MEETING PLANNER DIGITAL MAGAZINE

For readers on the go, GMCVB Meeting Planner is produced in an interactive digital format that is available at the official Greater Miami and Beaches Convention & Visitors Bureau website Miamiandbeaches.com. HCP Media will also host the magazine on our website, hcpmedia.com, and post it on ISSUU.com, one of the premier magazine newstand websites in the world with 100 million+ unique visitors.

This digital version allows users to click right through from your ad to your website. Advertisers can even embed short videos to showcase meeting space or services.

DIGITAL DISTRIBUTION

GeoMarketing strategies such as “Geo-Fencing” allow advertisers to engage consumers via their devices during important industry events.

Banner ads

Designed to promote the digital version of the meeting planner, banner ads are published on miamiherald.com/businessmonday.

E-BLAST TO EVENT AND EVENT PLANNERS

3,500 meeting and event professionals are sent an email blast directly from the Greater Miami Convention & Visitors Bureau once a year with a direct link to the digital edition.

TARGETS: MEETING AND CONVENTION PLANNERS

Conventions and meetings bring more than 1.5 million visitors to Greater Miami and the Beaches each year. The GMCVB Meeting Planner is a helpful guide for corporate travel professionals, providing an overview of local hotels and resorts, plus business services, dining, nightlife, attractions, shopping and more.

TOP MEETINGS BOOKED IN MIAMI 2020

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbowl LIV</td>
<td>Jan/Feb 2020</td>
<td>3,500</td>
</tr>
<tr>
<td>American Health Insurance Plans</td>
<td>June 2020</td>
<td>4,500</td>
</tr>
<tr>
<td>Congress of Neurological Surgeons</td>
<td>Sept 2020</td>
<td>15,000</td>
</tr>
<tr>
<td>Transcatheter Cardiovascular Therapeutics</td>
<td>September 2020</td>
<td></td>
</tr>
<tr>
<td>American Society of Landscape Architects</td>
<td>Oct 2020</td>
<td>4,500</td>
</tr>
<tr>
<td>American Society For Radiation Oncology</td>
<td>Oct 2020</td>
<td>12,000</td>
</tr>
</tbody>
</table>
BY THE NUMBERS

420,000
Overnight visitors

50%
Have $100K or more in household income

$1.1K
Total spent per person

$163M
Economic impact from meetings and events
*GMCVB Year in Review 2016-2017

3,500
Meeting Planner E-blasts sent to Meeting and Event professionals directly from MiamiandBeaches.com

Types of Business:
- Conventions 67%
- Convention Center 21%
- National/Corporate Meetings 9%

69%
Meeting attendees fly into Miami

43%
Are repeat visitors*
*Excludes FL residents
PRINT DISTRIBUTION
GMCVB Trade Show Schedule 2020

2020 FEBRUARY
- 18 XSITE, TALLAHASSEE, FL
- TBD DESTINATIONS SHOWCASE
  WASHINGTON CONVENTION CENTER
  WASHINGTON, DC
- TBD HCEAINNOVATE

2020 MARCH
- 8-11 16TH ANNUAL PHARMA FORUM
  NEW YORK, NY
- TBD CONNECT DIVERSITY
- 19-20 XPERIENCE DESIGN PROJECT
  GAYLORD NATL RESORT & CONVENTION CENTER
  NATIONAL HARBOR, MD

2020 MAY
- TBD INCENTIVE TRAVEL, MEETINGS, EVENTS EXPO
  (IMEX) FRANKFURT, GERMANY
- 20-22 HELMS BRISCOE ANNUAL BUSINESS
  CONFERENCE
  LAS VEGAS, NV
- MAY 27-JUN 1 FRATERNITY
  EXECUTIVES ASSOCIATION (FEA)
  NORFOLK, VA
- 19-21 1 SOCIETY OF GOVT. MEETING PROF. (SGMP) NEC
  & EXPO
  ST. LOUIS, MO
- 3-7 CONFERENCEDIRECT ANNUAL PARTNERS
  SUMMIT
  LAS VEGAS, NV

