

ANNUAL DISTRIBUTION – 70,000

The 2009 edition of *Meeting Traveler* magazine provides you direct exposure to your target audience—the industry’s most sought after planners and decision makers.

MEETING AND INCENTIVE PLANNERS – 52,000

The magazine is delivered to our proprietary database of top corporate meeting and incentive planners throughout North America—the key decision makers of this \$107 billion industry, including planners associated with MPI, SITE, PCMA, and ASAE among others.

TRAVEL AGENTS – 13,000

Copies are distributed to a highly targeted audience of carriage trade travel agents associated with Virtuoso, ASTA, and other agencies offering meeting and incentive planning expertise.

TRADE / IN-HOUSE COPIES – 5,000

3,500 copies are mailed directly to Fortune 500 executives, members of the media, and to the travel industry’s top executives. The remaining copies are distributed at industry events and promotions.

The Meetings Market At-A-Glance

CORPORATE MEETINGS » ASSOCIATION MEETINGS » CONVENTIONS » INCENTIVE TRAVEL

The meetings market is a **\$107 BILLION INDUSTRY** with more than **1.2 MILLION MEETINGS** held annually and hosting more than **136.5 MILLION ATTENDEES**.

	TOTAL EXPENDITURES*	MAJOR MEETINGS HELD	AVERAGE ATTENDANCE
CORPORATE	\$31.8	1,020,300	78
ASSOCIATION	\$41.8	210,600	180
CONVENTION	\$33.6	12,700	1,490

*In Billions

In the next year, meeting planners foresee steady increases in their budgets and attendance of meetings and events. This projected growth is particularly strong in the corporate meetings sector.

Incentive Travel

Incentive travel is an increasingly important segment of the meetings market. Meeting planners are now involved in the planning of nearly one in three group incentive trips. Incentive travel is a lucrative market for resorts and hotels, with the average trip lasting 4.1 days.

Sources: 2006 M&C Meetings Report, MPI 2008 Future Watch

About Our Audience

Meeting Traveler magazine readers are responsible for planning many of the most attended and respected meetings and events throughout the world.

More than half of our readers use hotels outside the U.S. for their meetings.

OUR READERS*...

CORPORATE MEETING PLANNERS	55%
ASSOCIATION MEETING PLANNERS	17%
THIRD PARTY MEETING PLANNERS	19%
NOT SPECIFIED	9%

*Multiple Responses Accepted. Source: Meeting Traveler Reader Survey, August 2007

Today's business world requires innovative marketing programs and strategic implementation. With this in mind, we've developed a comprehensive **MEETING TRAVELER MARKETING PROGRAM** to effectively increase your property's meeting business. Integrating powerful print, online, and direct marketing vehicles, our programs effectively serve up your information to key meeting and incentive planners when and how they choose to receive it.

Integrated Marketing Program

- 1) Property Profile in Meeting Traveler magazine
- 2) Participation at the Private Meetings Summit
- 3) Reprints of your Property Profile
- 4) MeetingTraveler.com Interactive Web Page
- 5) Inclusion in *Meeting Traveler Exclusive Specials* E-mails
- 6) *rapidReply*SM INSTANT QUOTE
- 7) Custom Cover blow-up at the Private Meetings Summit

Optional Marketing & Branding Services

PHOTOGRAPHY SERVICES

In today's marketing climate, image and first impressions are crucial. Powerful first impressions through images are exactly what our photographers are about. For over 20 years our talented photographers - considered by many to be among the industry's best - have been creating the imagery for luxury hotels and resorts on six continents. They know just how to capture your property's unique qualities, communicate your brand identity and produce powerful, lasting impressions. A special daily rate is available for our marketing partners which includes full rights to all photography.

MEETING TRAVELER CUSTOM COVER BLOW-UP

Take advantage of the highly respected Meeting Traveler brand to promote your property. For our Private Meetings Summit attendees, our designers will build a custom magazine cover featuring your property. These high-quality custom covers are blown up to 27" x 33" glossy images and serve as great marketing tools for tradeshow or lobby displays.

MONTHLY MEETING TRAVELER EXCLUSIVE SPECIALS E-MAILS

Keep your name in front of active planners and decision makers. Feature your property's timely offers or deals in a monthly email sent to our opt-in database of meeting planners.

