

# SPECIAL OPPORTUNITIES

## Association and Specialty Group Meeting Planners

CONNECT matches association and special affinity group meeting planners with business providers. Our special issues drive buzz, attracting more attention to our advertising partners and providing a longer desk life. Members of our advisory council tell us they save and share these issues, referring to them when they are making their meeting decisions. Don't miss these special sections and combination programs in the magazine that recently won four awards of excellence from the American Society of Business Publication Editors.

### ✓ Marketplace Program Guide

Our Marketplace trade show and conference outperforms traditional shows. Capture planners when they are in a "love this show, love the attention, ready to do business" frame of mind.

\*Bonus distribution.

### ✓ CVB Showcase

Planners save this destination guide, referring to it as a quick resource for contacts, facts and figures. Don't miss out on this annual reader favorite.

### ✓ Industry Leaders

Recognize your leader as an outstanding star in this annual who's who. Make sure our top-level association planners know who your celebrity is.

### ✓ Single Sponsor Issues

Special feature sections, such as "Technology Guide," offer opportunities for sponsors with a related product or message. Ask about sponsored reprints, webcasts, videos and other opportunities.

### ✓ Co-op Buys

Ask about co-op pages. Combine forces with your destination or venue partners for added impact and savings.

### ✓ Combo Buys

Harness the power of Collinson Media & Events multimedia marketing programs and meeting products. Cover other meetings markets, brand your message across media networks, reach the planners you want and get a guaranteed number of leads.

*"I love your sites (and the magazine). They are fantastic. A good resource and I would recommend them to all planners."*

Keith Johnston, Group Vice President  
OnSite Events, Inc. and PlannerWire.net