



VISIT FLORIDA MEETING PLANNER GOLF FOCUS

NORTHSTAR MEETINGS GROUP is the meeting industry's most important – and most influential – source of research, analysis, audience, digital, video, social media and marketing services in the U.S. and worldwide.



#1 Meeting and Events Industry Media & Marketing Platforms, Worldwide – Northstar's trusted brands are the leaders in their markets/regions.

#1 in First-Party Data – Nearly 500,000 active, engaged meeting and event professionals, representing the largest and most up-to-date meetings industry database globally.

#1 in Web Traffic – Northstar's meetings brands dwarf other industry websites, averaging well over 300,000 users monthly, with over 40% sourcing Northstar content via mobile.

#1 in Search – On average, over 165,000 users visit Northstar's meetings websites monthly via search engines. That's greater than all of its industry competitors combined.

#1 in Data Segmentation – Target the audience you want to reach. Our first-party data can be segmented by meeting size, type, location, spending, date patterns, preferences and personas.

#1 in Video Production and Distribution – Northstar's full-time video team provides a range of services, from story-boarding to filming, post-production and messaging.

#1 in Analytics – "What gets measured gets done." Northstar provides analytics on all of its media and marketing services.

#1 in Research – Thousands of event professionals participate in – and rely on – Northstar's research and analysis to stay competitive.

#1 in Content Marketing – From creation to distribution to performance analytics, Northstar's meetings team produces and distributes cutting-edge content on all platforms – including social – that performs.

#1 in Events – Northstar's exclusive, "high-touch, how-to" hosted buyer events in the U.S. and worldwide bring selected buyers and sellers together for education, networking and new business.

#1 in Connecting Buyers and Sellers – Simply put, Northstar is where meetings business gets done.

DISCOVER YOUR BEST CUSTOMERS

Northstar finds, engages, and influences your best customers and prospects across its digital assets. Work with the Northstar business development team to engage your current and future customer base and drive new business.

- Strategy, Design and Development
- Custom Content / Advertorials / White Papers / Blogs / Webcasts
- Targeted Email Campaigns and Retargeting
- Account Based Marketing
- Search Sponsorship
- Performance-Based Lead Gen
- Video / eNewsletters / Microsites / Mobile
- Social Media/Social Media Targeting / Takeovers
- Destination Guides and Property of the Month
- Traditional Digital Advertising / Banner Ads
- Research / Surveys
- High-Impact, Exclusive and ROS IAB Banner Positions

The Industry Leader for Highly Influential, Hard-to-Reach Audiences



Across all of our influential brands, Northstar Meetings Group currently serves nearly 500,000 active meetings and events owners, planners, incentive professionals and sports rights owners.

TARGETED, ENGAGED AUDIENCE

INDUSTRY SECTOR

- Automotive, Transportation
- Pharmaceuticals, Healthcare, Medical
- Insurance, Banking, Finance, Real Estate
- Corp., Gov., Assoc., Non-Profit
- Corporate Travel Office
- Cosmetics
- Diversified, Conglomerate
- Education
- Food
- Government
- Industrial
- Manufacturing
- Meeting & Event Management
- Petroleum, Rubber, Plastics, Agriculture, Mining
- Premium MFRs, Distributors & Reps
- Professional Services
- Public Services
- Software, Computers, Electronics, Communications
- Wholesale, Retail, Distribution (Non-Travel)
- Incentive Company
- Other

INDUSTRY TYPE

- Corporate
- Association
- 3rd Party, Independent
- Sports

JOB TITLE

- Meeting Planner
- C-Level
- Consultant
- Corporate Travel Management
- General Management
- Human Resources & Training
- Management
- Procurement
- Sales & Marketing
- Other

MEETING SIZE

- < 15
- 15 - 50
- 51 – 100
- 101 - 500
- 501 - 1,000
- 1,001 - 5,000
- > 5,000

MEETINGS PER YEAR

- 3 - 5
- 6 - 11
- 12 - 19
- 20 - 49
- 50+

MEETING AREAS OUTSIDE OF U.S.

