IN PRINT AND ONLINE FOR 12 MONTHS

The easiest way to promote your convention venue

www.ConventionSource.com
Promote your venue to a targeted global audience

ConventionSource.com is published online as a search engine on the leading events industry portal www.meetpie.com and in hard copy format.

Meetpie.com attracts more than 55,000 event industry professionals each month and the hard copy version is distributed to 10,000+ event organisers from the international association, corporate and agency sectors. Organisers can search by geographical location, facilities and knowledge hubs to identify the most appropriate venues for their meetings and congresses. Data provided includes statistics, images and video.

ConventionSource.com is the proven source of new business for world class venues!

What’s available?

- Featured venues section
- Technical data grid
- City/country focus section
- Fully mobile-responsive site
- Access and accommodation information
- Knowledge Hubs search engine
- Video footage of convention venues and destinations

Steve Lewis, Publisher
Who visits Conventionsource.com?

Leading international associations and organisations, including the following recent users:

- GPA Europe
- Industrial Global Union
- Consumer Goods Forum
- Tinnitus Research Initiative Foundation
- International Society of Dermatopathology
- International Plant Phenomics Network
- Asian Society of Stoma Rehabilitation
- International Association of Art
- British Compressed Gases Association
- BHR Pharmaceuticals Ltd
- Consorcio CONFEDROGAS
- Int Academy of Human Reproduction
- European Society of Thoracic Imaging
- International Bartenders Association
- European Shooting Confederation
- Numatic International
- EUROSAC
- Int Center for Relativistic Astrophysics
- European Mathematical Society
- European Alliance for Innovation
- European Aids Clinical Society
- Concrete Society
- National Savings & Investments
- American Institute of Architects
- World Cat Federation
- NMIA International Relations
- European Headache Federation (EHF)
- World Mediation Forum
- Union for International Cancer Control
- International Aroid Society
- International Conference Consultants Limited
- Islamic Financial Services Board
- International Measurement Confederation (IMEKO)
- European Confederation of the Footwear Industry
- European Machine Vision Association
- European Society for Trauma and Dissociation
- International Volleyball Federation
- Hotel Electronic Distribution Network Association
- European Radiation Dosimetry Group e.V.
- Society of European Robotic Gynecological Surgery
- European Federation of Productivity Services
- Council for Advancement and Support of Education
- International Scientific Committee on Shot Peening
- International Regions Benchmarking Consortium
- International Society of Biosemiotic Studies
- European Society of Gynaecological Oncology
- Academy of Operative Dentistry - European Section
- World Federation of Hydrotherapy and Climatotherapy
- International Federation of Engineer Education Societies
- European Federation of Christian Student Associations
- Inter-African Coffee Organization
Targeted circulation

Both the on-line search and printed annual directory are promoted to a highly targeted audience of the leading meeting planners for large events, congresses and exhibitions worldwide, including:

**International-based** European/international secretaries general and PCOs/AMCs that plan conventions (with meeting and exhibition space) for more than 250 delegates, outside their country of origin.

Data source: ABC Audit statement - ConventionSource.com, February 2018

**UK-based** corporate organisers, intermediary agencies and production companies who plan pan-European and worldwide international sales conferences, product launches, road shows and company AGMs for more than 250 delegates, outside of the UK.

Audited distribution

The printed directory is audited by the Audit Bureau of Circulations and has bonus distribution at the following major trade events: IBTM World, IMEX, Associations World Congress, The Meetings Show and the International Congress and Convention Association (ICCA) Congress.

**Total net circulation 2018: 10,120**
Meetpie.com has more than 120,000 page views per month

Accessed through international meetings industry hub-sites meetpie.com, amimagazine.global, mitmagazine.co.uk, meetbizindia.com or direct at ConventionSource.com

Data source: Google Analytics
How we help you reach the buyers

The comprehensive, year-round, marketing campaign begins one month after the distribution of the printed directory. The first e-mail asks organisers to confirm receipt of the printed copy and reminds them to visit ConventionSource.com for updates.

