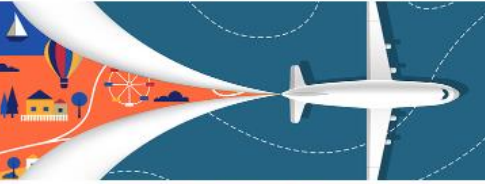
## PCMA eNEWSLETTER BANNER ADVERTISING - OVERVIEW

PCMA eNewsletters	Frequency	Banners	Specs	Delivery
<i>PCMA NewsJunkie</i>	Daily	Top	728 x 90	14,500+
		Anchor	728 x 90	
<i>ThisWeek@PCMA</i>	Weekly	Top	728 x 90	15,500+
		Anchor	728 x 90	
<i>PCMA Convene</i>	Weekly	Top	728 x 90	36,500+
		Interstitial	300 x 250	
		Anchor	728 x 90	
<i>PCMA CareerCenter</i>	Monthly	Top	728 x 90	14,700+
		Interstitial	728 x 90	
		Anchor	728 x 90	
<i>Digital Experience Institute</i>	Bi-Monthly	Top	728 x 90	3,900+
		Interstitial	728 x 90	
		Anchor	728 x 90	

# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING


ThisWeek @ 



### 4 Tips For Air Travel In 2017


As you travel around the world for site visits, the experience in the air will continue to evolve in the new year. Here are four considerations for frequent fliers.

[LEARN MORE](#)



### Run Better. In Boston.


[SignaLive BOSTON](#)



### How A Massive Tech Trade Show Is Embracing An Analog Engagement Tactic

When more than 170,000 attendees come together for one of the biggest trade shows in the US in January, they'll have some unique opportunities that don't involve a Wi-Fi signal, a beacon or any other piece of event technology.

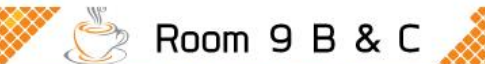
[LEARN MORE](#)




### Using Data To Power Real-Time Meeting Design Innovation

As conference organizers collect data on attendee behaviors and preferences, they can use all that intelligence to make decisions that drive engagement. Brought to you by Freeman.

[LEARN MORE](#)




### Room 9 B & C



### 3 Key Lessons To Drive Your Streaming Success

As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.

[LEARN MORE](#)



### CONVENING LEADERS LIVE STREAM

CAN'T ATTEND IN AUSTIN? JOIN THE CONVENING LEADERS LIVE STREAM  
JANUARY 8-11, 2017 | FREE ONLINE | up to 55 daily hours  
[VIEW SCHEDULE](#)

### ThisWeek@PCMA (Weekly)

Newsletter featuring all things PCMA as well as the latest industry-wide news and developments

#### Position

#### Top

- 10x Series: \$20,000
- or 1x delivery: \$3,000

#### Anchor

- 10x Series: \$9,000
- or 1x delivery: \$1,250

#### Average Weekly Circulation

15,500+

#### Average Open Rate

33%

#### Specs

#### Leaderboards

- Top: 728 x 90
- Anchor: 728 x 90

# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

pcma Career Center

Four Reasons Why 2017 Is the Year to Finally Start Your Side Gig

Thinking about starting a side hustle of your own? Check out these four reasons why it might be the boost your career needs.

LEARN MORE

THE START OF GREAT MEETINGS STARTS WITH US

VIEW INCREDIBLE SAVINGS | OFFER ENDS SOON

CHICAGO UNITED

2017

2016

5 Career Tasks To Complete Before The End Of 2016

As the year winds down, it's time to make sure you're setting yourself up for growth in 2017.

LEARN MORE

Room 9 B & C

People on the Move This Month

Your colleagues are on the move, find who is going where.

LEARN MORE

Recently Posted Jobs

Arlington, VA  
Director of Events

Washington, DC  
Director, Meeting and Expo Services

Atlanta, GA  
Sr. Specialist, Meeting Planner

Chicago, IL  
Senior Manager, Marketing

Alexandria, VA  
Senior Exhibits Specialist

View More Jobs »

Upload Your Résumé »

Find the right candidate  
Post a job today »

Newly Updated  
PCMA CAREER CENTER

BRINGING TOGETHER THE RIGHT TALENT & TOP COMPANIES IN THE BUSINESS EVENTS INDUSTRY

25% OFF

ULTIMATE REACH JOB PACKAGES

WITH CODE: JOB825

PODCAST

Get The Top Talent - Use Code JOB825

Listen to PCMA online and on iTunes

TOWER ABOVE  
Make your event stand out in Canada's Downtown.

