

2008 EDITORIAL CALENDAR



The Intelligent Way to Plan in the Western Region

MONTH	DESTINATION FOCUS	DESTINATION SNAPSHOT	FEATURE FOCUS	BONUS DISTRIBUTION
January 2008 Reservation November 15, 2007 Ad Materials November 21, 2007	CALIFORNIA B.C. (Vancouver/Victoria/Whistler) Big Island Greater Portland	Bellevue, WA	2008 Industry Planner Resort Value Season Condo-tels *New and Renovated	
February 2008 Reservation December 21, 2007 Ad Materials December 27, 2007	NEW MEXICO WYOMING Palm Springs/Palm Desert Tahoe (North and South) L.A. Westside	Mammoth, CA	Airlines/Airport Properties Unique Meeting and Event Venues * Convention Centers	MPI-PEC www.2008.pec.mpiweb.org NCCMPI www.nccmpi.org

SPRING SMART MEETINGS ACTION KIT

Reservation deadline: January 25, 2008 • Ad materials due: February 1, 2008

March 2008 Reservation January 11, 2008 Ad Materials January 17, 2008	ARIZONA Greater Seattle Las Vegas Orange County	Mexico City	Conference Centers Summer Mountain Meetings *Luxury Hotels/Resorts	MPISCC www.mpiscc.org
April 2008 Reservation February 15, 2008 Ad Materials February 21, 2008	COLORADO Pacific Northwest Greater San Francisco Bay Area Greater Los Angeles (Downtown L.A., Hollywood, Universal City)	Whistler, B.C.	Gaming Spa Report *Beach and Coastal	
May 2008 Reservation March 14, 2008 Ad Materials March 20, 2008	UTAH ALASKA Maui Inland Empire	Long Beach, CA	Dude Ranches Crossing Borders Executive Retreats *Drive Market	

SUMMER SMART MEETINGS ACTION KIT

Reservation deadline: April 11, 2008 • Ad materials due: April 17, 2008

June 2008 Reservation April 11, 2008 Ad Materials April 17, 2008	NEVADA MONTANA Monterey/Carmel/Santa Cruz San Diego	Park City, UT	Affordable Meetings/Part 1 Golf Meetings Wine Country Meetings *Family Friendly	HSMAI's Affordable Meetings West www.affordablemeetings.com SGMP www.sgmp.org
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EDITORIAL SUBJECT TO CHANGE

*A 1/2 page or larger earns matching advertorial. Copy due one week prior to space reservation deadline.

EDITORIAL CALENDAR CONTINUED ON BACK >>

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July 2008 Reservation May 16, 2008 Ad Materials May 22, 2008	WESTERN CANADA Southern California Albuquerque/Santa Fe Denver/Colorado Springs	Anchorage, AK	Boutique Hotels New and Renovated *Mountain Meetings	
August 2008 Reservation June 13, 2008 Ad Materials June 19, 2008	IDAHO MEXICO/PACIFIC COAST Northern California Tucson LA/Pasadena/Valleys	Spokane, WA	Platinum Choice Awards Nominations CVB Update *Conference/Convention Hotels	MPI-WEC www.2008wec.mpiweb.org ASAE www.asaenet.org
September 2008 Reservation July 11, 2008 Ad Materials July 17, 2008	HAWAII Reno Greater Salt Lake Orange County/Coastal	Utah Valley, UT	Incentive Meetings Team Building Affordable Meetings *Southwest Meetings	HSMAI's Affordable Meetings National (Washington, D.C.) www.affordablemeetings.com IT & ME www.motivationshow.com
FALL SMART MEETINGS ACTION KIT Reservation deadline: July 18, 2008 • Ad materials due: July 25, 2008				
October 2008 Reservation August 15, 2008 Ad Materials August 21, 2008	ALBERTA Napa/Sonoma Central California Coast Phoenix/Scottsdale	Vail, CO	Cruise Meetings Eco-Friendly Meetings *Gaming	BRAVO Live www.bravoevent.com
November 2008 Reservation September 19, 2008 Ad Materials September 25, 2008	OREGON LAX/South Bay Oahu/Kauai Silicon Valley	Mesa, AZ	Attractions/Theme Park Meetings Industry Trends Independent Hotels *Desert Meetings	
WINTER SMART MEETINGS ACTION KIT Reservation deadline: October 24, 2008 • Ad materials due: October 31, 2008				
December 2008 Reservation October 17, 2008 Ad Materials October 23, 2008	MEXICO/EAST COAST WASHINGTON Sacramento/Gold Country San Diego North	Laughlin, NV	Trade Shows Historic Hotels *Platinum Choice Awards	CalSAE Seasonal Spectacular www.calseas.com

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