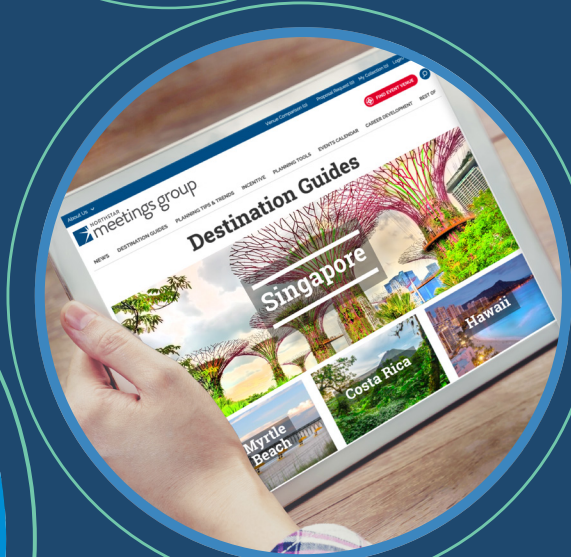


**NORTHSTAR**  
**meetings group**  
Editorial Calendars **2021**  
Supporting the Industry Through Recovery



**MC**

**SUCCESSFUL**  
MEETINGS START HERE

**INCENTIVE**

**SportsTravel**

# MC 2021 EDITORIAL CALENDAR

Issue/Month	Feature Stories	Destination Guides		Special Sections	Exclusive Positioning	Bonus Distribution
<b>MARCH/APRIL</b> <b>Ad Sales Close: MARCH 2</b>	<ul style="list-style-type: none"> <li>Working with Hotels</li> <li>Outdoor Venues</li> <li>F&amp;B Trends for 2021 (SM)</li> <li>Creating a Health-Safety Plan (SM)</li> <li>Spotlight on Independent Planners (SM)</li> <li>Incentive Pulse Survey</li> <li>10 Hot Destinations (INC)</li> <li>Special Focus: Incentive Live</li> </ul>	<ul style="list-style-type: none"> <li>Texas</li> <li>Las Vegas</li> <li>Orlando</li> <li>Arizona</li> <li>Colorado</li> <li>Long Beach</li> </ul>	<ul style="list-style-type: none"> <li>Park City</li> <li>Pacific Northwest</li> <li>International: Australia/New Zealand</li> <li>International: Singapore</li> </ul>	<ul style="list-style-type: none"> <li>Resort Meetings (matching)</li> <li>Midwest Update (matching)</li> <li>Northeast (matching)</li> <li>Florida</li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	<ul style="list-style-type: none"> <li>Incentive Live</li> <li>IPEC</li> </ul>
<b>MAY/JUNE</b> <b>Ad Sales Close: MAY 7</b>	<ul style="list-style-type: none"> <li>Convention Cities Index 2021</li> <li>Evolving Trade Shows</li> </ul>	<ul style="list-style-type: none"> <li>Arizona</li> <li>Atlantic City</li> <li>Carolinas</li> <li>Florida</li> </ul>	<ul style="list-style-type: none"> <li>Tucson</li> <li>Austin</li> <li>California</li> <li>International: Western Canada</li> <li>International: Latin America</li> </ul>	<ul style="list-style-type: none"> <li>CVB Supplement (matching)</li> <li>Greater DC Meetingss (matching)</li> <li>Destination West</li> <li>Cruise (matching)</li> <li><b>Hawaii CVB Co-op</b> <b>Sales Close: April 22</b></li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	
<b>JULY/AUGUST</b> <b>Ad Sales Close: JULY 7</b>	<ul style="list-style-type: none"> <li>Best Places to Work in the Meetings Industry</li> <li>Gaming's New Value Proposition</li> </ul>	<ul style="list-style-type: none"> <li>Texas</li> <li>Park City</li> <li>Boston</li> </ul>	<ul style="list-style-type: none"> <li>Chicago</li> <li>San Antonio</li> <li>Boise</li> <li>International: Monaco</li> </ul>	<ul style="list-style-type: none"> <li>Groundbreakings, Expansions, Renovations (matching)</li> <li>New York (NYC &amp; state-matching)</li> <li>Beach Destinations (matching)</li> <li>Passport – <b>Ad Sales Close: June 21</b></li> <li>Nevada – <b>Ad Sales Close: June 23</b></li> <li>Destination California <b>Ad Sales Close: June 23</b></li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	<ul style="list-style-type: none"> <li>Destination Caribbean</li> <li>EsportsTravel Summit</li> <li>SMU</li> <li>Destination Southeast</li> <li>Destination Hawaii</li> <li>Destination Midwest</li> </ul>
<b>SEPTEMBER</b> <b>Ad Sales Close: AUG. 6</b>	<ul style="list-style-type: none"> <li>Innovative CVBs</li> <li>Reimagining Smaller Meetings</li> <li>Incentive Gifting Survey (INC)</li> <li>Motivation Masters (INC)</li> </ul>	<ul style="list-style-type: none"> <li>Las Vegas</li> <li>California</li> <li>Dallas</li> </ul>		<ul style="list-style-type: none"> <li>Midwest (matching)</li> <li>Nevada Planners – <b>Sales Close: July 23</b></li> <li>Caribbean &amp; Mexico (matching)</li> <li>Hawaii CVB Destination Hawaii Co-op <b>Sales Close: July 20</b></li> <li>Revitalized Downtowns (matching)</li> <li>New England (matching)</li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	<ul style="list-style-type: none"> <li>TEAMS '21</li> </ul>
<b>OCTOBER</b> <b>Ad Sales Close: SEPT. 7</b>	<ul style="list-style-type: none"> <li>Top 25 Influencers of the Meetings Industry</li> <li>Best Practices for Hybrid Events</li> <li>Hotel Contract Basics (SM)</li> <li>Choosing a Meeting Destination (SM)</li> </ul>	<ul style="list-style-type: none"> <li>Nevada</li> <li>Colorado</li> <li>Arizona</li> <li>Houston</li> <li>New Jersey</li> <li>International: Britain</li> </ul>		<ul style="list-style-type: none"> <li>Convention Centers (matching)</li> <li>Southeast Guide (matching)</li> <li>All-Inclusive (matching)</li> <li>Cruise</li> <li>Imex supplement <b>Sales Close: August 20</b></li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	<ul style="list-style-type: none"> <li>Destination Mexico</li> <li>Global Incentive Summit</li> </ul>
<b>NOVEMBER/DECEMBER</b> <b>Ad Sales Close: OCT. 6</b>	<ul style="list-style-type: none"> <li>Meetings Industry Forecast</li> <li>Grand Openings and Renovated Properties</li> </ul>	<ul style="list-style-type: none"> <li>Eastern Canada</li> <li>Australia</li> <li>New Zealand</li> <li>Phoenix/Scottsdale</li> </ul>	<ul style="list-style-type: none"> <li>Texas</li> <li>New Mexico</li> <li>International: Europe</li> <li>International: Spain/Portugal</li> </ul>	<ul style="list-style-type: none"> <li>Stella Awards – <b>Sales Close: September 29</b></li> <li>Las Vegas – <b>Ad Sales Close: September 27</b></li> <li>Northeast (matching)</li> <li>Caribbean/Latin America</li> <li>California – <b>Ad Sales Close: September 27</b></li> </ul>	<ul style="list-style-type: none"> <li>Destinations: Stay Another Day</li> <li>Renovations with Matching (limit 3)</li> <li>3 Days In</li> </ul>	<ul style="list-style-type: none"> <li>Leadership Forum</li> </ul>