TORONTO

### CareerCenter@PCMA (Monthly)

Newsletter designed to help business-event strategists brush up on their skills and search for career opportunities

Position	<b>Top</b> <ul style="list-style-type: none"> <li>• 1x: \$2,500</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>• 1x: \$2,000</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>• 1x: \$1,250</li> </ul>
Average Monthly Circulation	14,700+
Average Open Rate	47%
Specs	<b>Leaderboards</b> <ul style="list-style-type: none"> <li>• Top: 728 x 90</li> <li>• Interstitial: 728 x 90</li> <li>• Anchor: 728 x 90</li> </ul>

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)



Speakers provides a full spectrum of speakers and entertainment for events worldwide. Let us take the guesswork out of planning the key element of your next meeting.

800.677.3366 | [www.speakinc.com](http://www.speakinc.com) | [info@speakers.com](mailto:info@speakers.com)






**5 Trends To Watch in 2017**  
 Convene's editors weigh in on the trends we'll be watching next year — everything from how high-tech events are accelerating the adoption of next-gen tools at meeting venues to how video is changing adult learning. [read more](#)

**It's Still a Man's World**  
 Women speakers continue to be under-represented at scientific and medical conferences. Why is that? [read more](#)

**Lorelei Gilmore Talks With Her Real Dad**  
 DC-based experiential marketing agency 360 Live Media invited the 'Gilmore Girls' star Lauren Graham to sit down for a conversation with her father — and their clients got to listen in. [read more](#)




CAN'T ATTEND IN AUSTIN?  
 JOIN US FOR THE  
 CONVENING LEADERS LIVE STREAM

January 9-11, 2017  
 FREE ONLINE earn up to 1.1 ceus  
[View Schedule & Register»](#)

**This 5-Letter Word is the Key to the Sharing Economy**  
 The collaborative economy is more than just a start-up trend, says 2017 Convening Leaders keynote speaker Rachel Botsman. And it's fueled by trust. [read more](#)


**Managing Risk, from Multiple Angles**  
 In the latest Intersection video, the Secretary General of the 2015 Paris Climate Change Conference outlines his strategy for keeping 50,000 attendees and a raft of foreign dignitaries secure — from cybersecurity to water testing. [read more](#)

Follow us   

Receive the best content in the meetings industry — plus earn CEU's every month — by [subscribing today](#).



ADD CHARGING FURNITURE TO YOUR NEXT CORPORATE EVENT



### Convene@PCMA (Weekly)

Newsletter providing the best of *Convene* magazine's print and online-exclusive content, including videos and podcasts

<b>Position</b>	<b>Top</b> <ul style="list-style-type: none"> <li>• 1x: \$3,000</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>• 1x: \$2,500</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>• 1x: \$2,000</li> </ul>
<b>Average Monthly Circulation</b>	36,500+
<b>Average Open Rate</b>	16-25%
<b>Specs</b>	<b>Three Banner Positions</b> <ul style="list-style-type: none"> <li>• Top Leaderboard: 728 x 90</li> <li>• Interstitial Medium Rectangle: 300 x 250</li> <li>• Anchor Leaderboard: 728 x 90</li> </ul>



# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

**3 Key Lessons To Drive Your Streaming Success**  
As you outline a digital strategy for your organization, pay attention to these valuable insights from an expert who knows what it takes to engage attendees online.  
[READ MORE](#)

**Tips for Producing Global Digital Events**  
The society is involved in education, policy and technical aspects of the Internet, and as such, offers a great vantage point to understand the Internet's global landscape and what event organizers need to know when it comes to broadening their communities via the Internet.  
[READ MORE](#)

**Featuring**  
Rachel Botsman  
Jeremy Rifkin  
Jacob Morgan

**2017 Convening Leaders LIVE -Registration Open Now**  
During Convening Leaders LIVE, we will see live streaming the main stage keynote presenters, thought leaders and some of the most talked-about breakout.  
[READ MORE](#)

