

EDITORIAL CALENDAR

2012 ISSUES

JANUARY

Space closing: 10/14/2011
Material closing: 11/15/2011
Bonus Distribution: DMAI Destinations Showcase

FEBRUARY

Space closing: 12/1/2011
Material closing: 1/3/2012
Bonus Distribution: DMAI Destinations Showcase, ACME Annual Conference

MARCH

Space closing: 1/3/2012
Material closing: 2/1/2012
Bonus Distribution: ASAE Annual Meeting, DMAI Annual Convention

APRIL

Space closing: 2/1/2012
Material closing: 3/1/2012
Bonus Distribution: ASAE Springtime Expo, MILO

MAY

Space closing: 3/1/2012
Material closing: 4/2/2012
Bonus Distribution: DMAI Annual Convention, IMEX, AIBTM

JUNE

Space closing: 4/2/2012
Material closing: 5/1/2012
Bonus Distribution: Exhibition and Convention Executives Forum, EIBTM, The Golf Meeting Masters, MILO, MILI

JULY

Space closing: 5/1/2012
Material closing: 6/1/2012
Bonus Distribution: DMAI Annual Convention, MPI World Education Congress, GBTA

AUGUST

Space closing: 6/1/2012
Material closing: 7/2/2012
Bonus Distribution: ASAE Annual Meeting

SEPTEMBER

Space closing: 7/2/2012
Material closing: 8/1/2012
Bonus Distribution: The Motivation Show, IMEX America

OCTOBER

Space closing: 8/1/2012
Material closing: 9/4/2012
Bonus Distribution: EIBTM, MILI

NOVEMBER

Space closing: 9/4/2012
Material closing: 10/1/2012
Bonus Distribution: Association Forum Holiday Showcase, The Golf Meeting Masters

DECEMBER

Space closing: 10/1/2012
Material closing: 11/1/2012
Bonus Distribution: PCMA's Annual Meeting, January 2013 in Orlando, Association Forum Holiday Showcase

FEATURES

CONVENE FORUM UPDATE

World and Business Innovation for 2012
MEDICAL MEETINGS REPORT: Surmounting Latest Challenges for Medical Meeting Planners

SECOND-TIER CITIES:

Affordable, Accessible and Available Destinations
56TH ANNUAL MEETING HIGHLIGHTS:
PCMA 2012 CONVENING LEADERS

21ST ANNUAL MEETINGS MARKET SURVEY:

The Definitive Research Report of the Meetings Market

MEDICAL MEETINGS UPDATE

CONVENTION BUREAU UPDATE:

The Increasing Value of Meetings to Local Economies

WHAT'S YOUR WORTH? ANNUAL SALARY SURVEY:

The Benchmarking Report for Meeting Professionals

EXHIBITIONS:

How Organizations Are Revitalizing Their Largest Source of Non-Dues Revenue

CORPORATE MEETINGS: Pharmaceutical, Technology, Financial, Insurance Meetings Update

EDITORS TOP PICKS

MEDICAL MEETINGS UPDATE
SECOND-TIER CITIES

GLOBAL MEETINGS

INDEPENDENT MEETING PLANNING:
The Buying Power of Third Parties

CONVENTION CENTER UPDATE:

Value of Convention Centers
MEDICAL MEETINGS UPDATE

12TH ANNUAL MEETINGS AND TECHNOLOGY

INDUSTRY FORECAST:
Authoritative Voices on Meetings and Technology of the Future: Lodging, Travel, and Exhibitions

57TH ANNUAL MEETING PREVIEW: PCMA 2013 CONVENING LEADERS

The Premier Educational and Networking Event for Meeting Professionals

SPECIAL SECTIONS

GAME CHANGERS

Special Matching Editorial and Ad Page

CONVENTION CONNECTIONS

Formatted Profiles of Convention Centers, Hotels and Industry Suppliers
Special Two-Page Editorial Profile

FLORIDA SUPPLEMENT

WESTERN ASSOCIATION OF CVBS SUPPLEMENT

CSR

Special Matching Editorial and Ad Page
LAS VEGAS SUPPLEMENT

GAMING DESTINATIONS

Special Matching Editorial and Ad Page
VIRGINIA SUPPLEMENT
REGIONAL CITYFILES — *Special One-Page Profile*

RESORT, GOLF & SPA MEETINGS

Special Matching Editorial and Ad Page
UTAH SUPPLEMENT
DESTINATION DC SUPPLEMENT

INNOVATIVE CENTERS & UNIQUE VENUES

Special Matching Editorial and Ad Page

20TH ANNUAL DIRECTORY OF MEETING SITES, CITIES & SERVICES (polybags with August issue)

The Destination Resource for Meeting Professionals
Special Matching Editorial and Ad Page
EXPERIENCE COLUMBUS SUPPLEMENT
Special Matching Editorial and Ad Page

EMERGING DESTINATIONS

Special Matching Editorial and Ad Page

INCENTIVE MEETINGS

Special Matching Editorial and Ad Page

RENOVATIONS, EXPANSIONS, NEW BUILDINGS

Special Matching Editorial and Ad Page

*Bonus distribution subject to change depending upon show dates and publication bin availability.

**Supplements are inside the book or an outsert depending on size of section.

***Advertising Positions and Limitations: Limit to 5 advertisers per Feature Story. Guaranteed positioning within Feature Story requires 10% premium charge on page rates, otherwise positioning can be requested.