

Meeting Planner Masterfile from Penton Media

The Meeting Planner Database reaches individuals who subscribe to one or more of the following Penton Media titles: Association Meetings Special Events Medical Meetings Financial & Insurance Meetings Corporate Meetings & Incentives

Walter Karl
an infoUSA company

ID NUMBERS

Manager 77480
mln 77480
SRDS 773989-000

SEGMENTS

Data card currency: **US Dollar**

107,280	Universe / Base Rate	\$150.00/M
106,335	Phones	\$60.00/M
	All Inclusive Multichannel email/postal	\$555.00/M
	All Inclusive Multichannel phone/postal	\$355.00/M
	All Inclusive Multichannel email/phone/postal	\$720.00/M
	Email (see email datacard)	

LIST TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

Domestic (US)

OPT-IN

LIST MAINTENANCE

Market entry 06/16/2005
New to manager 04/04/2005
Counts through 10/31/2007

DATA CARD MAINTENANCE

New to NextMark system 06/16/2005
Last data card update 02/08/2008
Next data card update 04/01/2008
Data card update frequency **SEMIANNUALLY**

DESCRIPTION

Penton Media's meetings publications serve the informational needs of key personnel who handle the arrangement of meetings and other type of business gatherings.

Job Title

Corporate	67,530
Meetings,Convention,Conf Planner,Travel Agent,Des/	10,869
Exhibit Director, Manager; Catering/Banquet	2,139
Education, Training Director, Mgr, Store Mgr	3,440
Executives,Govt Officials, Event Planner	4,886
Independent Meeting Planner, Consultant	1,058
Sales, Marketing	14,663
Procurement/Purchasing	1,192
Food & Beverage Director/Manager	679
Other	2,211

Function/Responsibility

Meeting Planning	47,582
Site Selection	13,813
Exhibits/Trade Shows	29,962
Convention Mgmt	12,012

Incentive Travel Programs	25,818
Training/Educational Meetings	24,481
Recognition Programs	2,050
Corporate Events	2,216
Other	2,579

Industry

Association	18,495
Non Manufacturing	13,195
Medical	10,324
Hotel/Club/CVB	9,577
Independent Meeting Planner	9,114
Travel Agency	8,425
Others Allied to the Field	7,298
Government	7,197
Insurance	5,613
Financial	5,287
In House Corp/Event Planner	4,309
Educational	4,294
Manufacturing	3,557
Religious	2,835
Social	1,319
Off Site Catering	1,186
Trade Show Mgmt Company	708
Fraternal	358

Services/Facilities

Resort	36,921
All-Suite	34,984
Downtown Hotel	49,832
Cruise Ship	16,048
Suburban Hotel	35,278
Conference Center	45,525
Airport Hotel	31,894
Gaming Property	17,118
Convention Center or Auditorium	32,872
Convention & Visitors Center	23,856
Other	8,437

Plan to Purchase

Audio Visual	11,693
Dance Floor	10,160
Decorations/Floral	14,919
Entertainment	13,419
Events Sales	13,149
Flatware/Dishes/Glassware	12,492
Food & Beverage	13,599
Kitchen Cooling/Serving Equipment	7,913
Lighting	12,574
Linens/Chair covers	14,653

Power	9,175
Staging	11,192
Tables/Chairs	13,991
Tents/Awning	11,468

Employee Size

1 to 4	13,284
5 to 9	8,636
10 to 19	7,618
20 to 49	11,151
50 to 99	9,638
100 to 249	13,312
250 to 499	6,606
500 to 999	3,743
1,000 to 4,999	3,113
5,000 to 9,999	225
10,000+	94

Sales Volume (+000)

\$1 - \$499	5,449
\$500 - \$999	5,460
\$1,000 - \$2,499	7,037
\$2,500 - \$4,999	5,190
\$5,000 - \$9,999	5,256
\$10,000 - \$19,999	5,852
\$20,000 - \$49,999	10,356
\$50,000 - \$99,999	4,544
\$100,000 - \$499,999	3,378
\$500,000+	447

Penton Media's market-leading brands are focused on 30 industries and include 113 trade magazines, 145 Web sites, 96 industry trade shows and conferences, and more than 500 information data products. Penton has 30 office locations and employs more than 1,600 editors, publishers, sales representatives, marketers, and other professionals. **Their diverse portfolio of properties can help you reach your target audience.**

Source: Controlled Circulation

Note: All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.

SELECTS

BUS/INDUSTRY TYPE
DESTINATIONS
Email/FTP Delivery
FOREIGN DESTINATIONS
JOB FUNCTION/TITLE
NUMBER OF EMPLOYEES

\$15.00/M
\$15.00/M
\$75.00/F
\$15.00/M
\$15.00/M
\$15.00/M

AVERAGE INCOME

Value:

not available

MINIMUM ORDER

Quantity:

7,500

Value:

\$0.00

PHONE NUMBER	\$60.00/M	COMMISSIONS	
Plan to Purchase	\$15.00/M	Broker:	20%
SALES VOLUME	\$15.00/M	Manager:	10%
SCF	\$10.00/M	Agency:	15%
SIC CODE	\$15.00/M		
STATE	\$10.00/M	NET NAME ARRANGEMENTS	
ZIP	\$10.00/M	Net Name is not allowed	

LIST MANAGER**Walter Karl**<http://www.walterkarl.com>**LIST OWNER****UNIT OF SALE INFORMATION****Unit of sale information is not available****GENDER PROFILE**

Male:	0%
Female:	0%

EXCHANGES**Exchange is not allowed****REUSE****Reuse is not allowed****TELEMARKETING****Please inquire****CANCELLATION**

Charges: \$50.00/F

KEY CODING**Key Coding is available**

Charges: \$3.00/M

ADDRESSING

CARTRIDGE	\$35.00/F
CD ROM	\$75.00/F
CHESHIRE LABELS	No charge
DISKETTE	\$75.00/F
P/S LABELS	\$10.00/M

SPECIAL INSTRUCTIONS

Sample Mailing Piece Required. Reuse or mailing with phone follow-up \$5/M off base rate. All orders are approved on a reciprocal rental. Orders cancelled prior to mail date are subject to a \$50 cancellation fee plus any applicable production and shipping charges. Orders cancelled after the mail date, will incur charges in full.

CONTACTS

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