- Asia
- Australia
- Bahamas or Caribbean
- Canada
- Europe, Middle East or Africa
- Mexico
- Puerto Rico
- Other

PLANNER GEO-LOCATION

- Northeast
- Mid-Atlantic
- Southeast
- Midwest
- Southwest
- West / Hawaii

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TARGETED, ENGAGED AUDIENCE

PLANNER GEO-BOOKING HISTORY

- Northeast
- Southeast
- Midwest
- Southwest
- West / Hawaii
- International
- Mid-Atlantic

STATES DEFINED

EAST

- CT
- DC
- DE
- MA
- MD
- ME
- NH
- NJ
- NY
- PA
- RI
- VA
- VT
- WV

SOUTH

- AL
- AR
- FL
- GA
- LA
- MS
- NC
- SC
- TN

WEST SOUTHWEST

- AK
- AZ
- CA
- CO
- HI
- ID
- MT
- NM
- NV
- OK
- OR
- TX
- UT
- WA
- WY

MIDWEST

- IA
- IL
- IN
- KS
- KY
- MI
- MN
- MO
- ND
- NE
- OH
- SD
- WI

TYPES OF FACILITIES

- Airport Hotel
- Conference Center
- Convention Center
- Cruise
- Cruise Ship
- Downtown Hotel
- Gaming

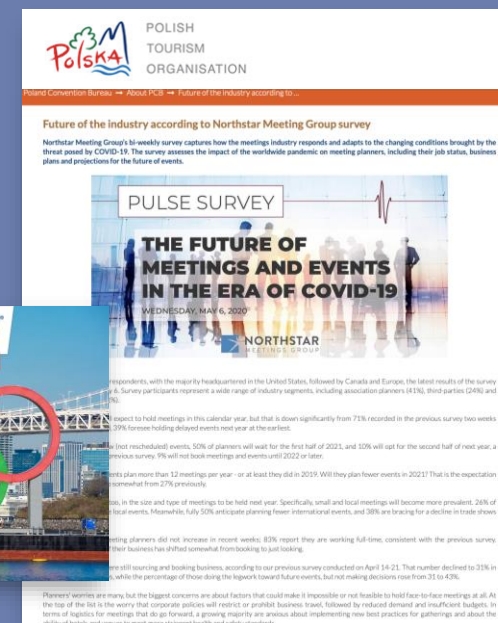
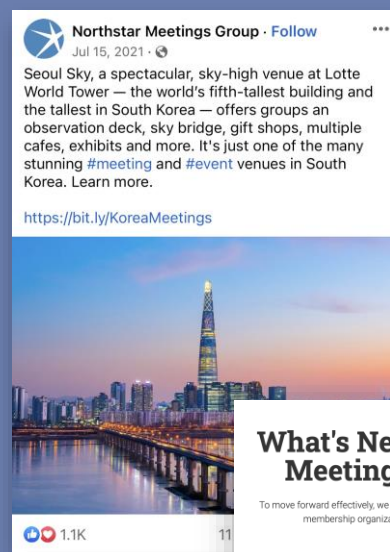
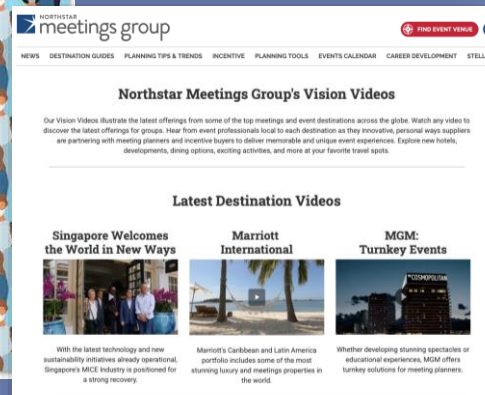
- Gaming Facility
- Golf Resort
- Resort
- Suburban Hotel
- Suite
- Suite Hotel
- All Inclusive
- Other

DESTINATIONS BOOKED IN LAST YEAR

- Africa
- Asia
- Australia / NZ
- Canada
- Caribbean / Bermuda
- Central / South America
- Europe
- Florida
- Hawaii
- Las Vegas
- Mexico
- Middle East
- Northern Europe

