

# meetings focus 2015 EDITORIAL CALENDAR

	Issue	Features	Webinars	Destination/Demographic/e-Newsletter Topic	Reservation	Advertorials	Materials
	<b>JAN</b>	Budget Tips Cutting Edge: Facilities, Amenities & the Future Drive-To Meetings, Part I* Resort Meetings*	Budget Tips On-Location: PCMA, Chicago	<b>MIDAMERICA:</b> Drive-To Meetings Ads/Advertorials*; Milwaukee Area; Oklahoma; <b>Close-Up:</b> Branson, MO <b>SOUTH:</b> Bahamas; Coastal Carolina; Dallas/Fort Worth Metroplex; Drive-To Meetings Ads/Advertorials*; Inland Mississippi; Nashville; Northwest Florida <b>WEST:</b> Drive-To Meetings Ads/Advertorials*; Greater L.A.; Northern California; Pacific Northwest; Southwest; Tucson; <b>Close-Up:</b> Ontario/Inland Empire <b>INTERNATIONAL:</b> Austria; South Africa; Sweden	11/26	12/5	12/12
	<b>FEB</b>	Destination Value Dates* Pharma/Medical Meetings Tech Update: Social Media Strategy	Social Media Strategy	<b>EAST:</b> Albany; Connecticut; Destination Value Dates Ads/Advertorials*; Northern Virginia; Ontario; Philadelphia/Valley Forge <b>MIDAMERICA:</b> Chicago Suburbs; Destination Value Dates Ads/Advertorials*; Eastern Iowa Cities; Kansas; Madison <b>SOUTH:</b> Arkansas; Atlanta; Destination Value Dates Ads/Advertorials*; Houston; Miami/Fort Lauderdale; <b>Close-Up:</b> Kissimmee, FL; <b>Close-Up:</b> Norfolk, VA <b>WEST:</b> Alaska; Destination Value Dates Ads/Advertorials*; Las Vegas; Maui; Monterey/Santa Cruz; San Diego <b>INTERNATIONAL:</b> Costa Rica; Germany	12/29	1/2	1/9
	<b>MAR</b>	Corporate Meetings Negotiating Like a Pro Resorts & Spa Meetings*	Negotiating Like a Pro, (2-part)	<b>EAST:</b> Baltimore/Annapolis/Eastern Shore; Massachusetts; Upstate New York/Adirondacks; <b>Close-Up:</b> Lehigh Valley, PA <b>MIDAMERICA:</b> Chicago; Michigan; Northern Ohio; South Dakota <b>SOUTH:</b> Central West Florida; Charlotte; West Virginia; Williamsburg <b>WEST:</b> Colorado; Palm Springs; Summer Mountain Meetings; Greater Seattle; Western Canada; <b>Close-Up:</b> Newport Beach, CA <b>INTERNATIONAL:</b> Argentina; Czech Republic; Japan; Thailand	1/30	2/6	2/13
SUPPLEMENT	<b>APR</b>	Best of Nomination Issue Convention Centers* Luxury Hotels Site Selection Best Practices	Site Selection: Best Practices & ADA Compliance	<b>EAST:</b> Convention Center Ads/Advertorials*; Maine/New Hampshire/Vermont; Montreal & Quebec City; Pennsylvania <b>MIDAMERICA:</b> Agricultural Meetings, Central Illinois, Convention Center Ads/Advertorials*; Minneapolis/St. Paul Metro; Ohio <b>SOUTH:</b> Convention Center Ads/Advertorials*; Dominican Republic; Galveston; Georgia; Hilton Head; Louisiana; Tennessee <b>WEST:</b> Arizona; Convention Center Ads/Advertorials*; Lake Tahoe; Native American Gaming; Utah; Wine Country Meetings; <b>Special Update:</b> Los Cabos <b>INTERNATIONAL:</b> Denmark; Italy	2/27	3/6	3/13
