

Potomac Memo print edition

NEW! Potomac Memo digital edition

Annual PMPI Membership Directory

NEW! PMPI Web site Sales

NEW! Online Meeting Planners' Guide

# Meet MPI Potomac Chapter

The Potomac Chapter, an affiliate of Meeting Professionals International (MPI), the world's largest association of meeting professionals with more than 24,000 members and 70 chapters, is the third largest chapter in the nation, with nearly 1,200 members. For more than 30 years, the Potomac Chapter of MPI (PMPI) has continued to build a rich global meeting industry community in the Maryland, Washington, DC and Northern Virginia areas. PMPI provides its members the most current and useful information on the meeting planning industry through our full complement of communication options.

### IN PRINT AND ONLINE:

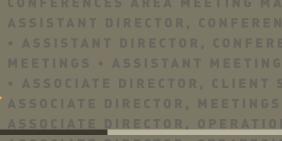
We make it easy to *connect with PMPI members* throughout the year.



Potomac Memo print edition:
PMPI's flagship magazine and
communication tool for members.
A full-color, glossy stock magazine
published bi-monthly with a standard
circulation of about 1,300 copies.



Potomac Memo digital edition:
An exact replica of the print edition, published bi-monthly. Members and readers receive each issue via e-mail, and each new issue is posted on the PMPI Web site. It allows for unlimited online exposure and for your ad to be a direct link to your Web site.



# Reach PMPI readers with these titles

DEVELOPMENT • CHIEF STRATEG SERVICES DIRECTOR • CONFEREN MANAGER • CONFERENCE & TRAV CONFERENCE CENTER & CATERIN



Annual PMPI Membership Directory:
A spiral bound, full-color October
publication with die-cut tabs that grants
unrivaled access to PMPI members.
It contains valuable member contact
information and is used as a quick referral
and purchasing tool throughout the year.



**NEW! PMPI.org:** Advertising is now available on the newly redesigned PMPI. org. Members turn here to learn about the most up-to-date industry news and information as well as upcoming events.



NEW! Online Meeting Planners'
Guide: The Online Meeting Planners'
Guide provides your customers with the
capabilities to find your products and
services by simply clicking on a button.
Visitors to the online guide can search for
your company by name, location, product
category or keyword.

MEETINGS PLANNER • NATIONAL PLANNER • PRESIDENT/CEO • RE • REGIONAL EVENTS MANAGER •

# The Meetings Marketplace

The meetings, conventions, exhibitions and incentive travel industry generates \$122.3 billion in direct spending annually. This money is spent on hotels, venues, business services, advertising, transportation, restaurants, audiovisual equipment and more. Organizations spend an average of \$67.92 billion (55.5%) on their conventions and exhibitions and \$48.15 billion (39.4%) on their corporate and association meetings. The remaining \$6.24 billion (5.1%) is spent on incentive travel throughout the year.

### **SPECIFICALLY, MEETINGS AND EVENTS:**

- ▶ Create **1 million jobs** in local communities across the United States
- ▶ Generate **\$27 billion in wages** for hardworking Americans
- ▶ Provide **\$16 billion in tax revenue** at the federal, state and local levels
- ▶ Contribute **\$101 billion in spending** to the U.S. economy
- ▶ Support **more than 200 convention centers** around the country
- ▶ Are responsible for nearly **15 percent of all travel** in the United States

Meeting and event professionals still view face-to-face meetings as the most effective tool for a variety of purposes that are central to their organizational missions: to build relationships and trust, engender a sense of community, conduct highly interactive programs, engage participants at an emotional level, and demonstrate new products that require physical use, from medical devices to sporting goods.





# Why Potomac Memo?



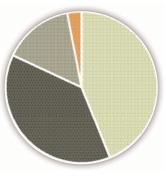
Potomac Memo is PMPI's official magazine and communication tool for all members. A full-color, saddle-stitched magazine published bi-monthly, Potomac Memo delivers readers timely information about all aspects of the meetings and events industry and the activities of PMPI. Now, automatically receive a FREE ad in the digital edition when you advertise in print!

The magazine also embraces the objectives of PMPI — to promote professional development and enhance the recognition of the profession in our business community. PMPI continues to deliver more value and a higher level of member satisfaction by connecting more members to more opportunities for greater success. Our 1,200+ readers are primarily professional meeting planners and student planners, along with affiliate/supplier members involved in all facets of the meetings and events industry in the Washington, D.C. area.

