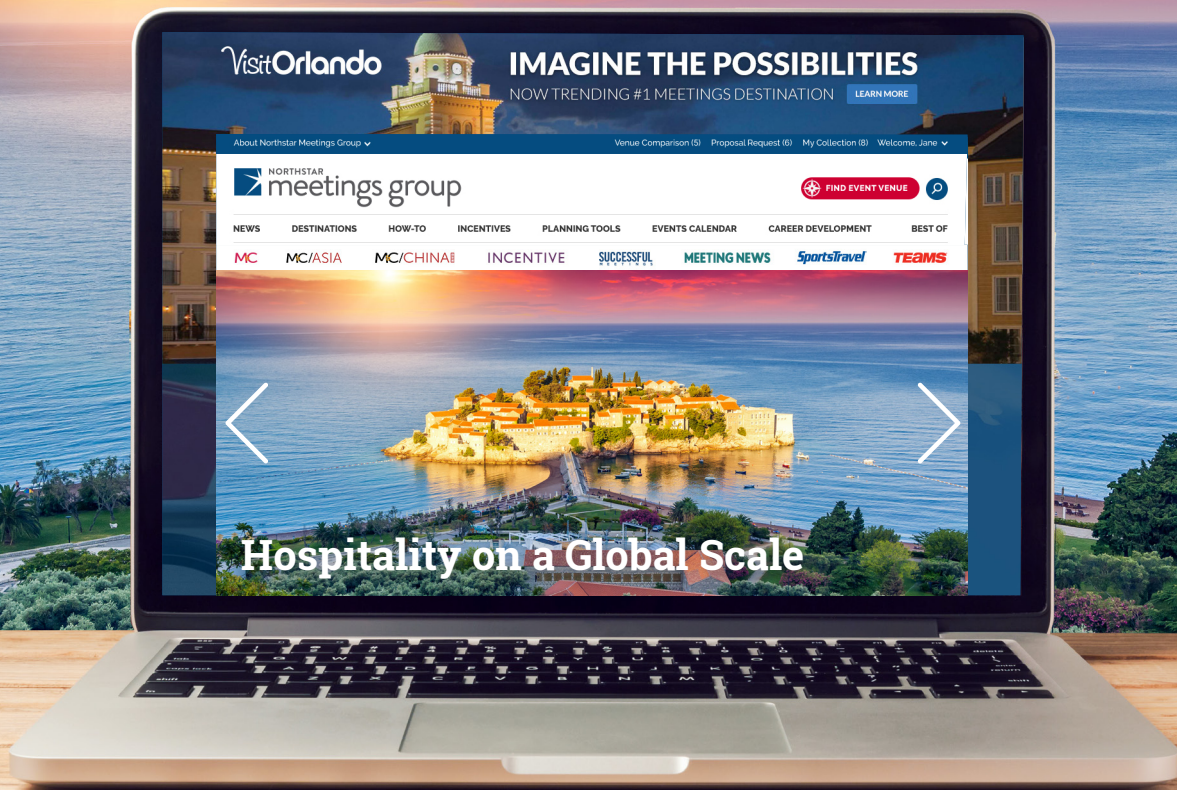




# Experience Maximum ROI, Integrated Digital Marketing Benefits



## Reach Planners Where They're Planning – Leverage Content, Planning Tips & Tools for Maximum Discoverability

From destination and venue searches to RFPs, interactive maps and other valuable planning tools, our immersive new site informs, inspires and connects planners and their supplier partners.

