

DATES	EDITORIAL	SITE FILES – MATCHING ADVERTORIAL (1/2 PAGE OR LARGER)	SPECIAL AWARDS/ SECTIONS	MATCHING ADVERTORIAL (1/2 PAGE OR LARGER)	BONUS DISTRIBUTION
FEBRUARY Ad Close 01/09/12 Material Due 01/14/12 Mail Date 02/03/12	• Marketing/Attendance- Building Techniques • City Meetings • Family Meetings	• Carolina/Georgia • New York/New Jersey • California		• 2011 Inner Circle Award Winners for Hotels	IACC, March 21–23
APRIL Ad Close 03/16/12 Material Due 03/22/12 Mail Date 04/12/12	• SMERF/Specialty Market Focus • Technology Buyers Guide	• Greater DC • South Central States (MO/AR/KS/OK)	• CVB Supplement • 2012 Inner Circle Award Ballot	• 2012 FACILITIES REVIEW: Hotels, Resorts, & Conference Centers	• Affordable Meetings Mid-America, April 2012 • Springtime in the Park, May 3 • Affordable Meetings West, June 15–16
JUNE Ad Close 05/13/12 Material Due 05/20/12 Mail Date 06/18/12	• The AM 20: Focus on Association Management Company Meetings • Golf & Spa Resorts	• Greater Chicago • Texas • Florida	• Beyond Borders Supplement • 2012 Inner Circle Award Ballot		• AIBTM, Baltimore, June 19–21 • MPI WEC, July 28–31 • IMEX- Worldwide Exhibition, May 22–24
AUGUST Ad Close 07/13/12 Material Due 07/25/12 Mail Date 08/10/12	• Think Tank Issue • Tips for Budget-Minded Pros • New/ Expanded Facilities • Gaming	• Midwest • Caribbean • Asia	• 2012 Inner Circle Award Winners Announced	• Second-Tier Cities Update • 2012 Hotel Inner Circle Award Winners	• ASAE, Aug. 11–14
OCTOBER Ad Close 09/14/12 Material Due 09/23/12 Mail Date 10/12/12	• Trade Show Trends/ Planning Large Meetings • Theme/Water Parks	• Southwest Meetings • Mid-South States (TN/AL/MS/KY/WV/LA) • Hawaii • Mexico		• Update on CVBs & Convention Centers • 2012 CVB/Convention Center Inner Circle Award Winners	• ICCA, Oct. 20–24 • IMEX America, Oct. 9–11
DECEMBER Ad Close 11/11/12 Material Due 11/17/12 Mail Date 12/17/12	• International Meetings • Small Meetings	• Mid-Atlantic States (NY/DE/DC/MD/PAN/A/WV) • Canada • Florida		• Supplier Insights for 2013 (full page)	• PCMA, Jan. 13–16

IN EVERY ISSUE

KEYNOTES Provides analysis of trends and news of strategic importance to association meetings and expositions. **COVER STORY AND FEATURES** Spotlight issues critical to the management and execution of association meetings, trade shows, and conferences. **BREAKOUTS** How-to articles and checklists on everything from AV to F&B. **OPINIONS** Commentary from industry insiders **SITES** News of facility openings, expansions, renovations, and On Locations.

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