## POTOMAC MEMO READERS BY THE NUMBERS

- ▶ **514 Client-side planners:** corporate, association, government, non-profit and others planning meetings and events for clients internal to their organization.
- ▶ 93 Meeting management and service professionals or intermediaries: independent planners, PCOs (professional conference organizers) and those working for third-party, multi-management, site selection or other meeting services providers.
- ▶ **458 Meeting and event suppliers:** meeting facilities such as hotels and resorts, convention and conference centers and unique venues, convention and tourism bureaus, transportation providers and other onsite service providers such as caterers and production companies.

### POTOMAC MPI PLANNER ORGANIZATIONAL PROFILE



- **44%** Association/Non-profit planners
- **38%** Corporate planners
- **15%** Meeting Management planners
- 3% Vertical Markets such as University and Government planners

# **Potomac Memo Digital Edition**

In addition to print, Potomac Memo is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's Web site.

### Extend your print advertising investment with the unique benefits of digital media:

- ▶ Link your ad to the landing page of your choice
- ▶ Interact with viewers and facilitate the buying process
- ▶ Increase traffic to your Web site
- ▶ Generate an immediate response from customers

Members and readers receive each issue via e-mail, and each new issue is posted on the association's Web site. A full archive of past issues is available for a 12-month period, ensuring longevity for your online presence.

### Digital edition branding opportunities are exclusive and awarded on a first-come, first-served basis.



### eSponsorship / \$949.50

JPG, GIF, Flash or video: 645 x 465 pixels

Be the first ad readers see. Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life.

### eToolbar / \$499.50

JPG or GIF: 250 x 50 pixels

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition.

### eSkyscraper / \$789.50

JPG or GIF: 228 x 1140 pixels

The eSkyscraper ad displays the entire time the digital edition is open.

### eLink: FREE!

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. All of our advertising options include this upgrade.

### With the digital edition, readers can:

- Read the issue online or download it for later.
- ▶ Bookmark pages and insert notes.
- Perform a keyword search of the entire magazine.
- ▶ E-mail articles of interest to colleagues.
- ▶ Click on ads to go directly to an advertiser's Web site.

# **Annual PMPI Membership Directory**



Potomac Memo is enhanced with our annual directory targeting professional niches such as meetings and hospitality, professional services and management and outsourcing to meeting management companies. This publication provides another way for you to reach this vital meeting marketplace.

Our Annual Membership Directory, a full-color, glossy-stock, spiral-bound publication with die-cut tabs, grants unrivaled access to PMPI members. This October publication provides you direct access to the actively-engaged association members and decision-makers. PMPI members rely on the Annual Membership Directory to keep up with the latest industry trends, reference important membership information and find the industry's most trusted suppliers.

### Reach these PMPI members & more:

### INTERNATIONAL

International Association of Amusement Parks and Attractions

International Association of Chiefs of Police International City/County Management Association

International Launch Services

International Life Sciences Institute

International Meetings Inc.

International Monetary Conference

ASIS International

Capital One

Chamber Partnerships International, LLC

Ernst & Young

Exxon Mobil

Federal Trade Commission

Goodwill Industries International, Inc.

Helicopter Association International Lockheed Martin

Marriott Global Meetings & Special Events

Marriott International

NOVA Research Company

Novartis Pharmaceuticals

Professional Meeting Services

Public Housing Authorities Directors

Association

Public Justice Foundation

Public Risk Management Association

Regulatory Affairs Professionals Society

Resort Meetings Consortium

Rolls-Royce

Ronald Reagan Building & International

Trade Center

Science Applications International Corporation (SAIC)

Service Employees International Union

SRA International, Inc.

Strategic Partnerships International LLC Technical Resources International

The Boeing Company

The International Association of Chiefs of Police

United Nations Foundation

### NATIONAL

AARP

American Association of Airport Executives American Association of Attorney-Certified Public Accountants

American Association of State Colleges and Universities

American Bankers Association

American College of Obstetricians & Gynecologists

American College of Real Estate Lawyers American Council of Engineering Companies

American Dental Education Association

American Diabetes Association American Farm Bureau Federation

American Financial Services Association

American Frozen Food Institute

American Institute of Architects

American Institute of Biological Sciences
American Meat Institute

American Petroleum Institute

American Pharmaceutical Association American Public Health Association American Red Cross

American Society of Interior Designers Americans for the Arts

Association of American Medical Colleges Association of American Publishers

National Academy of Sciences

National Alliance for Public Charter Schools National Apartment Association

National Association of Corporate Directors

National Association of Home Builders National Association of Manufacturers

National Bar Association

National Business Travel Association National Conference Services, Inc.