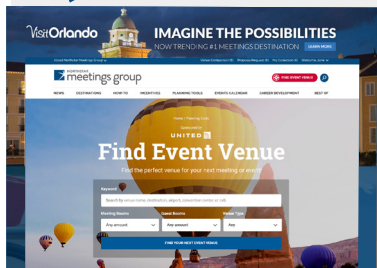


# EXCLUSIVE OPPORTUNITIES

## Wallpaper Sponsorship

### High-impact visual ownership

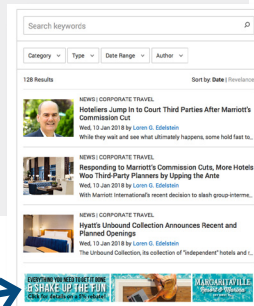
- Surround industry-leading content and surround your customers and prospects
- Exclusive monthly
- Homepage and all News pages
- Rate: \$14,000 Net



## Search Sponsorship

### Highly targeted to when users need specific information

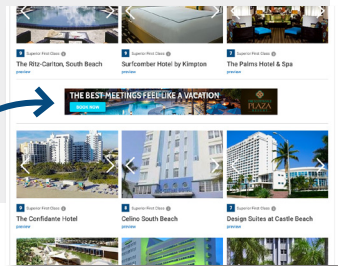
- Influence, follow, convert!
- 3-month exclusive sponsorship
- "Sponsored By" logo on all content search result pages
- Horizontal banner in-line between 3rd and 4th search result
- Web retargeting to all search users – 50,000 impressions (minimum)
- 1x email (supplied) to targeted list
- Rate: \$10,000 Net



## Event Venue Sponsorship

### Align with the essential tool for meeting planners, utilized for both research and booking

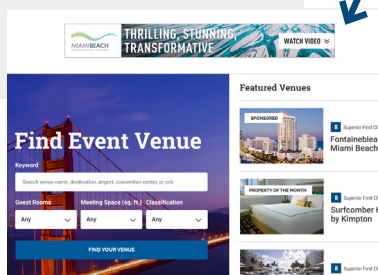
- Find Event Venue is your engine of new customer discovery – more than 50% of traffic is Google referred audience – benefit from the power of NMG SEO!
- 3-month Exclusive Sponsorship
- "Sponsored By" logo on all Event Venue pages
- First Horizontal banner, exclusive, on Event Venue homepage and all search result pages
- Web retargeting to all search users – 50,000 impressions (minimum)
- 1x email (supplied) to targeted list
- Rate: \$17,500 Net



## Find Event Venue Sponsored Image

### A new image-driven native sponsorship opportunity

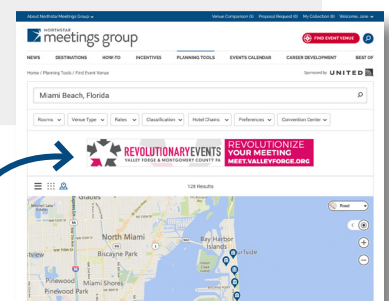
- Influence, inspire and Amplify on social!
- Exclusive monthly sponsorship
- Fixed image on homepage and Event Venue homepage
- Utilize multiple images (up to 3x/month)
- 1x email (supplied) to targeted list
- Rate: \$5,500 Net (with social amplification – 75k Instagram & Facebook impressions – \$9,500 Net program package)



## Map Sponsorship

### Embed your brand on Northstar's dynamic Meetings Map tool

- 6-month exclusive sponsorship
- "Sponsored By" logo on all Destination Guide Maps and Event Venue Map view pages
- Exclusive Destination Guide map Visibility – sponsor properties are the only properties displayed on the map (user action to display additional properties)
- Web retargeting to all search users – 75,000 impressions (minimum)
- 2x email (supplied) to targeted list
- Rate: \$19,500 Net

