

MeetingMart

**Connecting Hotels & other Meeting
Suppliers with Meeting Planners all over the
World.**



Media Kit

MeetingMart offers an exceptional and affordable opportunity to showcase your hotel, destination, or service to our database of over 80,000 qualified meeting planners from across the globe.

MeetingMart is designed to connect meeting planners with a variety of meeting suppliers including hotels, resorts, convention and visitor bureaus, airlines, destination management companies, and more. **MeetingMart is always FREE to meeting planners.** MeetingMart is a major hub that provides planners with a comprehensive resource for research and evaluation of destinations or services while providing suppliers with an affordable showcase to attract [E-proDirect's](#) already established database of over 80,000 qualified meeting planners.

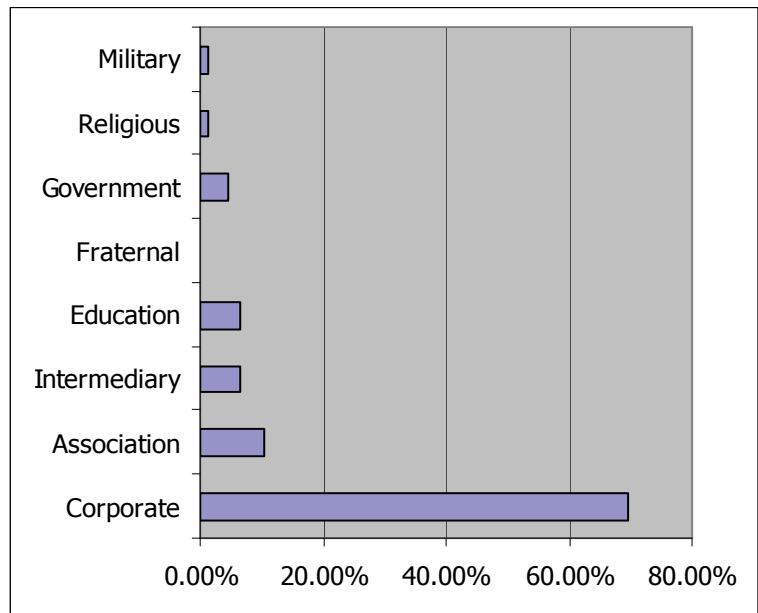
Circulation Profile

Target audience: MeetingMart will drive planners to the site utilizing an established database of over 80,000 qualified meeting planners from across the globe provided by their parent company, E-proDirect, LLC.

E-proDirect's Database Research and Development Team has compiled the database from several sources including:

- ⇒ industry publications & directories
- ⇒ internet research
- ⇒ telemarketing efforts
- ⇒ and referrals from meeting planners already within our database which is updated daily.

Our planners are key decision makers representing all market segments and have millions of dollars in purchasing power each year to spend on their meetings and events.



Simply put... our database of planners produce group opportunities.

2006 E-proDirect's marketing results:

Total # of group leads generated = 3425

Total # of potential group room nights = 359,625

Total amount of potential group room revenue = \$60,776,625 (based on an ADR of \$169.00)

Circulation Profile

MeetingMart combines dynamic text, eye-catching photography and 3D virtual tours to create a package designed to catch the eye of meeting planners, and pique their interest about the supplier's business. A variety of packages are available to suppliers at a fraction of the cost of some similar websites, including a **free basic listing**. Meeting professionals will be able to view your information quickly and conveniently, submit a request for proposal and ultimately drive new group business opportunities your way.

Benefits:

- ⇒ Choose from a variety of listing packages that meet your budget.
- ⇒ Premium listing placement that offers superior exposure within search results.
- ⇒ Receive and manage RFP's directly through your subscription account.
- ⇒ **0% commission** - MeetingMart will NEVER charge a commission on RFP's.
- ⇒ Listings are managed directly by the supplier and can be updated anytime.
- ⇒ Listings can be enhanced by 360 tours, banner ads, featured supplier, special promotions, and other industry information.
 - * Special Promotions includes Hot Dates/Hot Rates; Rates under \$99.00; and other special offers.
 - * Industry information includes FAM and other industry invitations; new supplier announcement; new and upcoming hotel openings; and new and upcoming hotel renovations.
- ⇒ Ability to target an established database of over 80,000 qualified meeting planners.
- ⇒ Suppliers are provided with an online tracking system to monitor the following anytime by date range:
 - * Listing hits
 - * Banner ad visibility and clicks
 - * Featured supplier clicks

With all the features and benefits MeetingMart has to offer, combined with an already established database of loyal meeting planners who will find great value in using the site, MeetingMart is the perfect way to reach meeting decision makers at the exact time they are ready to purchase.