CUSTOM E-MAIL CAMPAIGNS

Enjoy exclusivity by featuring your property in a professionally designed email. Sent when you need it to our opt-in meeting planner database.

ONLINE CONTESTS & SURVEYS

Generate leads or learn more about your target audience. We will design and execute a custom contest or survey to meet your property's marketing goals and objectives.

As a participant in the **MEETING TRAVELER MARKETING PROGRAM**, you are invited to meet face-to-face with the nation's most valuable meeting and incentive planners at the next **PRIVATE MEETINGS SUMMIT**, slated for the first half of 2009. This unique invitation-only multi-day event unites leading luxury hotels with the travel industry's most prominent meeting & incentive planners to exchange ideas, build relationships and book business for the next 12-18 months. Only platinum and gold hotel marketing partners are invited to attend.

The **PRIVATE MEETINGS SUMMIT** selects an ideal balance of corporate, incentive, association, and third-party meeting planners. All participants are pre-screened and come prepared to do business.

Our Marketing Partners Say:

"...the most impressive meeting-planning venue for vendors and suppliers I have ever been a part of, simultaneously offering red carpet VIP treatment and an excellent forum for meeting some of the most versed planners in our industry. Going far beyond my expectations, the one-on-one meetings with planners gave me the opportunity to "truly sell" my hotel. I walked away with over \$1 million in strong tentative business."

John Laclé – Hyatt Regency Bonaventure Weston, FL

"The Summit ended on March 12 and here it is March 14 and we have already gone to contract for a small group for Campton Place in San Francisco! I don't think I've ever seen such a fast conversion of business after a show... One of the things I like is that you do provide a venue to meet planners we normally don't see at other shows...so for that I thank you and I will let you know how these contacts develop through the course of the year."

- Melinda Anderson-de Regil, Taj Hotels, Resorts & Palaces

Meeting Planners Say:

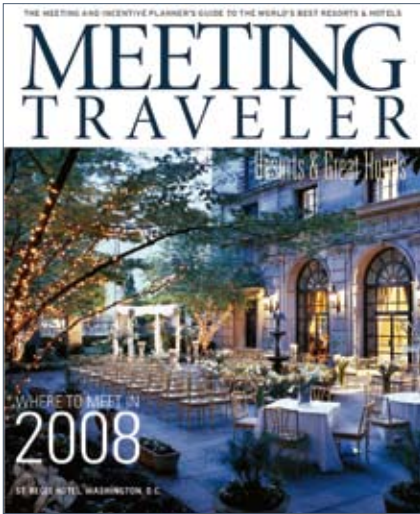
"Thank you for inviting me to the Private Meetings Summit in Palm Springs. As the industry becomes increasingly impersonal, it was refreshing to attend an event focused exclusively on building relationships and connecting with people. I enjoyed the format of one-on-one meetings with hoteliers combined with social networking. The Summit introduced me to many hotels I had never considered before, some of whom I knew nothing about. Having been with Sheraton in the past, I tend to use chain hotels. It was a pleasure to have had the opportunity to meet with independent properties who want my business. I came to the Summit with more than 10 meetings to book, many falling into the 50-250 room nights category. Having followed up with contacts I met, I will book over 500 room nights with your partners in 2008. As a result, I consider the Private Meetings event a success. Please consider me for future events."

Steven G. Bohm, President – VIP Marketing Services, INC

"Thank you for a wonderful, productive meeting. The format was fantastic. This really gave me the opportunity to learn in-depth about various properties and submit RFPs on the spot. I will be signing a contract with one property this week and will be doing site inspections with four others within the next ten days for two different meetings. I hope to attend next year. The events were spectacular and there was just enough down time to be a blessing. Thanks again!"

Anita C. Glasmeier – Premier Lease & Loan Services – Member Great American Insurance Group

PRIVATE MEETINGS
SUMMIT



Meeting Traveler Magazine

Exclusively featuring four- and five-star hotels, **MEETING TRAVELER** magazine is the meeting planner's guide to planning unforgettable corporate events and meetings in locations around the world. Published annually, *Meeting Traveler* is referred to throughout the year by the industry's most prestigious meeting and incentive planners.