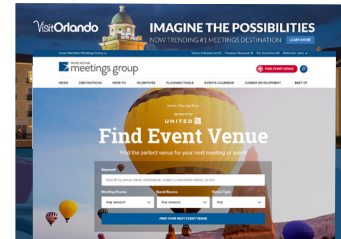


# RATES\*

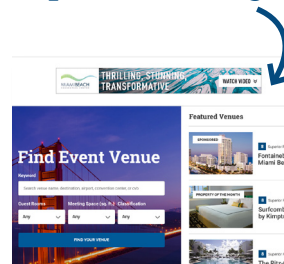
Ad Unit/Sponsorship	Rate*	Duration
<b>Sponsorships</b>		
Wallpaper	\$14,000	Monthly
Article	\$17,500	12 Months
Downloadable Guide	\$17,500	6 Months
Map	\$19,500	6 Months
Podcast	\$19,500	3 Months
Website Search Results	\$10,000	3 Months
Property Spotlight	\$11,500	Monthly
Destination Spotlight	\$11,500	Monthly
Destination Guide	\$75,000	12 Months
Luxury Spotlight	\$11,500	Monthly
Partner Spotlight	\$11,500	Monthly
Video Spotlight	\$11,500	Monthly
Native Content	\$9,200	Monthly
Mobile	\$4,750	Monthly
<b>Find Event Venue</b>		
Event Venue Sponsorship	\$17,500	3 Months
Find Event Venue Sponsored Image	\$5,500	Monthly
728x90 Top	\$3,700	Monthly
728x90 Inline	\$2,800	Monthly
728x90 Bottom	\$2,000	Monthly
Featured Listing	\$7,500	12 Months
<b>Display</b>		
Billboard	\$9,500	Monthly
Video Billboard	\$11,500	Monthly
Pushdown	\$11,500	Monthly
728x90 Top	\$3,700	Monthly
728x90 Inline Article	\$3,200	Monthly
728x90 Bottom	\$1,900	Monthly
970x250	\$5,500	3 Months
300x250	\$3,500	Monthly
300x600	\$4,500	Monthly

\*All Rates Are Net

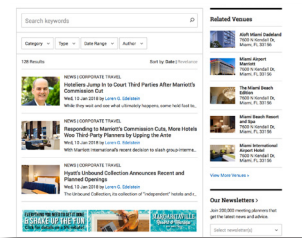
## Wallpaper Sponsorship



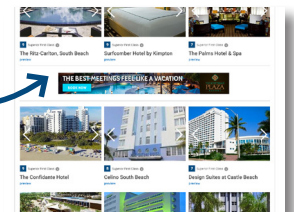
## Find Event Venue Sponsored Image



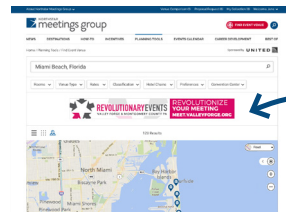
## Search Sponsorship



## Event Venue Sponsorship



## Map Sponsorship



## RESERVE YOUR SPACE

Contact your Northstar business development director about special launch-rate pricing and programs, or:

**Shalise DeMott, VP of Sales**

**561-251-9846 or sdemott@ntmlc.com**





# Destination Guides

Reach Planners When They're Planning

**"Where to Meet"  
Enewsletter**



**Organic & Paid  
Social Reach**



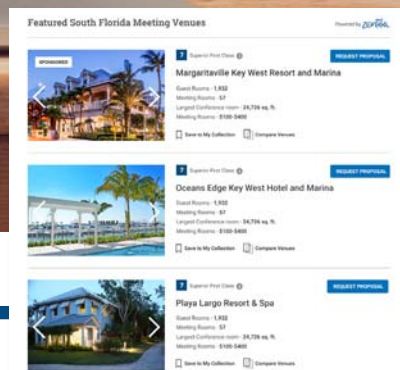
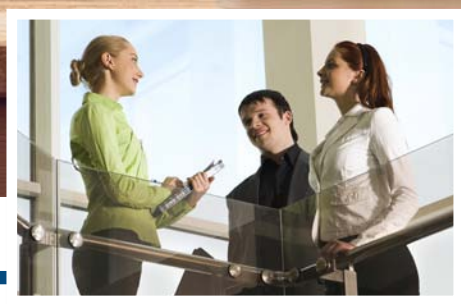
**OAKLAND**

**Sophisticated Audience  
Segmentation and Targeting**

Powered by Northstar's  
Audience Insights Database

**Meeting Hotels & Venues**

Included with your Guide,  
Powered by Northstar's Hotel Database



Northstar Meetings Group's Destination Guides are curated, current and comprehensive resources, providing everything a planner needs to plan – and book – their meetings and events.

