

Issue	Main Features	Market Segment Reports	Event Planner's Guides	Added Value
July 2017	<p>SMALL MARKETS THAT ARE BIG ON MEETINGS</p> <p>WINTER EVENT HOT SPOTS</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</p>			<ul style="list-style-type: none"> • Advertisers receive a complimentary enhanced listing +bonus perks
Sept. 2017	<p>THE SOUTH'S GRANDEST HOTELS</p> <p>TRADE SHOW/ EXPO HALLS</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</p> <p>ANNUAL STATE OF THE INDUSTRY REPORT</p>		Kentucky & Georgia	<ul style="list-style-type: none"> • New & Renovated advertisers receive bonus advertorial*
Nov. 2017	<p>GOLF, RECREATION & RELATIONSHIPS</p> <p>THE SOUTH'S HIDDEN MUSIC CITIES</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</p>			<ul style="list-style-type: none"> • Advertising Award winners receive free commemorative certificate
Jan. 2018	<p>DRIVE-IN MEETINGS</p> <p>COOL SPOTS FOR HOT SUMMER MEETINGS</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</p> <p>CONVENTION CENTERS</p>	Reunions & Social Events	Oklahoma & Maryland	
Mar. 2018	<p>THE CVB RELATIONSHIP ISSUE</p>			<ul style="list-style-type: none"> • Advertisers receive bonus advertorial*
Apr. 2018	<p>THE WOW ISSUE!</p>	Corporate Meetings & Conferences	Florida	
May 2018	<p>RESORTS IN THE SOUTH</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</p> <p>CONFERENCE CENTER RESOURCE GUIDE</p>	Government & University Events	Arkansas & North Carolina	<ul style="list-style-type: none"> • Bonus Distribution: MPI WEC

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