

OVERVIEW

Smart meetings

INSPIRING BRILLIANT EXPERIENCES



WHY CHOOSE SMART MEETINGS?

Smart Meetings is the leading media company and most trusted resource for meeting professionals. Preferred 5:1 by meeting planners, Smart Meetings connects suppliers with meeting planners through a variety of marketing tactics. With an ever-growing robust database of meeting professionals, Smart Meetings offers supplier partners endless solutions for branding, engagement, lead generation and ROI.

THE MOST ENGAGED READERSHIP

46% of readers plan more than 10 meetings per year

55,000+ high-quality opt-in digital media subscribers

80,000+ potential print circulation*

\$400 million

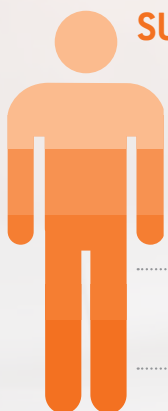
in booked business as a result of Smart Meetings events

SMART MEETINGS DELIVERS

- **67%** of readers took some type of action as a result of advertising
- Readers plan an average of **11 meetings** per year
- The average issue has a shelf life of **5.9 months**
- Preferred **5 to 1** over the competition
- **87%** are involved in the selection of hotels/destinations
- **78%** of readers are involved in purchasing equipment, audiovisual, event apps, ground transportation and air

SUBSCRIBER PROFILE

SUBSCRIBER MIX**



29.9% Meeting Planner/
Convention Manager

39% CEO/VP/Director

12.7% Marketing/
Sales Manager

18.4% Training/
Other Manager

READERS ARE DECISION-MAKERS

INVOLVED IN SIGNIFICANT WAY 87%

MAKE RECOMMENDATIONS FOR FACILITIES 62%

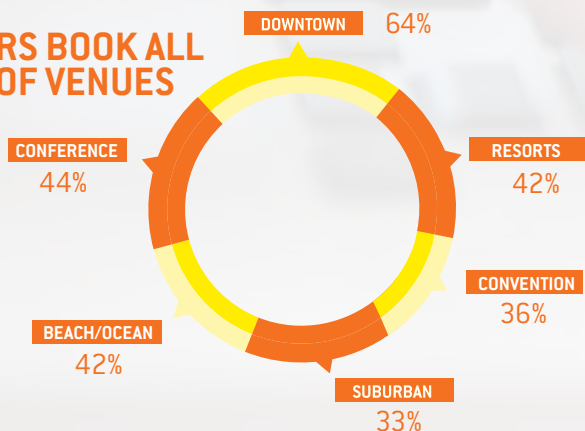
DETERMINE NEEDS 42%

SELECT OR SPECIFY FACILITIES 41%

**APPROVE OR AUTHORIZE/
MAKE FINAL DECISION 37%**

INVOLVED IN OTHER WAYS 18%

READERS BOOK ALL TYPES OF VENUES



*Based on 44,000 print subscribers in June 2017 BPA Brand Report and 0.9 pass along circulation according to June 2016 Bright Business Media LLC and Readex Research survey.

**BPA Worldwide Brand Report - June 2017, TQ = 44,000

Unless otherwise indicated, all data on this page is a result of a Bright Business Media LLC and Readex Research survey of Smart Meetings' subscribers collected from June 2016.

YOUR TRUSTED MARKETING PARTNER

Choose from one of our tactical marketing approaches, such as print, online, or events to target meeting planners in a selective way. Or, partner with Smart Meetings on an integrated marketing program that combines many strategic approaches to reach planners and nurture those relationships.

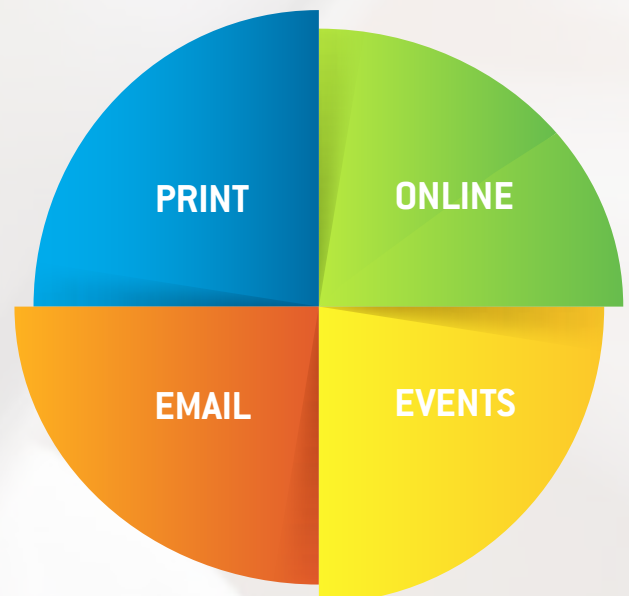
THE MARKETING FUNNEL

We'll consult with you to determine your needs and pain points and then design an integrated marketing program that will nurture meeting planners through your sales funnel, by delivering the right message at the right time in order to take them from lead to purchase.



INTEGRATED MARKETING PROGRAMS

Leverage a combination of our extensive database of engaged meeting planners and effective internal research and strategic expertise designed to meet your unique goals. Receive your highest value through a custom combination of print, digital, email, and events that together provide powerful branding, destination marketing, engagement, thought leadership and lead generation.



Smartmeetings

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