# PROGRAM OPTIONS

Options	Tier 1	Tier 2
Duration	12 months	6 Months
# Impressions	1,300,000	800,000

## Editorial Coverage Commitment

Online Content Updates/Month	2x	2x
Total Content Updates (Minimum)	24	12
Email Marketing: Where to Meet Newsletter	4x	3x
Meeting News (# Daily Mentions)	15	10
Social Media Posts (On NMG - Owned Social Channels)		
• Facebook	10x	3x
• Instagram	10x	3x
• Twitter	10x	3x
Print Distribution of the Guide	2x (M&C, SM)	1x

## Included Media on Your Guide

Supplied Video	✓	✓
Leaderboard, Billboard & Mobile 300x250	✓	✓

## Digital Optimization

Dedicated Project Manager	✓	✓
Paid Search	✓	✓
Onsite Dynamic Banner Targeting	✓	✓
Offsite Audience Retargeting-Northstar Creative	✓	✓
Paid Social-Northstar Creative	✓	✓
Website Positioning: Homepage, DG Landing Page	✓	✓

## Rate

Total Program	\$60,000	\$35,000
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Boost Packages	Tier 1	Tier 2	Unit
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## Brand Awareness Boost Package

Display Banner ROS - Leaderboard (SM/M&C/NMG)	6	3	# of months
Display Banner ROS - Medium Rectangle (SM/M&C/NMG)	6	3	# of months
Meeting Deals FAMS eNL	6	3	# of sends
Email Client Supplied	3	1	# of sends
Rate	\$15,000	\$10,000	

## Social Boost Package

Social Access	150,000	80,000	# of imps
Social Fuse	2	1	# of months
Social Amp	1	1	# of months
Rate	\$15,000	\$10,000	

## Email Boost Package

Email - Client Supplied Multistep	1	1	# of campaigns
Email - Client Supplied Single Send	2	1	# of sends
Meeting News Banner	3	1	# of weeks
Rate	\$15,000	\$10,000	



Additional Impact Opportunities	Tier 1	Tier 2
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## Hotel Video

• Filming & Production	\$26,000	\$22,000
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## Co-op Marketing - (per partner) (hotels, convention centers, venues)

• Venue Spotlight in Where to Meet Email	2 sends	1 send
• Partner Supplied Targeted Email	1 send	1 send
• Custom Audience Extension Retargeting	✓	n/a
Rate	\$1,500	\$3,750

## CONTACT YOUR NORTHSTAR BUSINESS DEVELOPMENT DIRECTOR OR:

Shalise DeMott, VP of Sales  
561-251-9846 or  
sdemott@ntmlc.com



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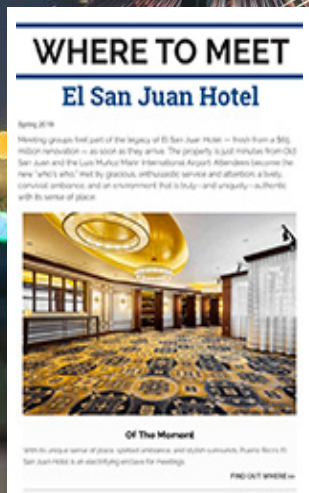




# Reach Planners When They're Selecting Properties

*Your Integrated Hotel Marketing Program for the Meetings & Incentive Market*

**"Where to Meet" Enewsletter**



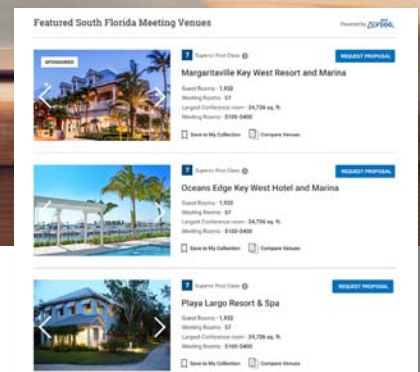
**Organic & Paid Social Reach**



**Meeting Venues**

**Sophisticated Audience Segmentation and Targeting**  
Powered by Northstar's Audience Insights Database

**Meeting Hotels & Venues**  
Included with your Guide, Powered by Northstar's Hotel Database



Northstar Meetings Group's Hotel Marketing Programs help you reach meeting, event and incentive travel planners around the globe, who are sourcing and booking hotels for their events.