**PLAY NOW TO ACQUIRE YOUR OWN MGM RESORTS DESTINATION!**  
[LEARN MORE](#)

**JOBS NOW HIRING**

**Are You Seeking A Digital Event Position?**  
[VIEW JOBS](#)

**More From DEI**

**calgary**  
exclusive Sponsor of DEI's DES Certification  
[Calgary](#)

**25% OFF**  
ULTIMATE REACH JOB PACKAGES  
WITH CODE: JEREMY  
[Get the Right Candidate For Your Use](#)  
[Code JOB 525](#)

**Looking for the leader in INTERNET BROADCASTING**  
Live Streaming (Hybrid Event)  
Webinar  
Content Capture  
Content Monetization  
Conference Services  
[Learn More](#)

Copyright © 2017 DEI  
Our address is 20 E. Wacker Drive, Chicago, IL 60601  
If you do not wish to receive future emails, [click here](#).

### DEI eNewsletter (Bi-Monthly)

Newsletter from PCMA's Digital Experience Institute, showcasing meeting-event technology, with a focus on digital and hybrid meeting strategy and production

<b>Position</b>	<b>Top</b> <ul style="list-style-type: none"> <li>• 1x: \$1,000</li> </ul> <b>Interstitial</b> <ul style="list-style-type: none"> <li>• 1x: \$750</li> </ul> <b>Anchor</b> <ul style="list-style-type: none"> <li>• 1x: \$500</li> </ul>
<b>Average Monthly Circulation</b>	3,900+
<b>Average Open Rate</b>	19%
<b>Specs</b>	<b>Leaderboards</b> <ul style="list-style-type: none"> <li>• Top: 728 x 90</li> <li>• Interstitial: 728 x 90</li> <li>• Anchor: 728 x 90</li> </ul>



# DIGITAL ADVERTISING

## PCMA eNEWSLETTER BANNER ADVERTISING (CONT'D.)

### PCMA News Junkie (Daily)

Monday-Friday daily email covering breaking news in the meetings industry featuring six news items from the previous 24 hours. Discounted rates for Series of 5x or more.

Position	Top Leaderboard	Anchor Leaderboard
	<ul style="list-style-type: none"> <li>• 1x: \$2,500 per delivery</li> <li>• 5x: \$1,850 per delivery</li> <li>• 10x: \$1,500 per delivery</li> <li>• 20x: \$1,350 per delivery</li> </ul>	<ul style="list-style-type: none"> <li>• 1x: \$1,250 per delivery</li> <li>• 5x: \$850 per delivery</li> <li>• 10x: \$750 per delivery</li> <li>• 20x: \$650 per delivery</li> </ul>
Average Monthly Circulation	14,500+	
Average Open Rate	35%	
Specs	728 x 90 – PC/iPad compliant	

**pcma News Junkie**  
Breaking News for Today's Meetings Industry

**PLAN SOMETHING MEMORABLE.** **MEET L.A.** **Los Angeles**  
TOURISM & CONVENTION BOARD

**Featured Articles**

[Healthiest airplane food in the U.S.? Virgin America wins top spot](#)  
*Washington Post*  
The Diet Detective has some tips on how you can eat well on a plane – can you use any of them when planning the F&B for your next meeting?

[10 Hotel Trends That Will Shape Guest Experience in 2017](#)  
*skift.com*  
Take a look at these predictions for some of the biggest trends that will impact the hospitality industry and the overall guest and meeting attendee experience.

[Less is More, For Your Site Selection Process](#)  
*etouches*  
Try this progressive path to selecting a hotel for your next meeting that will ensure you get complete proposals and the best offers from venues.

[7 Hotels We Loved in 2016](#)  
*travelpulse.com*  
Check out these seven noteworthy hotels from 2016 – could one of them be the location of your next meeting?

[Eventprofs Share: 8 Trends in #SocialMedia and #EventMarketing](#)  
*eventmanagerblog.com*  
Find out what meeting and event professionals around the world see as the top trends in social media and event marketing for the upcoming year.