	<b>SUPPLEMENT: Meetings Focus Florida • Listings: All Advertisers • Distribution: All trade shows for 12 months • Special Florida e-Newsletter</b>					2/20	2/27
	<b>MAY</b>	Conference Centers* Government Meetings Historic Places & Properties The Attendee Experience: Making your Show Count	The Attendee Experience: Making your Show Count	<b>EAST:</b> Buffalo/Niagara Falls Area; Conference Centers Ads/Advertorials*; East Coast Gaming*; Providence; <b>Close-Up:</b> Lake Placid, NY <b>MIDAMERICA:</b> Conference Centers Ads/Advertorials*; Lake Geneva; Missouri; Omaha/Council Bluffs <b>SOUTH:</b> Beach Meetings*; Biloxi/Mississippi Gulf Coast; Central/West Texas; Conference Centers Ads/Advertorials*; Hampton Roads; Palm Beach/Treasure Coast; <b>Close-Up:</b> Fort Myers, FL <b>WEST:</b> Anaheim/Orange County; Coastal Mexico; Portland; San Francisco Bay Area; Conference Centers Ads/Advertorials*; Western Retreats (specially formatted section); <b>Update!</b> Maui <b>INTERNATIONAL:</b> Colombia; Conference Centers Ads/Advertorials*; Malaysia; Switzerland	3/27	4/3	4/10
SUPPLEMENT	<b>JUNE</b>	Food & Beverage Budget Tips Tech Update: Apps & Other Things Special Venues (specially formatted section) SMERF	F&B Budget Tips	<b>EAST:</b> Maryland; New Jersey <b>MIDAMERICA:</b> Grand Rapids, MI; Iowa; Lincoln, NE; MidAmerica Gaming Destinations*; Wisconsin Dells <b>SOUTH:</b> Austin/The Hill Country; Birmingham; Florida Keys/Key West; Kentucky; Myrtle Beach; <b>Close-Up:</b> Bermuda <b>WEST:</b> Denver/Boulder/Colorado Springs; Inland Empire; Montana; Oahu/Kauai; Salt Lake City/Park City <b>INTERNATIONAL:</b> Chile; India; Netherlands	4/24	5/1	5/8
	<b>SUPPLEMENT: Meetings Focus Las Vegas • Listings: All Advertisers • Distribution: All trade shows for 12 months • Special Las Vegas e-Newsletter</b>					4/20	4/24
	<b>JULY</b>	CSR/Teambuilding Cities to Watch Meetings Trendsetters Resorts & Incentives*	CSR/ Teambuilding On-Location: DMAI, Austin	<b>EAST:</b> Greater Hartford/Mystic; NYC/Long Island/Westchester; Resorts & Incentives Ads/Advertorials*; Syracuse <b>MIDAMERICA:</b> Detroit Metro; Minnesota; Resorts & Incentives Ads/Advertorials*; Southern Ohio; Southwest Missouri <b>SOUTH:</b> Central/West Tennessee; New Orleans; Resorts & Incentives Ads/Advertorials*; South Texas; Triangle, NC; <b>Close-Up:</b> Galveston, TX; <b>Close-Up:</b> Gatlinburg, TN <b>WEST:</b> Idaho; L.A.: Downtown/Hollywood/The Valleys; New Mexico; Northern California Coast; Reno; Resorts & Incentives Ads/Advertorials*; <b>Close-Up:</b> Calgary <b>INTERNATIONAL:</b> China; Ireland; Portugal	5/29	6/5	6/12