# HOTEL MARKETING PROGRAMS

Options	Tier 1	Tier 2
Duration	12 months	6 Months
# Impressions	1,300,000	800,000

## Editorial Coverage Commitment

Online Content Updates/Month	2x	2x
Total Content Updates (Minimum)	24	12
Email Marketing: Where to Meet Newsletter	4x	3x
Meeting News (# Daily Mentions)	15	10
Social Media Posts (On NMG - Owned Social Channels)		
• Facebook	10x	3x
• Instagram	10x	3x
• Twitter	10x	3x
Print Distribution of the Guide	2x (M&C, SM)	1x

## Included Media on Your Guide

Supplied Video	✓	✓
Leaderboard, Billboard & Mobile 300x250	✓	✓

## Digital Optimization

Leaderboard on Find Event Venues	✓	✓
Meeting Deals eNewsletter	✓	✓
Dedicated Project Manager	✓	✓
Paid Search	✓	✓
Onsite Dynamic Banner Targeting	✓	✓
Offsite Audience Retargeting-Northstar Creative	✓	✓
Paid Social-Northstar Creative	✓	✓
Website Positioning: Homepage, Hotel News	✓	✓

## Rate

Total Program	\$60,000	\$35,000
---------------	----------	----------

Boost Packages	Tier 1	Tier 2	Unit
----------------	--------	--------	------

## Brand Awareness Boost Package

Display Banner ROS - Leaderboard (SM/M&C/NMG)	6	3	# of months
Display Banner ROS - Medium Rectangle (SM/M&C/NMG)	6	3	# of months
Meeting Deals FAMS eNL	6	3	# of sends
Email Client Supplied	3	1	# of sends
Rate	\$15,000	\$10,000	

## Social Boost Package

Social Access	150,000	80,000	# ofimps
Social Fuse	2	1	# of months
Social Amp	1	1	# of months
Rate	\$15,000	\$10,000	

## Email Boost Package

Email - Client Supplied Multistep	1	1	# of campaigns
Email - Client Supplied Single Send	2	1	# of sends
Meeting News Banner	3	1	# of weeks
Rate	\$15,000	\$10,000	



Additional Impact Opportunities	Tier 1	Tier 2
---------------------------------	--------	--------

## Hotel Video

• Filming & Production	\$26,000	\$22,000
------------------------	----------	----------

## Co-op Marketing - (per partner) (hotels, convention centers, venues)

• Venue Spotlight in Where to Meet Email	2 sends	1 send
• Partner Supplied Targeted Email	1 send	1 send
• Custom Audience Extension Retargeting	✓	n/a

Rate	\$1,500	\$3,750
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sdemott@ntmlc.com



DATA DIGITAL EVENTS PRINT

Powered by:





# Sports Destination Guides

Reach Event Organizers When They're Preparing to Bid

**"Game-Time Decision"  
Enewsletter**



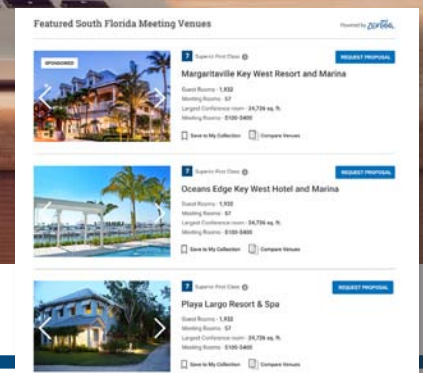
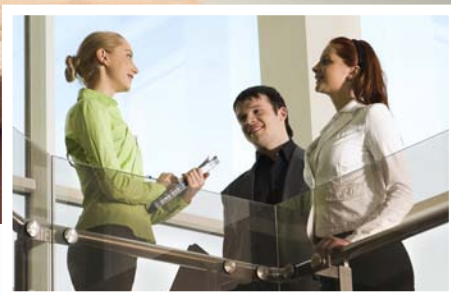
**Organic & Paid  
Social Reach**



Sports Destination Guide:  
**LOUISVILLE**

**Sophisticated Audience  
Segmentation and Targeting**  
Powered by Northstar's  
Audience Insights Database

**Meeting Hotels & Venues**  
Included with your Guide,  
Powered by Northstar's Hotel Database



Northstar Meetings Group's Sports Destination Guides are curated, current and comprehensive resources, providing everything an event organizer needs to plan – and book – their sports events.