[8 Mistakes You Need To Leave Behind In 2017](#)  
*Fast Company*  
As you continue to ring in the new year, leave behind these common mistakes that may be holding you back.

**CONVENING LEADERS**  
CAN'T ATTEND IN AUSTIN? JOIN THE  
JANUARY 8-11, 2017 | FREE ONLINE | up to 11 clock hours  
[VIEW SCHEDULE](#)

# DIGITAL ADVERTISING



## Rosen Plaza's Recipe for Successful Events

to the challenge of expertly transforming the more traditional spaces such as the ballroom and salons with unique culinary themes. For example, McMahon was once asked to create a "mad scientist" bar for 2,000 conference attendees who had only a one-hour break from sessions. He and his team prepared six buffet stations that included spritzing fruit kebabs, hot molten cheese flowing into bowls, and a liquid nitrogen on-cream station. "It was a challenge to offer creative food to so many people in such a short amount of time, but it worked well and was a lot of fun," McMahon said.

Of course, the Rosen standard of service excellence is a consistent presence throughout any event, whether a small group or an in-house convention. "From the moment I first met the team during our site visit to the last moment of our second event," Mikulak said, "the team — and they work as a real team — had prepared every detail to meet perfection."

Add in Rosen Plaza's convenient location — connected to the Orange County Convention Center via the Gary S. Santer Memorial Skybridge and just a short stroll across the street to International Drive's Ponte Orlando shopping, dining, and entertainment complex — and you've got the final ingredient for your most successful event in Orlando.

### Recent Posts

- The Third Industrial Revolution  
January 23, 2017
- 3 Productivity Tips For Working From  
Anywhere  
January 23, 2017
- How The Women's March Simplified  
Transportation For Attendees  
January 23, 2017



## Finding the Indie in Indy

Nicknamed the Crossroads of America for the several major highways that intersect there, Indianapolis is less than a day's drive for more than half of the U.S. population.

By Jennifer N. D'Amico  
July 1, 2015 • Leave a Comment



It also touts the most well-connected convention center in the country, with close to 5,000 rooms within a quick stroller's stroll of the Indiana Convention Center. Plus, the city's grid-like layout is easy to navigate, and meeting planners have a cluster of beautiful venues to choose from.

But what gives Indy its flavor, its quirk, its je ne sais quoi? In April,

### Get the Conversation

Find out the latest in the industry with our weekly newsletter.

Sign up now to receive our newsletter.

First name (required)

Last name (required)

Email (required)

Phone (optional)

Company (optional)

Job title (optional)

Submit

or

Facebook

Twitter

LinkedIn

Google Plus

Instagram

YouTube

SoundCloud

Dribbble

Behance

500px

DeviantArt

ArtStation

Sketchy

ArtStation

ArtStation

ArtStation

ArtStation

## NATIVE ADVERTISING: PCMAConvene.org

- Delivering your message in content format
- [Full Article](#) on PCMAConvene.org website

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Work with the Convene editorial team to develop content and focus on topics that align with advertiser goals and are of educational value to the audience.

NET RATE: \$5,000

Article delivered to 36,500+

WITH RETARGETING: \$7,500 net

Estimated Impressions: 300,000+

EXPOSURE/DISTRIBUTION

- Article in [Convene@PCMA](#) on Thursday (36,500+)
- Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"
- Lives on PCMAConvene.org for 12 months
- Digital takeover on article web page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit for advertiser to create additional buzz around article
- Retargeting option from article web page takeover

## NATIVE ADVERTISING: PCMA.org

- Delivering your message in content format
- [Full Article](#) on PCMA.org website

Native Advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Work with the Convene editorial team to develop content and focus on topics that align with advertiser goals and are of educational value to the audience.