Print advertising:
- Adverts promoting ConventionSource.com appear in Association Meetings International (AMI), Meetings & Incentive Travel (M&IT) and Meetings & Incentive Travel India magazines – printed and digital issues – throughout the year

Digital advertising:
- amimagazine.global and fortnightly e-newsletter
- mitmagazine.co.uk and twice-weekly e-newsletter
- meetbizindia.com and fortnightly e-newsletter

Bonus distribution:
- IBTM World, IMEX, Associations World Congress, The Meetings Show and ICCA Congress

Web links to ConventionSource.com:
- Association Meetings International fortnightly e-newsletter
- Meetings & Incentive Travel twice-weekly e-newsletter
- Meetings & Incentive Travel India fortnightly e-newsletter
- Dedicated monthly e-mails to the international/UK association database (including PCOs/AMCs, production companies and corporate convention organisers), totalling more than 13,000 buyers
Benefit from the spending power of conventions

How many are there?
ICCA estimates more than 12,500 international association meetings are organised regularly

63% of meetings have 250 delegates or fewer
30% of meetings have 250 – 1,000 delegates
7% of meetings have 1,000 delegates or more

Congress venues used
- 39.8% convention hotels
- 30.3% university venues
- 18.3% conference/exhibition centres
- 11.6% other

Winning the business
Association events rarely return to the same destination

Spending power is high
- $636 Average delegate expenditure per day (US Dollars)
- $2,000 Average delegate expenditure per meeting (US Dollars)

Source: ICCA (The International Congress and Convention Association) International Meetings Market 2017 (published 2018)
Your ConventionSource.com entry

Convention venue entry - online

A Colour photographs of venue
B Introductory paragraph
C Accommodation information includes star rating, number of hotels and number of rooms
D Access information includes nearest airport, transfer times and operating airlines
E Full contact details of local convention bureau
F Knowledge hubs
G Checklist of technical data includes capacities, seating format and facilities available
H Recent and upcoming business wins
I Membership of ICCA or AIPC indicated by logos
J Map
K Full contact details of convention venue
L Video tours
Your annual entry package for ConventionSource.com includes the following:

- Data about your venue that you can control and update
- Secure access to amend and update your entry with fresh images, video and data
- Link to your own web site
- Free entry in the annual printed directory published in January

You can book your 12 month digital and print entry at any time from €7,870
More advertising opportunities with ConventionSource.com

City or Country Focus alongside page advert
€11,215 for 2 pages

Colour page advert
€5,605

Colour page advert to go alongside editorial entry
€11,215 for 2 pages

Colour bookmark
€12,190
Your Country/City Focus page

Country/City Focus - in print and online

A Striking photograph of destination
B Logo and introductory paragraph
C Full contact details of convention venue
D Map
E Location and core information
F Country and Convention bureau overview
G Knowledge hubs
H Significant convention centres

I Protocol information, including visa and travel document requirements
J Access information includes nearest airport, transfer times and operating airlines
K Accommodation
L Pre- and post-convention tour examples
M DMC and PCO options
N Video
O Recent and upcoming business wins

€11,215 for Focus page and printed advertisement
€7,870 for Focus page only
A major opportunity for unrivalled brand positioning on the new-look ConventionSource.com home page

Page takeover
Terrific, high-impact opportunity for a brand to take over the background image on the home page of ConventionSource.com. It can be combined into an advertising takeover (including the MPU and Leaderboards for example) to drive brand awareness and traffic over a specific time period.

€4,150 per month

Leaderboards
A leaderboard banner advert gives you a high-impact position ensuring you are at the forefront of the buyers’ minds at the very moment they are searching for venues on ConventionSource.com

Upper leaderboard €2,495 per month
Lower leaderboard €2,085 per month

MSB
An MSB (Medium Square Banner) gives you another excellent opportunity to promote to an international audience of convention buyers as they start searching for venues, centres or cities on ConventionSource.com

€1,865 per month
Online advertising opportunities: search pages

Target your campaign with advertising on ConventionSource.com search pages

Leaderboards
A leaderboard banner advert gives you a high-impact position ensuring you are at the forefront of the buyers’ minds at the very moment they are searching for venues on ConventionSource.com

Upper leaderboard
€2,615 per month

Lower leaderboard
€2,185 per month

MSB
An MSB (Medium Square Banner) gives you another excellent opportunity to promote to an international audience of convention buyers as they start searching for venues, centres or cities on ConventionSource.com

€1,865 per month

Advertising is NOT limited to convention venues – convention bureaux, airlines and industry suppliers can also target the world’s leading convention planners.
Promoting your venue to a targeted global audience, including...