# PROGRAM OPTIONS

Options	Tier 1	Tier 2
Duration	12 months	6 Months
# Impressions	580,000	340,000

## Editorial Coverage Commitment

Online Content Updates/Month	2x	2x
Total Content Updates (Minimum)	24	12
Email Marketing: Game-Time Decision Newsletter	4x	3x
<i>SportsTravel</i> Enewsletter (# Daily Mentions)	8	4
Social Media Posts (On NMG - Owned Social Channels)		
• Facebook	10x	3x
• Instagram	10x	3x
• Twitter	10x	3x
Print Distribution of the Guide	1x	1x

## Included Media on Your Guide

Supplied Video	✓	✓
Leaderboard, Billboard & Mobile 300x250	✓	✓

## Digital Optimization

Dedicated Project Manager	✓	✓
Paid Search	✓	✓
Onsite Dynamic Banner Targeting	✓	✓
Offsite Audience Retargeting-Northstar Creative	✓	✓
Paid Social-Northstar Creative	✓	✓
Website Positioning: Homepage, DG Landing Page	✓	✓

## Rate

Total Program	\$50,000	\$28,500
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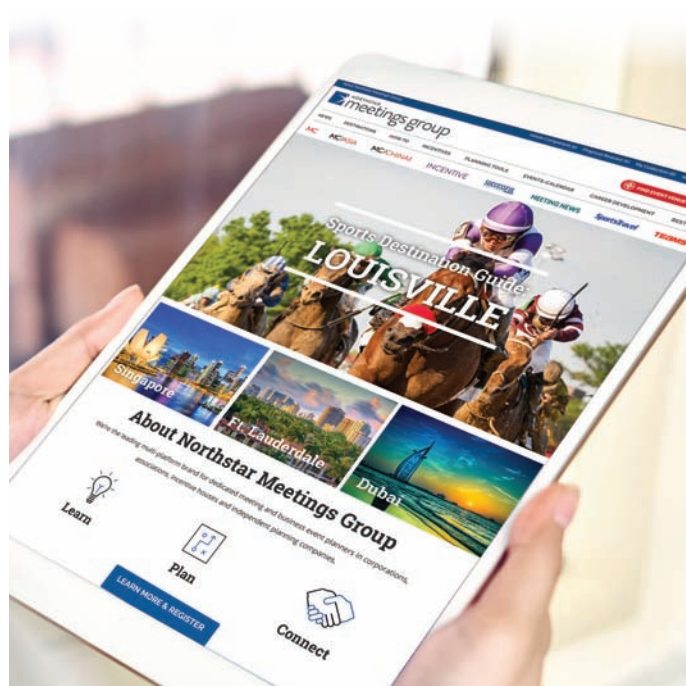
Boost Packages	Tier 1	Tier 2	Unit
----------------	--------	--------	------

## Social Boost Package

Social Access	150,000	80,000	# ofimps
Social Fuse	2	1	# of months
Social Amp	1	1	# of months
Rate	\$15,000	\$10,000	

## Email Boost Package

Email - Client Supplied Multistep	1	1	# of campaigns
Email - Client Supplied Single Send	2	1	# of sends
<i>SportsTravel</i> Enewsletter Banner	3	1	# of sends
Rate	\$15,000	\$10,000	



Additional Impact Opportunities	Tier 1	Tier 2
---------------------------------	--------	--------

## Hotel Video

• Filming & Production	\$26,000	\$22,000
------------------------	----------	----------

## Co-op Marketing - (per partner) (hotels, convention centers, venues)

• Venue Spotlight in Game-Day Decision Email	2 sends	1 send
• Partner Supplied Targeted Email	1 send	1 send
• Custom Audience Extension Retargeting	✓	n/a
Rate	\$1,500	\$3,750

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