Based on industry research, suppliers who offer extensive information about their facility or service, along with a generous amount of photography will receive up to 3x's the amount of visits to their listing. Additionally, to help maximize visibility, MeetingMart's select and premier listings will appear first in the search process when their listing meets the criteria of a planners query.

Marketing Distribution Channels

MeetingMart's number one goal is to drive as many qualified meeting planners to the site as often as possible. We are 100% committed to offering our planners an easy to use and valuable interactive website that not only educates them but more importantly becomes an additional business tool that enables them to search and select meeting venue's and services to help them create more productive meetings fast and efficiently.

Although MeetingMart's primary method of driving our planners to the site will be through our already proven method of email marketing, we will also take advantage of several other distribution channels such as:

- ⇒ Attendance at major industry trade shows.
- ⇒ Quarterly press releases.
- ⇒ Telemarketing efforts.
- ⇒ Industry sponsorship opportunities
- ⇒ Bimonthly e-newsletters announcing:
 - * New website features
 - * Industry invitations
 - * FAM invitations
 - * Other industry information

These marketing efforts are sure to consistently touch our database of planners, attract their attention, and ultimately drive additional group business to our suppliers.

MeetingMart Packages

	Basic	Plus	Select	Premier
Supplier Name	√	√	√	√
Contact Address	√	√	√	√
Contact Phone / Fax	√	√	√	√
Website Link	√	√	√	√
# of Sales Contacts (with Title, Direct Phone and Email)	0	3	5	Unlimited
Type of Supplier	√	√	√	√
Logo		√	√	√
If Hotel:				
Type of Property				
# of Guest Rooms	√	√	√	√
# of Single vs Double Rooms				
# of Suites				
AAA/Mobil Rating				
Chain / Parent Company	√	√	√	√
Brief Supplier Description		√	√	√
List of Amenities		√	√	√
# of Images	0	1	10	Unlimited
Meeting Space:				
Total # of Meeting Rooms				
Total # of Sq Ft				
Largest Meeting Room	√	√	√	√
Dedicated Exhibit Space				
Largest Capacity C/R				
Largest Capacity T/S				
Meeting Space Specs			√	√
Distance to Nearby Airport	√	√	√	√
List to Local Area Attractions			√	√
Link to Map			√	√
Special Promotion, FAM Trip or Other Industry Invitation or Announcement			1 per Quarter	Unlimited
Cost (Annually)	Free	\$345.00	\$695.00	\$895.00
Cost (Quarterly)		\$99.00	\$199.00	\$259.00

MeetingMart Packages Add-Ons

The following can be added to any of the above MeetingMart Subscriptions:

360° Virtual Tours

One Time Set-up and Creation Fee \$595.00
Monthly Fee \$99.00
12 month minimum

Hot Dates/Rates or Special Promotion Listing

\$50 per month

FAM Trip or Industry Invitation Listing

\$50 per month

Banner Advertisements

Website:

Home Page (rotates with up to 5 additional advertisements)
\$700/month or \$7000*/annual

Subsequent Pages (rotates with up to 5 additional advertisements)
\$400/month or \$4000*/annual

No Set-up Fee or Ad Creation Fee

Additional Fee will apply to Banner Ads with Flash Design

Supplier Created Banner Ads must meet the following specifications:

- Accepted Formats: .jpg; .gif; or Flash (.swf)
- Banner Ad Size: 410x65
- Maximum File Size: 800K
- Design of Banner Ads can be changed once per month without incurring additional creation fees

Newsletter:

Vertical (Right Side) (Banner Size: 120x600): \$750.00/month

Horizontal (Banner Size: 500x61): \$600.00/month

Horizontal (Banner Size: 600x61): \$750.00/month

Square (Right Side) (Banner Size: 120x120): \$200.00/month

No Set-up of Ad Creation Fee.

Accepted Formats: .jpg or .gif

Featured Supplier of Month

\$1200/month

Contact Us


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