Property Profiles

Feature your property in the 2009 *Meeting Traveler* magazine and reach our highly targeted audience of meeting and incentive planners. Showcase your photography in a professionally written, designed and produced one- or two-page article emphasizing amenities designed for meetings, events, and incentive trips.

Reprints of Property Profiles

Meeting Traveler magazine's top-quality reprints feature your property on the cover and open to reveal your article. These customized reprints can serve as powerful sales collateral for your hotel.

Meeting Traveler Publishing & Closing Dates

Advertising Space Close: October 31, 2008

In Market: January 2009

Acapulco, Guerrero, Mexico

The Fairmont Acapulco Princess

MEEETING TRAVELER fans all over the world know Acapulco for its blend of tropical beauty—beaches, hills, jungle, blue-skyed Pacific sea—and dramatic array of world-class restaurants and shops.

Tucked away on Boulevard Beach, 20 minutes from the beach of Acapulco and 1.5 miles from the airport, The Fairmont Acapulco Princess enjoys over 165 acres of tropical splendor. Featuring seven hot up to 2,000 to 100,000 square feet of meeting space.

The six-story Princess Lower holds most of the hotel's convention facilities. Centered in the main building is a central ballroom. It houses the main ballroom, divisible by floor, and the larger Main de Fiesta, divisible by floor. The main building, to the right of the main ballroom, spans 14 acres in a sweeping U-shape. It holds 589 rooms and 80 suites. To the north of the main ground, connected by a long shopping arcade, the Margarita Tower adds another 218 rooms and suites, plus the

Whether outdoors or not, theme parties and banquets promise celebrations parties will never forget.

Massages Ballroom, divisible by floor. Seven of princess with regard presentation to stand look to the Forwarding Ballroom Acapulco. With its state-of-the-art technology and ergonomic seating, allows convenient an extraordinary venue for groups of up to 400. Whether indoors or not, theme parties and banquets promise celebration participants will never forget.

Another of the resort's most versatile spaces lies in the main ballroom and conference room located throughout the grounds. Having choices range from the Chic Call Center Acapulco to the elegant specialty restaurant La Hacienda, from the efficient Beach Club and Club View to the formal Ballroom of La Hacienda, the resort's flexible variety of space offers for after-hours entertainment.

Resort amenities include an elite golf on 18 holes—the resort's 18-hole championship golf course designed by Ted Robinson and another 18 holes by Robert Trent Jones at the Princess Pines. Margarita spa done. Those who prefer to relax what their own resort, all lighted for evening play, including two tennis, several courts and two outdoor pools.

While no one convention ground, access to Acapulco's full range of ocean sports. With the resort's spa in The Fairmont Acapulco Princess offers a fully equipped fitness center, tennis, water tennis, aquatic, lounge area, 17 change rooms, and restaurants based on local traditions.

80-1400 rooms and more than 1000 participants in the vibrant urban and nature of Mexico. Spectacular dining and shopping areas within convenient ballrooms, separate meeting rooms, walk-in closets, and private balconies ideal for accompanying the natural splendor of this most elite named Acapulco Princess.

Log on to:
www.fairmont.com
www.fairmont.com/acapulco

Meetings at a Glance

- Location:** 5 minutes from the airport, 20 minutes from Acapulco, on Boulevard Beach, Acapulco, Mexico
- Representatives:** 5,000 rooms and suites
- Peak Dates:** August 15-16, 2008
- Meeting Facilities:** 17 acres of 40,000 square feet, meeting
- Meeting Ballroom:** 15,437 square feet for up to 2,000
- Ballroom:** 4,081 feet for up to 400
- Ballroom:** 400 square feet for up to 40
- Special Features:** Amusement terraces, pool decks, and beach club
- Stock Support:** Multiple internet access and state-of-the-art equipment for multimedia presentations
- Meeting Address:** P.O. Box 1201, Acapulco, 401 8000, Mexico
- Web Site:** www.fairmont.com/acapulco
- Phone:** (52) 744 460 1000 in the U.S. and Canada (800) 325-1200 for (52) 744 460 1000
- Director of Sales & Marketing:** Miguel Hernandez



MeetingTraveler.com

Hosting a searchable database of meeting facilities, MeetingTraveler.com is a valuable research and planning tool for luxury meeting and incentive planners.