CONTENT THAT ENGAGES AND “DISCOVERS” NEW AUDIENCES

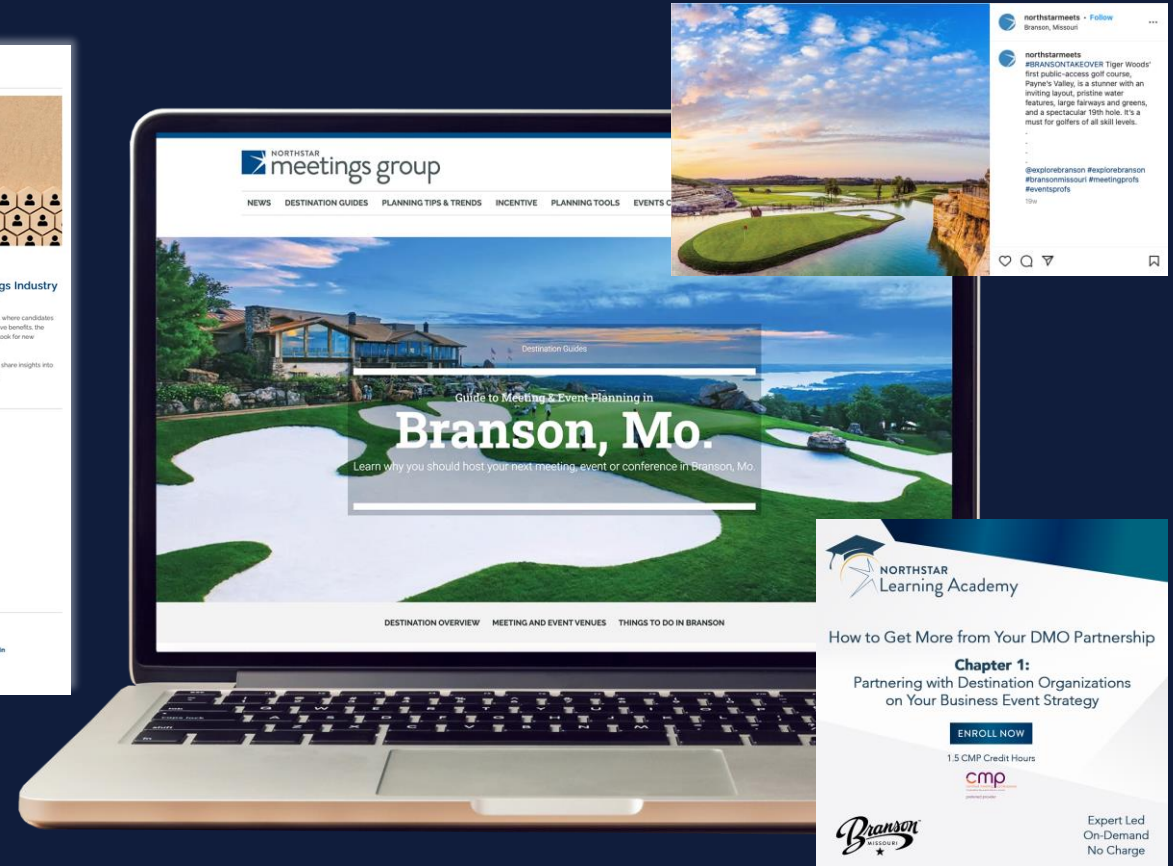
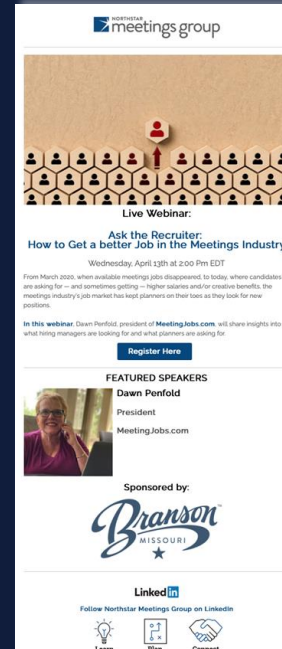
Research, Social, Video, Podcasts, Webinars, Downloads, Email, Retargeting



CASE STUDY: BRANSON, MISSOURI

Branson's Cross-Platform Campaign Objectives Were Managed, Measured and Met:

- Targeted Lead-Gen
- Brand Awareness Across a Range of Digital Products and Social Media Platforms
- Video Story-Telling Produced On Behalf of Branson, Distributed Widely by Northstar and Other MICE Platforms
- Thought-Leadership Across Northstar's In-Person and Online Learning Platforms
- In-Person, Hosted Buyer Event Bringing Direct Business to Branson



NORTHSTAR MEETINGS GROUP IS EMBEDDED IN THE INDUSTRY

Advisory Boards

- Events Industry Council (EIC)
- Meetings Mean Business (MMB)
- International Congress and Convention Association (ICCA)
- Louisville Tourism Client Advisory Council
- Singapore Association of Convention & Exhibition Organizers & Suppliers (SACEOS)
- Destinations International

