

URBAN PLANNER

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Today's planners are interested in more than just your destination specs. They also want to know about the individuality and attractiveness of your destination, its culture and history, and anything else that will help them build attendance and offer a unique experience.

Below is an example of how your two-page profile might be featured:

- ▶ 1,000-word overview of your destination, including photos with captions and snippets
- ▶ Callouts of up to five great things in your destination, such as:
 - Restaurants and/or up-and-coming chefs
 - Attractions, shopping and entertainment
 - Centers and unique venues
 - Famous or historic hotels
 - Arts districts
 - Headquartered companies
- ▶ City map pinpointing the location of each highlighted feature
- ▶ Callout on map of a celebrated event taking place at an exclusive location or venue.

2012



ADDED VALUE!
Urban Planner is also posted on the *Convene* Digital Edition

RATES
▶ \$12,460 Gross
▶ \$11,800 Gross for full-page advertisers running 3x or more

DEADLINE AND MATERIAL SUBMISSION
▶ One Urban Planner destination profile spread is available per issue.
▶ The profile spread will be written by *Convene* editorial staff with direction and considerations provided by the destination or venue.
▶ Please allow a minimum of two months to coordinate profile content with *Convene* editorial staff.
▶ Space deadline based on issue date.

Urban Planner
By Barbara Palmer

Chicago
The third-largest city in the United States, Chicago goes by a few nicknames: the Windy City, the City of Big Shoulders, and the Second City. But it's time to retire that last one, long admired for its great architectural bones, its beautiful setting on Lake Michigan's blue shoreline, and its friendly residents. Chicago has seen its sizzle factor turned up to high, thanks to a recent explosion of innovation in food, fashion, business, and the arts. For meeting planners, the city has always been top-rank. The lakefront McCormick Place, with 2.6 million square feet of exhibit space, is the largest convention center in the country, and as of last year, the largest meeting facility to offer free wireless. Need lift? O'Hare International Airport, 17 miles from Chicago's downtown Loop, is the world's third-busiest airport; Midway airport is just eight miles from downtown. In the words of a local journalist, "Chicago practically invented the modern convention business." Now the city is reinventing itself.

ONE GREAT MILE
The growing stretch of Michigan Avenue known as the Magnificent Mile was designated a great connector last summer as the highlight of the tradition of the Chicago Eyeless in Paris, near incident with skyscrapers, including the 100-story John Hancock Center. This boulevard is home to more than 400 shops, 200 restaurants, and many top cultural landmarks, including Chicago's first skyscraper, Water Tower.

AMERICAN HOTTEST CITY
It's the correspondent consensus and Chicago never lets you down.

All hotels, big and small.
Seeing 52 hotels, 100+ restaurants, and 100+ bars in the city. And the thing that's above it all is the Chicago skyline, which is on the restaurant floor level about half, at night.

Chicago
Chicago is the city that invents all skyscrapers, what better perch than a rooftop? One of Chicago's liveliest sky-high bars is the city's rooftop-roof, and the playfully designed 27-story hotel, hotel look for the choice of rooftop on the hotel's facade.

Chicago Blues Festival
Blues and jazz are synonymous with Chicago, which gives birth to the electric blues known simply as the "Chicago blues." The city's annual Blues Festival, now in its 28th year, annually draws 500,000 blues fans to Grant Park. And come Labor Day weekend, the 23rd annual Chicago Jazz Festival will bring local and international jazz greats to stages in three locations, including Millennium Park.

June 10-12, 2011

1. Trump International Hotel & Tower
Chicago
www.trumphotel.com

2. Millennium Park
www.millenniumpark.org

3. 400P
www.roofonthe400p.com

4. Chicago Cut Steakhouse
www.chicagocutsteakhouse.com

5. John S. Shedd Aquarium
www.shedd.org

Chicago Cut Steakhouse
Chicago's historic Union Stock Yards and other nearby streets are back home at Shedd Aquarium's Address. The 10-year-old aquarium, housed in a historic, restored building, includes sushi appetizers, vegetarian options, and a power breakfast menu. It's already a prime spot for celebrity spotting. Recent diners have included Britney Spears and Kanye West.

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