Your Own Interactive Web Page

For each of our marketing partners, Meetingtraveler.com features interactive photo galleries, property descriptions, special offers, and more. Your own interactive Web page provides users with all of the information they need to research, plan, and book their next meeting. Meeting planners are directed to your online property profile through a unique Web address included on your printed profile in the 2009 Meeting Traveler magazine. Of course, your site link is prominently displayed, sending planners directly to your site to potentially complete a booking.

*rapidReply*SM INSTANT QUOTE

Our marketing partners are always seeking additional tools to focus on building client relationships, drive repeat business and book incremental business. Our meeting planner readers are frustrated with the time it takes to get quotes for their group business. Problem solved with *rapidReply*SM INSTANT QUOTE.

This innovative solution allows our hotel partners to manage their inventory and rates better, and gives planners instant access to this information in an easy-to-use format available 24/7. This tool gives meeting planners instantaneous quotes confirming availability and a ballpark price for the entire event.

Our hotel partners will receive the *rapidReply*SM INSTANT QUOTE technology as part of their package and will only pay user fees for qualified planner contact data. There are no third party fees or commissions to pay for business this will generate. Benefits include:

- Accelerates the selling process
- Captures name and contact information for each planner user
- Allows for direct communication between planner and hotel
- Encourages inventory control and yield management
- Can be integrated into the PMS or CRS



Integrated Marketing Packages

PLATINUM PACKAGE - \$19,900

- Private Meetings Summit (one representative)
- Two-Page Property Profile in *Meeting Traveler* magazine
- 500 Property Profile Reprints
- Inclusion in 4 *Meeting Traveler Exclusive Specials* E-mails per year
- Meetingtraveler.com interactive web page
- *rapidReply*SM INSTANT QUOTE**
- Custom Cover blow up at event

Excluding the Private Meetings Summit - \$16,000

GOLD PACKAGE - \$13,900*

- Private Meetings Summit (one representative)
- Full Page Property Profile in *Meeting Traveler* magazine
- 300 Property Profile Reprints
- Inclusion in 2 *Meeting Traveler Exclusive Specials* E-mails per year
- Meetingtraveler.com interactive web page
- *rapidReply*SM INSTANT QUOTE**
- Custom Cover blow up at event

Excluding the Private Meetings Summit - \$10,000

*Available to properties with under 200 rooms

** *rapidReply*SM service available at no charge. User fees apply

A La Carte Opportunities

PRINT DISPLAY RATES

FRONT COVER* – FULL RUN	\$37,000
FRONT COVER* – SPLIT RUN	\$30,000
COVER 2	\$19,000
COVER 3	\$17,000
COVER 4	\$23,000
COVERS 3 AND 4 WITH GATEFOLD	\$60,000
FULL PAGE 4C (NO SUMMIT)	\$10,000

All covers include participation in the 2009 Meeting Summit (based on availability at time of booking.)

*Includes 2-Page property profile. Must be a single hotel, subject to publisher approval.

INSERTS

4 PAGES	\$24,000
8 PAGES	\$54,000
12 PAGES	\$62,000

Insert prices are for space only – Production charges are additional.

ADDITIONAL PROPERTY PROFILE REPRINTS

QUANTITY	1-PAGE ARTICLE	2-PAGE ARTICLE
250	\$450	\$700
500	\$850	\$1,250
1,000	\$1,550	\$2,450

ONLINE PROGRAMS

MONTHLY MEETING TRAVELER EXCLUSIVE SPECIALS E-MAIL Reach our opt-in meeting planner database every month, or when you need to. This actionable, enticing and convenient format keeps your name in front of active planners and decision makers. **\$500 per mailing**

CUSTOM E-MAIL Custom e-mails consist solely of your message, housed within the Meeting Traveler template. **\$2,500 per mailing**

LIVEBROCHURE® This online marketing tool combines image and sound in a compelling message delivered via web and email. LiveBrochure delivers the impact of a television commercial, downloads faster than video and has the widest viewability on the web. **\$6,000 per year, includes creation, hosting and a link from your Property Profile on meetingtraveler.com**

ONLINE CONTEST Custom built contest to meet your goals and objectives. Must run a minimum of three months. **\$1,000 per month without email database generation. \$1,500 per month with email database generation.**

ONLINE SURVEY Get quick results with custom online research. **\$5,000 per month**

Please inquire about custom online programs tailored to your marketing goals and objectives.