NET RATE: \$5,000

Article delivered to 15,500+

WITH RETARGETING: \$7,500 net

Estimated Impressions: 300,000+

EXPOSURE/DISTRIBUTION

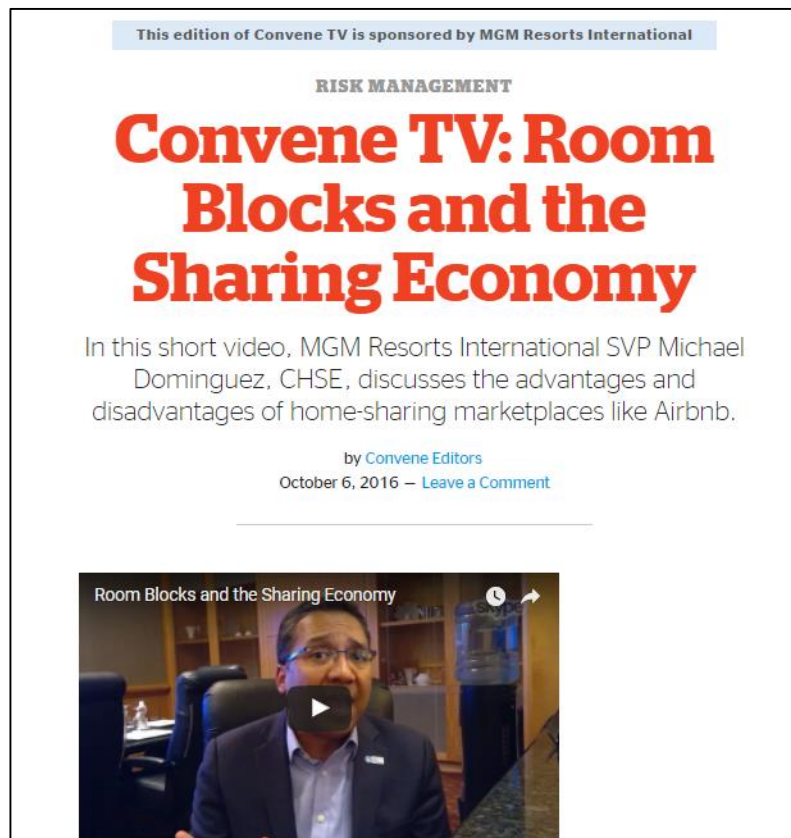
- Article in [ThisWeek@PCMA](#) on Tuesday (15,500+)
- Limited to 1 per week: Image to the left and copy to the right with shaded background noted "Sponsored"
- Lives on PCMA.org for 12 months
- Digital takeover on article web page
- In PCMA Social Media (Facebook/Twitter) where appropriate with noted "Sponsored Post"
- Marketing toolkit for advertiser to create additional buzz around article
- Retargeting option from article web page takeover

## CONVENE TV: TOP TIP OF THE WEEK

Features a Tip of the Week from a story in the current issue of Convene with tangible takeaways viewers can implement in their own job and business events. Naturally draw in an audience by aligning with relevant Convene issue content.

### Unique Brand Positioning:

- Opening verbal & logo acknowledge with 15-second video clip
- Fixed logo placement in background
- 15-second ticker advertisement, followed by a static message placement
- Post segment video commercial (optional)



### Exposure

- Distributed on *Convene TV* on Thursday's (36.5k) – one tip per newsletter
- Available to package in the Convene Podcast for additional \$2,500 (only one per month)
- Includes Facebook boost

## PCMA WEBINARS

**Webinar: Maximizing Mental Agility**

### Using your knowledge

- People solve problems by using knowledge
- The power of analogy
- Retrieving analogies when you need them

Effective thinking is not just an inborn talent whose effectiveness is measured on tests. Indeed, scores on IQ tests predict only about 10% of the difference in performance between people in thinking situations. Psychology research suggests that there is a three-part formula to effective thinking. The most agile thinkers have good habits that allow them to maximize the quality of their knowledge and to use that knowledge when they need it. In this webinar, Dr. Markman will explore the research behind these aspects of effective thinking and will provide specific tips to develop new thinking habits and to make the people around you smarter.

- Our thought and memory capacity is organized around 3 items at a time.
- We can turn understanding causes into more powerful thinking that help us re-use old ideas in new situations so as to be consistently more creative.
- To improve the quality of what we remember by actively managing the quality of what we learn.