National Council of Farmer Cooperatives

National Court Reporters Association National Education Association

National Federation of Independent

National Governors Association National Institute of Governmental

National Recreation and Park Association National Telecommunications Cooperative

National Turkey Federation

Nature Conservancy NeighborWorks America

Newspaper Association of America Smithsonian National Air and Space

The Federal Circuit Bar Association

U.S. Environmental Protection Agency United Way of America

### REGIONAL

American Library Association — Washington Office Booz Allen Hamilton

DC Affairs

District of Columbia Bar

George Washington University, Marvin Center and University Conferences

George Washington University

Howard Hughes Medical Institute Lockheed Martin

Maryland Trial Lawyers Association

Potomac Management Resources University of Maryland Alumni Association

University of Maryland Conferences & Visitor Services

Washington Performing Arts Society

Windsor Association Management

Contact your sales representative for information on how your business can target these associations and more!



# Non-Member Net Advertising Rates

\*Directory rates include Premier Listing Package on Online Buyers' Guide. All rates includes e-Links. Revisions and Proofs: \$50.00 Position Guarantee: 15% Premium

Direct mail opportunities available: please ask your representative for details.

### **Full-Color Rates**

SIZE	1x	3x	6x	9x	12x	DIRECTORY*
Double Page Spread	\$3329.50	\$3159.50	\$2999.50	\$2829.50	\$2659.50	\$4,224.50
Outside Back Cover	\$2839.50	\$2739.50	\$2639.50	\$2539.50	\$2439.50	\$3,724.50
Inside Front or Inside Back Cover	\$2589.50	\$2489.50	\$2389.50	\$2289.50	\$2189.50	\$3,464.50
Full Page	\$1999.50	\$1899.50	\$1799.50	\$1699.50	\$1599.50	\$2,864.50
Full Page TAB	-	-	-	-	-	\$3,214.50
2/3 Page	\$1579.50	\$1499.50	\$1419.50	\$1339.50	\$1259.50	\$2,624.50
1/2 Page	\$1329.50	\$1259.50	\$1199.50	\$1129.50	\$1059.50	\$2,214.50
1/3 Page	\$969.50	\$919.50	\$869.50	\$819.50	\$779.50	\$1,934.50
1/4 Page	\$769.50	\$729.50	\$689.50	\$649.50	\$619.50	\$1,744.50
1/6 Page	\$589.50	\$559.50	\$529.50	\$499.50	\$469.50	\$1,574.50
1/8 Page	\$439.50	\$419.50	\$399.50	\$369.50	\$349.50	\$1,484.50

### Black-and-White Rates

SIZE	1x	3x	6x	9x	12x	DIRECTORY*
Full Page	\$1099.50	\$1039.50	\$989.50	\$929.50	\$879.50	\$2,039.50
2/3 Page	\$989.50	\$939.50	\$889.50	\$839.50	\$789.50	\$1,799.50
1/2 Page	\$879.50	\$839.50	\$789.50	\$749.50	\$699.50	\$1,389.50
1/3 Page	\$669.50	\$639.50	\$599.50	\$569.50	\$539.50	\$1,109.50
1/4 Page	\$549.50	\$519.50	\$489.50	\$469.50	\$439.50	\$919.50
1/6 Page	\$439.50	\$419.50	\$399.50	\$369.50	\$349.50	\$749.50
1/8 Page	\$319.50	\$299.50	\$289.50	\$269.50	\$259.50	\$659.50

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.85% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Member Net Advertising Rates

Revisions and Proofs: \$50.00 Position Guarantee: 15% Premium All rates includes e-Links.

Direct mail opportunities available: please ask your representative for details.