2020 JUNE
- 6-9 MEETING PROFESSIONALS INTERNATIONAL (MPI)
  ANNUAL MEETING & EXPOSITION
  LAS VEGAS, NV
- TBD CONNECT MARKETPLACE
- TBD HEALTHCARE CONVENTION & EXHIBITORS
  ASSN (HCEACONNECT)
- TBD THE CANADIAN MEETINGS & EVENTS EXPO
- TBD KELLEN MANAGERS SUMMIT CONFERENCE

2020 AUGUST
- 8-11 AMERICAN SOCIETY OF ASSOCIATION
  EXECUTIVES (ASAE)
  ANNUAL MEETING & EXPOSITION
  LAS VEGAS, NV
- TBD CONNECT MARKETPLACE
- TBD HEALTHCARE CONVENTION & EXHIBITORS
  ASSN (HCEACONNECT)
- TBD THE CANADIAN MEETINGS & EVENTS EXPO
- TBD KELLEN MANAGERS SUMMIT CONFERENCE

2020 SEPTEMBER
- 15-17 AMERICA’S WORLDWIDE EXHIBITION FOR
  INCENTIVE TRAVEL MEETINGS AND EVENTS (IMEX)
  LAS VEGAS, NV

2020 OCTOBER
- TBD HPN GLOBAL PARTNER CONFERENCE
- TBD FSAE EDUCATION EXPO
- 19-22 TRAVEL EVENTS & MGMT. IN SPORTS (TEAMS)
  HOUSTON, TX

2019 OCTOBER
- 11-14 TRAVEL EVENTS & MGMT. IN SPORTS (TEAMS)
  ANAHEIM, CA
- 2 FSAE EDUCATION EXPO
  TALLAHASSEE, FL
- 3-6 HPN GLOBAL PARTNER CONFERENCE
  SEATTLE, WA

2019 NOVEMBER
- 6-7 15TH PHARMA MEETING PROFESSIONALS SUMMIT
  ATLANTIC CITY, NJ

2019 DECEMBER
- 12 ASSOCIATION FORUM HOLIDAY SHOWCASE
  CHICAGO, IL
- 3-5 INTL. ASSN. OF EXHIBITS & EVENTS (IAEE EXPO EXPO)
  LAS VEGAS, NV
FOR IMMEDIATE RELEASE

THE GREATER MIAMI CONVENTION & VISITORS BUREAU (GMCVB) AND HCP MEDIA SHOWCASE THE BEST MIAMI HAS TO OFFER MEETING AND CONVENTION PLANNERS WITH THE RELEASE OF THE 2019/2020 MEETING PLANNER.

MIAMI, June 27, 2019 – As part of the Greater Miami Convention & Visitors Bureau’s mission to cater to meeting professionals, the 2019/2020 Greater Miami & the Beaches Meeting Planner showcases the destination’s unique meeting facilities, hotels, attractions, restaurants, amenities and services for planners who want to make their meetings and events truly unforgettable.

The 2019/2020 Greater Miami & the Beaches Meeting Planner is the definitive guide to Greater Miami and the Beaches’ vast offering of innovative meeting spaces and inspired venues for all meetings and events, big and small. The front cover features “About Sand” by Franz Ackermann, the visually striking mural on the southeast corner of the Miami Beach Convention Center. “The newly reimagined Miami Beach Convention Center, along with our legendary hotels and many magnificent venues, are ready to make your meeting truly spectacular,” says William D. Talbert III, CDME, President & CEO of the Greater Miami Convention & Visitors Bureau. “In addition to stunning spaces and facilities, enviable year-round weather and a calendar full of world-class events, Greater Miami and the Beaches offers a robust industry that specializes in making your convention or meeting a success. From planners to caterers, tour guides and tech and logistics specialists, Greater Miami and the Beaches ensures that all your needs can be met efficiently, seamlessly and locally.”

AMPLIFICATION

NEWSPAPER PROMOTION

Ads promoting the Greater Miami & the Beaches Meeting Planner and the digital editions frequently run in the Miami Herald throughout the year. Ads include a QR code with direct link to digital edition.

SOCIAL MEDIA PROMOTION

To further support the GMCVB suite of publications, HCP Media creates unique posts on its social media accounts, highlighting key editorial content and linking our followers to the digital editions.