Sponsored by

**Synchronicities**  
ANAHEIM | SAN ANTONIO | BALTIMORE  
3 Premier Destinations. 1 Meeting Solution.

**Recent Posts**

- [Business Event Professional Scholarships honoring Toronto's John O. Maxwell](#)  
May 12, 2017
- [3 Signs You Should Start Learning More About Digital Events](#)  
May 12, 2017
- [If This Is How You're Thinking About Your Job, You're Probably Hurting Your Health](#)  
May 12, 2017

**Tags**

- Data
- Digital Events
- Financial Management
- Human Resources
- Marketing
- Meeting or Event Design
- Professional Development
- Project Management
- Risk Management
- Site Management
- Stakeholder Management
- Strategic Planning
- Technology

### Unique Brand Positioning:

- Recognition in PCMA online events calendar and on webinar registration page.
- Verbal acknowledgement at opening of webinar
- Logo recognition on webinar platform for duration of webinar
- 30-second Video to play at beginning of webinar
- Call to action at close of webinar
- Average participation: 125+ registrants with avg. 65 participants (not including multiple people at one participant site). Planner/Supplier ratio 70/30. Webinar available post-webinar on PCMA on-demand education on pcma.org



## PCMA SPEAKER PODCAST

Experience the best in class content from PCMA speakers in audio format, available for streaming via PCMA.org, iTunes and Android. Podcasts as a marketing channel has statistically provided strong results with regards to unaided ad recall rates.

### Unique Brand Positioning:

- Opening verbal acknowledge with audio segment/clip (30-seconds)
- Audio clip (15-seconds) following each speaker segment (every 10-minutes)

## CONVENE MAGAZINE PODCAST

Audio production of Convene issue content. Experience the award-winning content in audio format, available for streaming via PCMAConvene.org, iTunes and Android. Podcasts as a marketing channel has statistically provided strong results with regards to unaided ad recall rates.

### Unique Brand Positioning:

- Recognition on Convene Podcast webpage
- Opening verbal acknowledge with audio segment/clip (15-seconds)
- Closing verbal acknowledgement with post audio clip or call to action (15-seconds)

The screenshot shows the Convene Podcast website. The header features the 'convene' logo and navigation links: ABOUT, ADVERTISE, PCMA, CONTACT, and social media icons. A secondary navigation bar includes links for Career, Big Ideas, Event Design, Technology, Logistics, Places + Spaces, Magazine, and a Subscribe button. The main content area is titled 'PODCAST' and features an article titled 'Is This the Future of Conferences?' in large red font. The article text describes how digital media publisher Charlie Melcher created a conference to bring together digital storytellers. It is by Ashley Milne-Tytle, dated February 7, 2017, with a 'Leave a Comment' link. A quote from Charlie Melcher is included: 'If you're going to have people come to a live event, then let's celebrate their being alive. And asking them to sit silently, passively in the dark for hours at an end is not celebrating their being alive.' Below the quote is a 'Listen:' section with an audio player showing a progress bar from 00:00 to 00:00. The intro music is credited to David McMillin. The article text continues, mentioning Charlie Melcher's career in book publishing and his company, Melcher Media, which releases apps, short films, and other digital media. It describes the 'Future of StoryTelling Summit' in New York City. At the bottom, a quote reads: 'The first issue was how do you create a 21st-century conference.' To the right of the article is a sidebar with a newsletter sign-up form titled 'Get the Conveneweekly newsletter.' and a list of 'The Latest from PCMA' articles, including '3 Signs You Should Start Learning More About Digital Events', 'Here's How the Electronics Ban Has Impacted Travelers So Far', 'Dining Around: Best Practices for Groups', and 'If This Is How You're Thinking About Your Job, You're Probably Hurting Your Health'. At the bottom right is a 'convene podcast' logo featuring a microphone icon.