### **Full-Color Rates**

SIZE	1x	3x	6x	9x	12x	DIRECTORY
Double Page Spread	\$2996.55	\$2843.55	\$2699.55	\$2546.55	\$2393.55	\$3,659.50
Outside Back Cover	\$2639.55	\$2549.55	\$2459.55	\$2369.55	\$2279.55	\$3,295.55
Inside Front or Inside Back Cover	\$2389.55	\$2299.55	\$2209.55	\$2119.55	\$2029.55	\$3,035.55
Full Page	\$1799.55	\$1709.55	\$1619.55	\$1529.55	\$1439.55	\$2,435.55
Full Page TAB	-	-	-	-	-	\$2,785.55
2/3 Page	\$1421.55	\$1349.55	\$1277.55	\$1205.55	\$1133.55	\$2,219.55
1/2 Page	\$1196.55	\$1133.55	\$1079.55	\$1016.55	\$953.55	\$1,850.55
1/3 Page	\$872.55	\$827.55	\$782.55	\$737.55	\$701.55	\$1,598.55
1/4 Page	\$692.55	\$656.55	\$620.55	\$584.55	\$557.55	\$1,427.55
1/6 Page	\$530.55	\$503.55	\$476.55	\$449.55	\$422.55	\$1,274.55
1/8 Page	\$395.55	\$377.55	\$359.55	\$332.55	\$314.55	\$1,193.55

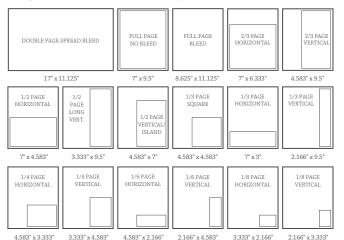
### Black-and-White Rates

SIZE	1x	3x	6x	9x	12x	DIRECTORY
Full Page	\$989.55	\$935.55	\$890.55	\$836.55	\$791.55	\$1,610.55
2/3 Page	\$890.55	\$845.55	\$800.55	\$755.55	\$710.55	\$1,394.55
1/2 Page	\$791.55	\$755.55	\$710.55	\$674.55	\$629.55	\$1,025.55
1/3 Page	\$602.55	\$575.55	\$539.55	\$512.55	\$485.55	\$773.55
1/4 Page	\$494.55	\$467.55	\$440.55	\$422.55	\$395.55	\$602.55
1/6 Page	\$395.55	\$377.55	\$359.55	\$332.55	\$314.55	\$449.55
1/8 Page	\$287.55	\$269.55	\$260.55	\$242.55	\$233.55	\$368.55

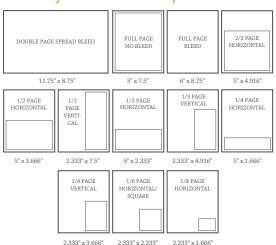
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$32.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# **Advertising Specs**

### Magazine Ad Sizes and Depictions



### **Directory Ad Sizes and Depictions**



### **Artwork Requirements**

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### **Ad Material Upload**

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

#### **Production Services**

Naylor provides professional ad assembly and layout to nonagency clients at no charge to the client.

### **PMPI** Web site Sales

# Extend your message-reach PMPI members online!



Advertising is now available on the newly redesigned PMPI.org. Take advantage of this opportunity to reach members of the third largest MPI Chapter 24/7.

PMPI members turn to PMPI.org to provide them with up-to-date meeting news and information as well as upcoming events in the industry. Recent reports show that in a one month period PMPI.org had nearly 4,000 visitors with 15,000 unique page views. This exposure insures that your branding will reach new markets, as well as build brand recognition among the returning visitors.

### Reach your market and:

- Interact with viewers and facilitate the buying process
- ▶ Generate an immediate response
- ▶ Direct clients to the landing page of your choice
- ▶ Track ad performance
- ▶ Promote time-sensitive offers or events

# Advertising opportunities on PMPI.org include:

### **Spotlight Tile**

• Two 125 x 125 pixel spotlight tiles rotating on the home page and on the sub-pages. (Maximum of 8 advertisers)

3 Months: \$975 / 6 Months: \$1,650 / 12 Months: \$2,850

### PMPI Meeting Planners' Guide - Member Rates

### For companies that want MAXIMUM EXPOSURE

The Meeting Planners' Guide will provide your customers with the capabilities to find your products and services by simply clicking on a button. Visitors to the online guide can search for your company by name, location, product category or keyword. The Meeting Planners' Guide has advertising options for every company, from high-profile banner ads to premier listings designed to fit a variety of sizes and budgets.



### Spotlight Tile 125 x 125 pixels

- · Only two spots available!
- · Spotlight tile ad appearing on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time!
- · Complimentary Premier Listing—a \$250 value!