PRESS RELEASE ANNOUNCEMENTS

Press releases announcing new edition is sent out to nearly 19,000 public relations agencies, media outlets and GMCVB members every year.
ADVERTISING RATES

MEETING PLANNER (2020–2021) RATES

FULL PAGE $5,300
HALF PAGE $3,150
THIRD PAGE $2,050
2 PAGE ADVERTORIAL $6,925
4 PAGE ADVERTORIAL $13,700

PREMIUM POSITIONS

BACK COVER $6,350
INSIDE FRONT COVER $6,100
INSIDE BACK COVER $5,850

MEETING PLANNER, VACATION PLANNER AND TRAVEL PLANNER (2020)

FULL PAGE $15,450
HALF PAGE $11,000
THIRD PAGE $8,500
2 PAGE ADVERTORIAL IN MEETING PLANNER + ONE FULL PAGE AD IN TRAVEL PLANNER AND VACATION PLANNER 17,000
4 PAGE ADVERTORIAL IN MEETING PLANNER + ONE FULL PAGE AD IN TRAVEL PLANNER AND VACATION PLANNER $23,000

PREMIUM POSITIONS

BACK COVER $18,500
INSIDE FRONT COVER $18,000
INSIDE BACK COVER $17,000

 CHECK OUR SOCIAL MEDIA PAGES:

The GMCVB Meeting Planner is the quintessential destination guide for meetings and convention planners.

The GMCVB Travel Planner is the travel professionals’ go-to guide for planning their client’s trip to Miami.

The GMCVB Vacation Planner is the most comprehensive guide for visitors to Miami and the Beaches.
# AD MATERIAL REQUIREMENTS

## MEETING PLANNER

### Mechanical Specifications

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
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<tbody>
<tr>
<td>FULL-PAGE BLEED</td>
<td>8 5/8&quot;</td>
<td>11 1/8&quot;</td>
</tr>
<tr>
<td>FULL-PAGE TRIM**</td>
<td>8 3/8&quot;</td>
<td>10 7/8&quot;</td>
</tr>
<tr>
<td>HALF PAGE VERTICAL</td>
<td>3 1/2&quot;</td>
<td>9 7/8&quot;</td>
</tr>
<tr>
<td>HALF-PAGE HORIZONTAL</td>
<td>7 1/4&quot;</td>
<td>4 3/4&quot;</td>
</tr>
<tr>
<td>THIRD PAGE VERTICAL*</td>
<td>2 1/4&quot;</td>
<td>9 7/8&quot;</td>
</tr>
<tr>
<td>THIRD PAGE SQUARE*</td>
<td>4 3/4&quot;</td>
<td>4 3/4&quot;</td>
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**Hold live matter 3/8" from trim on all sides.

*Not available where charts are the format for member listings.

New Advertisers that are not yet official GMCVB Partners receive a 50% discount on their membership as long as they remain advertisers in any of the guides.

*Hotel Properties do not qualify for the discount.

## TRAVEL PLANNER

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## PRINT ADVERTISING SPECIFICATIONS

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all PostScript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.

2. A color proof must accompany each ad for all formats, otherwise HCP Media will not accept liability for files that do not print correctly.*

3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.

4. Double-page spreads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed.

5. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.

*If a high-quality color proof/Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) are not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standard. Proofs that do not meet these criteria cannot be used for color matching.

## DEADLINES

<table>
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<tr>
<th>AD SPACE CLOSING:</th>
<th>JANUARY 15, 2020</th>
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</thead>
<tbody>
<tr>
<td>MATERIALS DUE:</td>
<td>JANUARY 31, 2020</td>
</tr>
<tr>
<td>PUBLICATION DATE:</td>
<td>MARCH 2020</td>
</tr>
</tbody>
</table>

## INQUIRIES AND SPACE RESERVATIONS

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cglassford@hcpaboard.com  
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**ELIZABETH RINDONE**  
ADVERTISING SERVICES COORDINATOR  
E. erindone@hcpmedia.com  
T. 305.376.5203  
F. 305.995.8108

**PAYMENTS**  
MAKE CHECKS PAYABLE TO: 
HCP MEDIA  
3511 NW 91 AVE, MIAMI, FL 33172

**HCP media**  
GREATERS MIAMI CONVENTIONS & VISITORS BUREAU

**MAM**