

Issue	Main Features	Market Segment Reports	Event Planner's Guides	Added Value
July 2017	<p>SMALL MARKETS THAT ARE BIG ON MEETINGS Some destinations with big personalities may fly under the radar for meeting planners, until they receive our July 2015 issue.</p> <p>WINTER EVENT HOT SPOTS The temperature may be melting in the South in July, but that's just when meeting planners are gearing up for winter events.</p>	Medical & Pharmaceutical	(advertisers in all Event Planner's Guides receive special BREAK-OUT editorial & bonus on-line connectivity) Mississippi & West Virginia	<ul style="list-style-type: none"> • Small Markets get bonus advertorial* • Winter Hot Spot advertisers receive free certificate • Bonus Distribution: ASAE
Aug. 2017	<p>ANNUAL BUYER'S GUIDE & MEETING SITE DIRECTORY Ask us about how this comprehensive print & digital planning guide can also tie in with on-line searches. Advertisers receive complimentary, enhanced listings that integrate with destination searches and downloads.</p>			<ul style="list-style-type: none"> • Advertisers receive a complimentary enhanced listing +bonus perks
Sept. 2017	<p>THE SOUTH'S GRANDEST HOTELS Some are historic and others are sparkling new, but they all are spectacular venues to host sensational meetings and conferences, and they're all in the South.</p> <p>TRADE SHOW/ EXPO HALLS We make a big deal out of profiling what makes these large facilities different, not simply what they've got. Planners of large events are looking for ways to make their events stand-out as well as run smoothly, especially in these fast-paced technological times.</p>	Sports Events & Competitions	Tennessee & Louisiana	<ul style="list-style-type: none"> • Bonus Distribution: Rendezvous South & IMEX America
Oct. 2017	<p>NEW & RENOVATED MEETING SITES We get planners focused on booking new and updated sites for their events, while the free bonus advertorials give advertisers a chance to gloat about their new facilities.</p> <p>ANNUAL STATE OF THE INDUSTRY REPORT This must-read exhaustive annual study reveals trends and economic impact data for the South's meetings industry.</p>		Kentucky & Georgia	<ul style="list-style-type: none"> • New & Renovated advertisers receive bonus advertorial*
Nov. 2017	<p>GOLF, RECREATION & RELATIONSHIPS Golf and meetings have gone together in the South for a long time, yet the demand is now stronger than ever. And our culture for recreation is exploding for all kinds of recreational events to build relationships.</p> <p>THE SOUTH'S HIDDEN MUSIC CITIES We know Nashville IS music city. But some of the best music can be found off the beaten path in cities best known for something else. From classic rock to bluegrass, these places are for music lovers and seekers of culturally diverse destinations.</p>	Youth & Faith Based Events	South Carolina & Alabama	<ul style="list-style-type: none"> • Bonus Distribution: PCMA • Music City advertisers receive free certificate & mention in Music Calendar
Dec. 2017	<p>AWARDS & RECOGNITION Let's face it, we all like to read about people that do what we do. Meeting planners devour this issue because it profiles meeting planners who book events in the South. They also vote on the top meeting sites and destinations in the South, which are also spotlighted in this powerhouse issue.</p>			<ul style="list-style-type: none"> • Advertising Award winners receive free commemorative certificate
Jan. 2018	<p>DRIVE-IN MEETINGS Air travel can be a nightmare these days and destinations featured in this issue have great road access for convenient drive-in meetings and events.</p> <p>COOL SPOTS FOR HOT SUMMER MEETINGS It's cold outside, but this is the time to find cool spots for summer meetings in the South.</p>	Association Meetings	Texas	<ul style="list-style-type: none"> • Bonus advertorial for Drive-In Meetings* • Cool Spots receive free certificate
Feb. 2018	<p>FAMILY FRIENDLY MEETING SITES Destinations that entice us to bring along the family not only increase attendance, they lengthen the stay and the attendee gets "twofers" out of the trip - business and vacation. They're all great spots to bring along the whole family.</p> <p>CONVENTION CENTERS The South has a wealth of top-notch convention centers. Find out which facilities offer the latest & greatest meeting services.</p>	Reunions & Social Events	Oklahoma & Maryland	
Mar. 2018	<p>THE CVB RELATIONSHIP ISSUE Let's face it, we need to market the CVB and what the destination offers to meeting planners. But at the end of the day, relationships can be the deal maker. Every CVB that advertises in this issue can feature the people on it's staff that make it special.</p>			<ul style="list-style-type: none"> • Advertisers receive bonus advertorial*
Apr. 2018	<p>THE WOW ISSUE! When it's time to step away from the ordinary, these are meeting sites, destinations and other venues that are sure to WOW attendees. We share the what, where and most importantly, the why and how.</p>	Corporate Meetings & Conferences	Florida	<ul style="list-style-type: none"> • Bonus Distribution: ASAE Springtime Expo
May 2018	<p>RESORTS IN THE SOUTH There are many resorts throughout the South but these resorts excel at enhancing the conference "experience" for attendees. We take the unique approach of spotlighting whole destinations that profile a resort-like experience for visitors.</p>	The SMERF Markets	Virginia & Missouri	<ul style="list-style-type: none"> • Advertisers in resort section receive bonus advertorial* • Bonus Distribution: IBTM
June 2018	<p>THE SOUTH'S FOODIEST CITIES Let's be honest, one of the best part about traveling to a meeting is discovering a delicious, innovative and irresistible food scene. These destinations have delectable cuisine and eating traditions that are part of their culture.</p> <p>CONFERENCE CENTER RESOURCE GUIDE When it's time to collaborate, educate & motivate, there's nothing more handy for meeting planners than this feature story and resource guide to the South's top conference center facilities.</p>	Government & University Events	Arkansas & North Carolina	<ul style="list-style-type: none"> • Bonus Distribution: MPI WEC

Be a part of our in-depth content. Share your news & advice with meeting pros. Contact our editorial staff today!

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