Special Projects

- Business Events Canada
- Singapore Tourism Board
- Visit Britain
- Association Forum
- Visit California
- Cvent
- Event Leadership Institute
- Sports ETA

Association Membership

- Society of Incentive Travel Excellence (SITE)
- Meeting Planners International (MPI)
- Sports ETA
- United States Travel Association (USTA)
- International Association of Expositions and Events (IAEE)
- Incentive Research Foundation (IRF)
- Society of Independent Show Organizers (SISO)

Audience: Key words for first party data and 3rd party targeted intent data

- Meeting Planners utilizing golf in programs
- Golf Resorts
- Florida/Southeast Meetings
- Incentive Travel
- Fortune 1000 planners
- All Inclusive
- Wellness (includes golf)

Email: 15,000

Audience Extension (social, banners, video): 35,000

Proposed Program:

ITEM	APPROX IMPS
Email-2x	30,000
Display-Offsite	100,000
Social Access	75,000
Connected TV	80,000
Account Based Ads	75,000

360,000 impressions
\$20,000/net (value \$31,500)

Partner pays: \$15,000
Visit Florida pays: \$5,000

10 available

Hilton Santa Fe: Meetings In The Heart of Mexico City



Hilton

In the heart of Santa Fe, Hilton Mexico City Santa Fe offers an ideal setting to host conferences, corporate events, social functions, small business meetings, weddings and more.

From a flexible reception hall for up to 750 guests, to a large terrace on the top floor, this modern hotel boasts over 22,810 sq. ft. of meeting space across 13 function rooms. Enjoy the relaxed yet professional ambiance of this hotel. Contact our experienced sales team or book an event online, and we'll be happy to assist with the planning.

Santa Fe is the newest and most important business district in Mexico City. Explore the modern surroundings, visit the Samara shopping center without leaving the hotel, carry out the perfect event in our state-of-the-art meeting spaces or plan the perfect wedding. Stay close to corporations such as Citicorp, Chrysler, Ford, Grupo Modelo, Microsoft, Danone, Sony, Cinemas, Movistar, Televisa, Mazda and more, all less than five minutes away.

- 20 Number of Meeting Rooms
- 4,850 Total Event Space Capacity (People)

- 113,098 Total Event Space Capacity (sq ft)
- 855 Largest Room Capacity (People)
- 45,030 Largest Room Capacity (sq ft)

Related Content: Hilton Latin America Partner Spotlight

BOOK NOW!



Hilton

TARGETED EMAILS

Deliver Your Custom Messages to A Targeted List Of Our Vast Database.

Northstar’s audience includes (but is not limited to): sports and business meetings and events owners, planners and incentive professionals. We build a custom audience pool based on your target profiles.

Performance Indicators	Delivery		
Delivered, Opens, Open Rate, Clicks, CTR, CTOR	Northstar creates custom audience list based on client criteria.	Avg. Audience Delivered	25,511
Volume of traffic driven can be provided if allowed to place pixel on client landing pages.	Client supplies messaging and materials for HTML email.	Avg. Open	4,928
	Northstar delivers email based on pre-determined schedule and provides performance reporting.	Avg. Clicks	149
		Avg. Open Rate	19.32%
		CTR	0.58%
		CTOR	3.02%
Rate			
\$220 CPM with \$2,500 minimum spend			

SOCIAL ACCESS

Optimize targeting and performance of your paid social campaigns.

Maximize the impact of your paid advertising initiatives on social networks and expand your earned media potential. Using proprietary 1st party audience data from our category leading brands, we ensure delivery of your ad messages to top travel buyers and influencers on social media networks like Facebook, Instagram and LinkedIn.

Performance Indicators

Social Media Impressions, Engagements (e.g. Clicks, Downloads, Views – engagement metrics vary by platform.)