\*Advertorials available with minimum 1/2 page ads

**Distribution:** **JAN:** PCMA | **FEB:** MPI NCC; HSMIA's MEET Mid-America | **MAR:** MPI Cascadia; MPI SCC | **APR:** Cal SAE | **MAY:** IMEX Frankfurt; HSMIA's MEET West

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SUPPLEMENT	<b>AUG</b>	Association Meetings Coastal Meetings Contracts: Advice From the Pros Wellness & Meetings*	Contracts: Advice from the Pros (2-part)  On-Location: ASAE, Detroit & MPI, San Francisco	<b>EAST:</b> Greater Wilmington; Newport; Poconos/Bucks/Blair/Altoona; Washington, D.C. Metro <b>MIDAMERICA:</b> Lake Meetings; Nebraska; North Dakota; Southwest Michigan <b>SOUTH:</b> Caribbean/Cancun; Savannah/Georgia Coast; <b>Close Up:</b> Richmond, VA <b>WEST:</b> Hawaii; Long Beach/Westside/Southbay; Phoenix/Scottsdale/Sedona; Washington; Wyoming <b>INTERNATIONAL:</b> Eastern Europe; France; Korea; Peru	6/26	7/3	7/10
	<b>AUG</b>	<i>Meetings Focus Guide</i>   Advertorial: CVBs   Listings: Properties/Facilities   Distribution: All trade shows for 12 months				6/26	7/3
SUPPLEMENT	<b>SEPT</b>	Affordable Meetings Case Study: Anatomy of a Convention Best of Awards Issue* Green Meetings	Green Meetings	<b>EAST:</b> Baltimore; Best of Ads/Advertorials*; New England; New York State; Pittsburgh/Western PA <b>MIDAMERICA:</b> Best of Ads/Advertorials*; Central Missouri; East Central Wisconsin; Rapid City/Mount Rushmore <b>SOUTH:</b> Best of Ads/Advertorials*; Central Florida; East Tennessee; South Carolina <b>WEST:</b> Best of Ads/Advertorials*; Mexico's Interior Cities; San Diego; Silicon Valley; Winter Mountain Meetings <b>INTERNATIONAL:</b> Hong Kong; Spain; United Arab Emirates	7/31	8/7	8/14
	<b>SUPPLEMENT: Meetings Focus Texas • Listings: All Advertisers • Distribution: All trade shows for 12 months • Special Texas e-Newsletter</b>					7/24	7/31
SUPPLEMENT	<b>OCT</b>	Attractions (specially formatted section) Gaming Properties & Destinations Going Global: International Meetings	Going Global: International Meetings  On-Location: IMEX, Las Vegas	<b>EAST:</b> Delaware; Harrisburg/Hershey/Lancaster; Springfield/The Berkshires <b>MIDAMERICA:</b> Family-Friendly Meetings*; Greater Cleveland; Illinois; Tulsa <b>SOUTH:</b> North Carolina; Northeast Florida; San Antonio/The Hill Country; Virginia <b>WEST:</b> All-Inclusive Meetings*; Colorado Mountains; Island of Hawaii; Oregon; Southern Arizona <b>INTERNATIONAL:</b> England; Panama; Singapore	8/28	9/4	9/11
	<b>SUPPLEMENT: Meetings Focus California • Listings: All Advertisers • Distribution: All trade shows for 12 months • Special California e-Newsletter</b>					8/21	8/28
SUPPLEMENT	<b>NOV</b>	Airport Meetings CVB Update* Drive-To Meetings, Part II*	CVB Update	<b>EAST:</b> Annapolis; CVB Update Ads/Advertorials*; Drive-To Meetings, Part II Ads/Advertorials*; Greater Boston; State College, PA Area; <b>MIDAMERICA:</b> Central Iowa; CVB Update Ads/Advertorials*; Northern Indiana; St. Louis <b>SOUTH:</b> CVB Update Ads/Advertorials*; Drive-To Meetings, Part II Ads/Advertorials*; Jamaica; Mississippi; Southwest Florida <b>WEST:</b> Across the Borders; Albuquerque/Santa Fe/Taos; CVB Update Ads/Advertorials*; Desert Meetings; Napa/Sonoma; Orange County Coast <b>INTERNATIONAL:</b> Australia; Brazil; CVB Update Ads/Advertorials*; Monaco; Scotland	9/25	10/2	10/9
	<b>SUPPLEMENT: Meetings Focus Carolinas • Listings: All Advertisers • Distribution: All trade shows for 12 months • Special Carolinas e-Newsletter</b>					9/18	9/25
SUPPLEMENT	<b>DEC</b>	Golf Resort Meetings* New & Renovated Properties* Technology in Meetings	Technology in Meetings	<b>EAST:</b> Atlantic City; Montgomery County, MD; New & Renovated Properties Ads/Advertorials*; Rhode Island; Toronto <b>MIDAMERICA:</b> Indianapolis; Kansas City Area; New & Renovated Properties Ads/Advertorials*; Western Iowa; Wisconsin <b>SOUTH:</b> Alabama; Central East Florida; New & Renovated Properties Ads/Advertorials*; Puerto Rico; Shreveport/Baton Rouge; Triad, NC; <b>Close-Up:</b> Knoxville, TN <b>WEST:</b> Central California Coast; Mexico; Nevada; New & Renovated Properties Ads/Advertorials*; Sacramento/Central Valley/High Sierra <b>INTERNATIONAL:</b> Belgium; Iceland; Macau	10/30	11/6	11/13
	<b>DEC</b>	<i>2015 Meetings Focus Trends</i>   Distribution: All trade shows for 12 months				10/23	NA

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Distribution: **AUG:** ASAE; MPI WEC | **SEPT:** HSMIA's MEET National | **OCT:** IMEX America | **DEC:** Cal SAE Seasonal Spectacular