Member: \$2,250

# РОТОМАС СН ▲ noviense

### Home Page Vertical Banner 120 x 240 pixels

- Vertical banner on the home page (maximum four rotating per position).
- · Complimentary Premier Listing—a \$250 value!

Member: \$1,250

### Page Peel Exclusive Advertising Opportunity!

This exclusive opportunity allows your business to be displayed uniquely on the Meeting Planners' Guide. With the move of a mouse, your company's message sweeps down over the site, like a page out of a book. Choose from the options below to include your business.

Member: \$3,500

### Category Page Vertical Banner 120 x 240 pixels

- · Vertical banner rotating in category and all related subcategories (maximum four rotating per position).
- · Complimentary Premier Listing—a \$250 value!

Member: \$1,000

# PMPI Meeting Planners' Guide

pmpi.officialbuyersquide.net

### **Premier Listing Package**





Premier Listing with Full Color Logo and Product Image

**Priority Search Results**—Regardless of where your company's name falls in the alphabet, all premier listings will appear in alphabetical order on top of all the basic listings.

Includes full-color logo, company name, address, phone, active Web link and e-mail, company description, products and services listing and up to five detailed contacts.

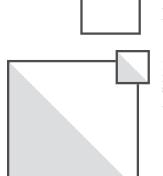
**New Feature**—Product photo and description: Display a full-color product photo and text description to potential customers. You also have the option to hyperlink the photo directly to any page on your company's Web site.

Member Only: \$250

*Includes three* (3) *product/service category listings of your choice.* Additional category listings are \$50 each.

Contact your Naylor account representative today to custom-fit the right online program for your company.

# Online Banner and Logo Specs



### Spotlight Tile 125 x 125 pixels

- · Creative accepted: jpg/gif and Flash\*
- · File size must be no greater than 100kb
- · Animation must be no longer than 25 seconds (this includes multiple loops)

### Page Peel

Large: 500 x 500 pixels Small Corner: 75 x 75 pixels

Creative accepted: jpg/gif



#### Vertical Banner 120 x 240 pixels

- Creative accepted: jpg/gif and Flash\*
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds (this includes multiple loops)



#### **Premier Listing Logo** 240 x 120 pixels

- · Creative accepted: jpg/gif
- File size must be no greater than 100kb

### \*Setting Up Flash Creatives

If supplying a Flash creative, you must also supply a backup gif or jpg to serve to users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

- 1. From Macromedia Flash, open your .fla file.
- 2. Select the frame or object that you would like to track the click on.
- 3. From the Modify Menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
- 4. Right-click on the symbol and select Actions.
- 5. From the Actions menu, select the OnMouse event and check the "Press" option.
- 6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase, and check the "Expression" option next to it. In the Window field, select "\_blank" and make sure Variables is set to Don't Send, DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {
        getURL(url, "_blank");
```

```
If you are using Flash MX, just enter the code as shown below:
on (press) {
       getURL(url, window="_blank");
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked.

The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it on the fly.

You can find more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center at: http://www.adobe.com/resources/richmedia/tracking/ designers guide/

### PMPI Meeting Planners' Guide - Non-Member Rates

### For companies that want MAXIMUM EXPOSURE

The Meeting Planners' Guide will provide your customers with the capabilities to find your products and services by simply clicking on a button. Visitors to the online guide can search for your company by name, location, product category or keyword. The Meeting Planners' Guide has advertising options for every company.



### Spotlight Tile 125 x 125 pixels

- · Only two spots available!
- · Spotlight tile ad appearing on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time!

Non-member: \$2,500

### Home Page Vertical Banner 120 x 240 pixels

• Vertical banner on the home page (maximum four rotating per position).

Non-member: \$1,500



### Page Peel Exclusive Advertising Opportunity!

This exclusive opportunity allows your business to be displayed uniquely on the Meeting Planners' Guide. With the move of a mouse, your company's message sweeps down over the site, like a page out of a book. Choose from the options below to include your business.

Non-member: \$3,850

### Category Page Vertical Banner 120 x 240 pixels

 Vertical banner rotating in category and all related subcategories (maximum four rotating per position).

Non-member: \$1,200

### **CONTACT:**

### **Heather Ciocca**

Naylor, LLC

Toll free: 800-369-6220 x 3463 |

Direct: 352-333-3463 | Fax: 352-331-3525 hciocca@naylor.com |

# MPI POTOMAC CHAPTER 2010 Media Planner