Matching = Matching Advertorial

Advertorial = Flowing Advertorial Format

SM = Successful Meetings Special Supplement

INC = Incentive Special Supplement



**SUCCESSFUL**  
MEETINGS

**MARCH/APRIL 2021**

Ad Sales Close: MARCH 2

## Features

- F&B Trends for 2021
- Creating a Health-Safety Plan
- Spotlight on Independent Planners

**OCTOBER 2021**

Ad Sales Close: SEPT. 7

## Features

- Hotel Contract Basics
- Choosing a Meeting Destination



BOOK YOUR SPACE IN THE **SUCCESSFUL MEETINGS**  
SPECIAL SUPPLEMENT SECTION OF M&C TODAY!

These supplemental sections for *Successful Meetings* and *Incentive* will be printed with *Meetings & Conventions* and independently distributed digitally.

## INCENTIVE

WHAT MOTIVATES

### SPRING 2021

Ad Sales Close: MARCH 2

#### Features

- Incentive Pulse Survey
- 10 Hot Destinations
- Special Focus: Incentive Live

### FALL 2021

Ad Sales Close: AUG. 6

#### Features

- Incentive Gifting Survey
- Motivation Masters



BOOK YOUR SPACE IN THE **INCENTIVE**  
SPECIAL SUPPLEMENT SECTION OF M&C TODAY!

These supplemental sections for *Successful Meetings* and *Incentive* will be printed with *Meetings & Conventions* and independently distributed digitally.

## PRINT

Issue	Cover Story	Sport Focus
<b>FALL/WINTER 2021</b> <b>Ad Sales Close: AUG. 11</b>  <b>TEAMS Issue</b>	<p><b>THE RECOVERY: WHAT DO SPORTS EVENTS LOOK LIKE NOW?</b></p> <ul style="list-style-type: none"> <li>An in-depth look on what it takes to organize safe events from the amateur to professional levels.</li> <li>Case studies on sports organizations that have adjusted their practice</li> </ul> <p><b>THE LOOK AHEAD: WHAT'S NEXT FOR THE SPORTS-EVENTS INDUSTRY?</b></p> <ul style="list-style-type: none"> <li>After a challenging year, how sports organizations are positioning themselves for the future</li> <li>Trends for live amateur, collegiate and professional sports events</li> <li>5 things every event organizer needs to focus on now</li> </ul>	<p><b>NEW SPORTS VENUES</b></p> <p>A roundup of the latest new venues recently opened or about to open across amateur, collegiate and professional sports.</p> <p><b>RACE FOR THE WORLD CUP</b></p> <p>An in-depth look at the U.S. destinations competing for a final spot to host a round of the 2026 FIFA World Cup.</p> <p><b>SUSTAINABILITY IN SPORTS</b></p> <ul style="list-style-type: none"> <li>The latest efforts by sports venues to focus on sustainability</li> <li>Sports organizations are making a point of making their events more environmentally friendly</li> <li>5 things your venue can do to for more sustainable events</li> </ul> <p><b>ESPORTS</b></p> <ul style="list-style-type: none"> <li>How esports are attracting new fans</li> <li>The latest on esports-specific venues</li> </ul>

## DIGITAL

### Features & Downloads

- Twice monthly *SportsTravel* E-Newsletter
- SportsTravel* Podcast Series
- Governing Body Dossier: NGB News
- SportsTravel* Bid Bowl: Sports Events Up for Bid

- Winners & Losers Column
- Destination of the Month
- On Assignment: Reports from New and Innovative Events
- Email and Social Media Lead Generation

For more information on digital *SportsTravel* sponsorships, contact your Northstar business development representative.

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