# PCMA EVENTS

## ADVERTISING OVERVIEW

### 2017 PCMA EDUCATION CONFERENCE

June 11-14, 2017 – New York City, New York

	DISTRIBUTION	AVAILABLE POSITIONS	NET RATE
ONSITE BRANDING			
<b>PCMA-TV</b>	<ul style="list-style-type: none"> <li>HQ Hotel Channels (in-room tent cards to highlight channels)</li> <li>Meeting Room Monitors (where available)</li> <li>Education Conference – “It’s a Wrap” Email</li> <li>PCMA and <i>Convene</i> websites (when applicable)</li> <li>Relevant PCMA social media channels</li> <li>Mobile app (if functionality available)</li> </ul>	<b>Exclusive</b> <ul style="list-style-type: none"> <li>Opening verbal and logo recognition with 15 second commercial</li> <li>15 second scrolling text ticker, followed by a static message</li> </ul>	<ul style="list-style-type: none"> <li>1x: Buyout - \$5,000</li> </ul>
<b>Hotel Key Cards</b> Distributed at all hosts hotels		<b>Exclusive Sponsorship</b>	<ul style="list-style-type: none"> <li>1x: \$8,500</li> <li>1-side static image</li> </ul>
<b>Charging Stations</b> <ul style="list-style-type: none"> <li>Video or slideshow</li> <li>Billboard Wrap</li> </ul>	High traffic and networking areas in convention center	<ul style="list-style-type: none"> <li>4 total</li> <li>1 advertiser exclusive per station</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$4,500 per station</li> <li>Buyout all 4 - \$16,000</li> <li>Station does not include key card</li> </ul>
MOBILE APP			
<b>Banner Ad</b>	<ul style="list-style-type: none"> <li>All attendees download, per past stats</li> </ul>	<ul style="list-style-type: none"> <li>4 banners</li> </ul>	<ul style="list-style-type: none"> <li>\$4,000 each</li> </ul>
ATTENDEE eNEWSLETTER BANNER ADS			
<b>Top</b> PC: 728x90	<ul style="list-style-type: none"> <li>1x April</li> <li>2x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$2,000</li> </ul>
<b>Interstitial</b> PC: 728x90	<ul style="list-style-type: none"> <li>1x April</li> <li>2x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$1,500</li> </ul>
<b>Anchor</b> PC: 728x90	<ul style="list-style-type: none"> <li>1x April</li> <li>2x May</li> <li>1x June</li> <li>1x Post “It’s a Wrap”</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$1,000</li> </ul>

# PCMA EVENTS

## ADVERTISING OVERVIEW

### 2018 CONVENING LEADERS ANNUAL MEETING

January 7-10, 2018 – Nashville, Tennessee

	DISTRIBUTION	AVAILABLE POSITIONS	NET RATE
<b>SHOW DAILIES</b>			
<b>SPECIAL RATES:</b> For advertisers running in the November and/or December 2017 issues of <i>Convene</i> Tabloid Page – \$5,000 net; Junior Page – \$4,000 net			
<b>TAB Page</b>	4,000 per day	32 per day	<ul style="list-style-type: none"> <li>1-day: \$4,070</li> <li>3-day: \$10,000</li> </ul>
<b>Junior-Page</b>	4,000 per day	32 per day	<ul style="list-style-type: none"> <li>1-day: \$3,040</li> <li>3-day: \$7,500</li> </ul>
<b>Bellyband (supplied)</b>	4,000 per day	1 per day	<ul style="list-style-type: none"> <li>1-day: \$8,500</li> <li>3-day: \$20,000</li> </ul>
<b>Insert (supplied)</b>	4,000 per day	1 per day	<ul style="list-style-type: none"> <li>1-day: \$7,500</li> <li>3-day: \$18,000</li> </ul>
<b>ONSITE BRANDING</b>			
<b>“Show Dailies” Distribution Racks and Staff Uniforms</b>	4,000 per day for 3 days	Exclusive Sponsorship	<ul style="list-style-type: none"> <li>1x: \$15,000 for all 3 days</li> </ul>
<b>Charging Stations</b>	Reach 4,000 attendees (Mon, Tues, Wed)	8 (1 exclusive per station)	<ul style="list-style-type: none"> <li>1x: \$7,500 each</li> </ul>
<b>PCMA-TV</b>	<ul style="list-style-type: none"> <li>4,000 per day w/HQ Hotel Channels and Convention Center Monitor;</li> <li>14,000+ daily eNewsletters plus Social Media</li> </ul>	4 (1 sponsor per day – Mon, Tues, Wed and “It’s a Wrap”)	<ul style="list-style-type: none"> <li>1x: \$6,500 each</li> <li>1x: \$15,000 all 3</li> </ul>
<b>MOBILE APP</b>			
<b>Banner Ad</b>	<ul style="list-style-type: none"> <li>Accumulating over 1.5 million impressions</li> <li>Banner ad on menu page with click-thru to full page as shown with click-thru to advertiser website</li> </ul>	5	\$7,500 each
<b>CONVENING LEADERS WEBSITE</b>			
<b>Website Banner Interstitial (970 x 90) (between Registration &amp; Networking Events)</b>	<b>Monthly:</b> Sept through Jan 20,000 minimum impressions per month	4	\$2,500 each
<b>ATTENDEE eNEWSLETTER BANNER ADS</b>			
<b>Top 728 x 90</b>	<ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$2,000</li> </ul>
<b>Interstitial 728 x 90</b>	<ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$1,500</li> </ul>
<b>Anchor 728 x 90</b>	<ul style="list-style-type: none"> <li>Attendees Monthly: Oct through Jan</li> <li>3 onsite; 1 post event</li> </ul>	<ul style="list-style-type: none"> <li>1 per newsletter</li> </ul>	<ul style="list-style-type: none"> <li>1x: \$1,000</li> </ul>