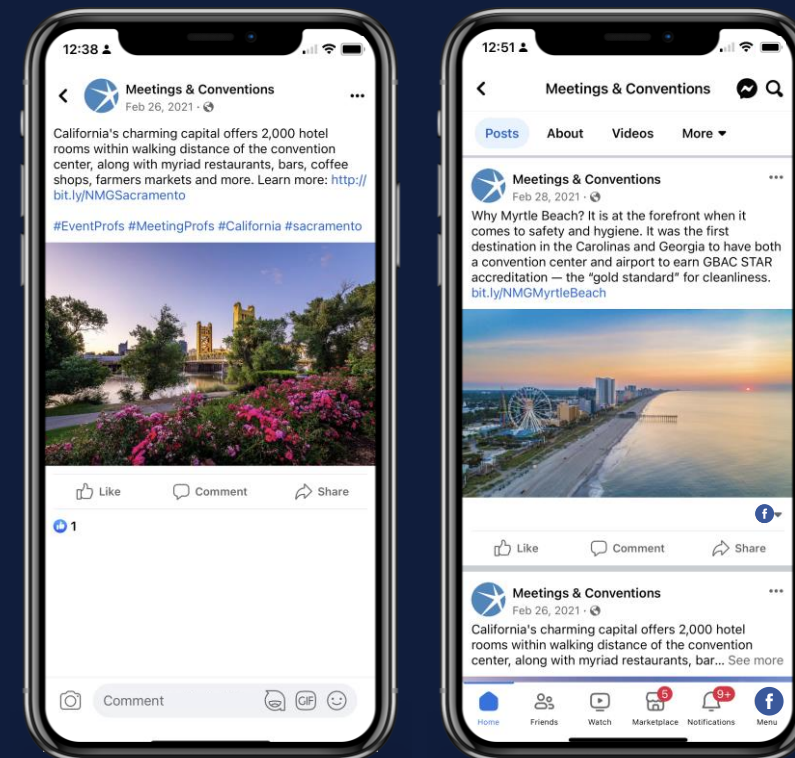
Delivery

Client supplies at least one ad per month. We recommend providing two headlines per ad in order to run A/B testing.

Northstar sets up a custom audience pool on your selected social network, uploading and serving your ads from our ad manager accounts.

Pricing

Tier	Social Access Tier 1	Social Access Tier 2	Social Access Tier 3
Impressions	80,000	150,000	250,000
FB/IG Price	\$5,000	\$7,500	\$10,000
LinkedIn Price	\$6,500	\$9,500	\$10,500



For Twitter or YouTube, please ask for pricing.

AUDIENCE EXTENSION

Northstar has a database of nearly 500,000 meeting and incentive planners and buyers. We can target a specific audience based on a number of criteria, including – engagement, geography (where they work in addition to where they plan), meeting size, meeting type, and behavior. Choose your criteria and custom list and we will surround your best prospects with your banner advertising.

Reach 100% of the custom target audience, surround their web activity on non-Northstar websites with your banner promotions. Exclusively retargeted to purely Northstar's 1st party planner audience as defined.



Ad Sizes Available

Leaderboard (728x90)
Medium Rectangle (300x250)
Half-Page (300x600)
Mobile (320x100)

Impression-based campaigns

250,000 imps - \$7,500
150,000 imps - \$5,500
75,000 imps - \$3,500

Average CTRs

Leaderboard (728x90) – 0.14%
Medium Rectangle (300x250) – 0.16%
Half-Page (300x600) – 0.13%
Mobile (320x100) – 0.11%

Performance Indicators

Impressions, Clicks, CTR
Third-Party tracking tags (1x1 pixels) are accepted.



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CONNECTED TV VIDEO CAMPAIGN

Connected-TV (CTV) is the fastest-growing tactic of digital marketing spend and will be increasingly essential to your B2B travel marketing strategy. Target Northstar’s 1st Party Audience with a premium CTV video ad campaign reaching cord-cutters and streaming TV viewers across all device types, including connected TVs, desktop, mobile, and tablets.

Campaign Includes	Specs	Impression-Based 1-Month Campaign Tiers and Rates	
Targeting of Northstar’s 1st party audience.	00:15 or :30s MP4, 300MB max file size	Tier 1	80,000 impressions / \$9,500 net
Pre, Mid, and/or Post-roll ad insertion of :15 or :30 video ad, flighted for 30-days across premium CTV inventory partnerships including Hulu, Sling, and more.	Resolution: 1920x1080px min		
	29.97 fps Max Frame Rate	Tier 2	150,000 impressions / \$17,000 net
	Third-Party tracking tags (1x1 pixels) are accepted.		
Performance Indicators		Tier 3	250,000 impressions / \$25,000 net
Impressions, Completed Video Views, Video Completion Rate, and Viewability.			