PROFESSIONAL PHOTOGRAPHY

Special daily rates available for our marketing partners. Please see your sales representative for rates and more information.

Meeting Traveler Publishing & Closing Dates

Advertising Space Close: October 31, 2008

In Market: January 2009

Digital Requirements & Mechanical Specs

MATERIALS FOR PROPERTY PROFILES

FOR THE TEXT Send a complete press kit, including all of the following:

1. Property brochures
2. Meeting information
3. History of property
4. Rate sheet
5. Fact sheet and list of amenities
6. Recent magazine and newspaper articles
7. Press releases
8. Locator map
9. Information on local attractions

For the design supply at least eight images per page, with an emphasis on meeting facilities, along with two or more "signature" shots in vertical format for your reprint's cover. For captions, provide a shot list with detailed descriptions.

Digital images send on cd to address below or post in a compressed folder on our ftp site.

SIZE: scanned at least 9" x 11" (230 x 279mm)

RESOLUTION: 300 dpi (118 pixels per cm)

MODE: cmyk

FORMAT: eps (binary encoding) or tiff (mac formatted)

ORIGINAL TRANSPARENCIES SIZE: 21/4" (120mm) or larger preferred

FTP INSTRUCTIONS

Host: ftp.worldpub.net

User ID: ftpuser

Password: ftp2wp1

Directory: Mtg Traveler

Please call the production department at (407) 571-4761 with the file names after posting.

SHIP MATERIAL TO

Meeting Traveler

460 North Orlando Avenue, Suite 200,
Winter Park, FL 32789

Attention: Production Manager
production@MeetingTraveler.com
(407) 571-4761

MECHANICAL REQUIREMENTS FOR DISPLAY ADS

Finished Size: 9" x 10.875" perfect bound

Page Unit Size

2-PAGE SPREAD BLEED
2-PAGE SPREAD NONBLEED
FULL PAGE BLEED
FULL PAGE NONBLEED

Width x Height

18.25" x 11.125"
16.375" x 9.5"
9.25" x 11.125"
7.375" x 9.5"

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

AD SIZES All ads must be created to exact size specifications on the rate card, or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim.

PREFERRED FORMAT PDF/X-1a format is the preferred file format for submission.

ACCEPTED FORMATS InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org.

To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect For Output." Other desktop application files such as Illustrator or Photoshop are also accepted.

FONTS All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

PHOTOS All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

GRAPHICS TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

PROOFS For full-page and spread ads, all advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs are, Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, and Fuji Final Proof.

Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

MEDIA TRANSFER CD-ROM, DVD

ELECTRONIC TRANSMISSIONS Ad files can be delivered via our Ad Portal at <http://www.rrd-lpc.com/bonnier>. For ads supplied electronically, advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full-page ads and spreads. We do not accept ads via e-mail. For more information: Contact your Meeting Traveler ad services manager at (407) 571-4919. Electronic files are stored for one year only, unless otherwise requested in writing.

INSERTS Consult your advertising representative. Production and prepress services are available; rates upon request.

GENERAL CONDITIONS

1 Contents of all advertisements are subject to the approval of Meeting Traveler ("Publisher"). Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.

2 Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.

3 Advertisements not received by material closing date may be subject to late material fee.

4 Positioning of advertisements is at the discretion of Publisher, except when a request for a specific preferred position is acknowledged by Publisher in writing.

5 Publisher is not liable for delays in delivery in the event of fire, flood, insurrection, riot, explosion, embargo, strike, labor or material shortage, action by any governmental entity, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery.

6 Advertisers and advertising agencies agree to be responsible for payment to Publisher for all space purchased under this rate card. Disclaimers are not permitted. Advertisers and advertising agencies agree to reimburse Publisher for its attorneys' fees and costs in collecting any unpaid charge.

7 Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Publisher's liability for any error will not exceed the cost of the space occupied by the error.

8 All insertion orders are accepted subject to provisions of the current rate card. No conditions other than those set forth in this rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

9 A 15 percent commission is given to recognized advertising agencies submitting complete, correctly sized plate-ready materials. Payment terms are net 30 from distribution date.

10 Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date.