## DIRECTORS, BUSINESS DEVELOPMENT

### **Diane Griffin |**

Phone: 312.423.7213  
E-mail: [dgriffin@pcma.org](mailto:dgriffin@pcma.org)  
Territory: AZ, CA, NM, OK,  
TX, UT, HI, Canada,  
Mexico, Central and South  
America



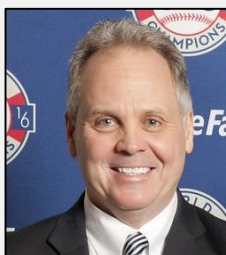
### **Mary Lynn Novelli, CMP |**

Phone: 312.423.7212 E-  
mail: [mnovelli@pcma.org](mailto:mnovelli@pcma.org)  
Territory: AL, AR, CO, FL,  
GA, KY, LA, MS, NC, OH, SC,  
TN, VA, WV, Puerto Rico,  
and Caribbean



### **Doug Allan |**

Phone: 312.423.7277  
E-mail: [dallan@pcma.org](mailto:dallan@pcma.org)  
Territory: IA, IL, IN, KS, MI,  
MN, MO, MT, ND, NE, SD,  
WI, WY, Africa, Asia,  
Australia, Europe, Middle  
East, and New Zealand



### **Wendy Krizmanic |**

Phone: 312.423.7248  
E-mail:  
[wkrizmanic@pcma.org](mailto:wkrizmanic@pcma.org)  
Territory: AK, CT, DC, DE,  
ID, MA, MD, ME, NH, NJ,  
NV, NY, OR, PA, RI, VT, and  
WA



### **PRESIDENT & CEO | PUBLISHER**

**Deborah Sexton |** Phone: 312.423.7210  
E-mail: [dsexton@pcma.org](mailto:dsexton@pcma.org)

### **CHIEF OPERATING OFFICER**

**Sherrif Karamat |** Phone: 312.423.7247  
E-mail: [skaramat@pcma.org](mailto:skaramat@pcma.org)

### **EXECUTIVE VP AND GENERAL MANAGER, MEDIA GROUP**

**Joyce Winnecke |** Phone: 312.423.72431  
E-mail: [jwinnecke@pcma.org](mailto:jwinnecke@pcma.org)

### **VP, BUSINESS DEVELOPMENT/MEDIA GROUP**

**Bob McDonald |** Phone: 312.423.7258  
E-mail: [bmcDonald@pcma.org](mailto:bmcDonald@pcma.org)

### **VP, PARTNER RELATIONS & BUSINESS SERVICES ADMINISTRATION**

**Mona Cotton |** Phone: 312.423.7244  
E-mail: [msimon@pcma.org](mailto:msimon@pcma.org)

### **MANAGER, BUSINESS SERVICES**

**Adriana Sabou |** Phone: 312.423.7246  
E-mail: [asabou@pcma.org](mailto:asabou@pcma.org)

### **BUSINESS SERVICES SENIOR SPECIALIST**

**Kathleen Mulvihill |** Phone: 312.423.7236  
E-mail: [kmulvihill@pcma.org](mailto:kmulvihill@pcma.org)

### **BUSINESS SERVICES SPECIALIST**

**Laura Williams |** Phone: 312.423.7228  
E-mail: [lwilliams@pcma.org](mailto:lwilliams@pcma.org)