

NorthStar Meetings Coop



WHY Northstar Meetings Group?

UNRIVALED COVERAGE AND REACH

INFORMATION & CONTENT

An award-winning portfolio of the most trusted online and offline media brands for meeting professionals, buy- and sell-side.

EVENTS

Face-to-face and virtual engagements facilitate networking, education, and transactions among key industry decision-makers



Our End-to-End Portfolio
Includes an Audience of:

380,000*

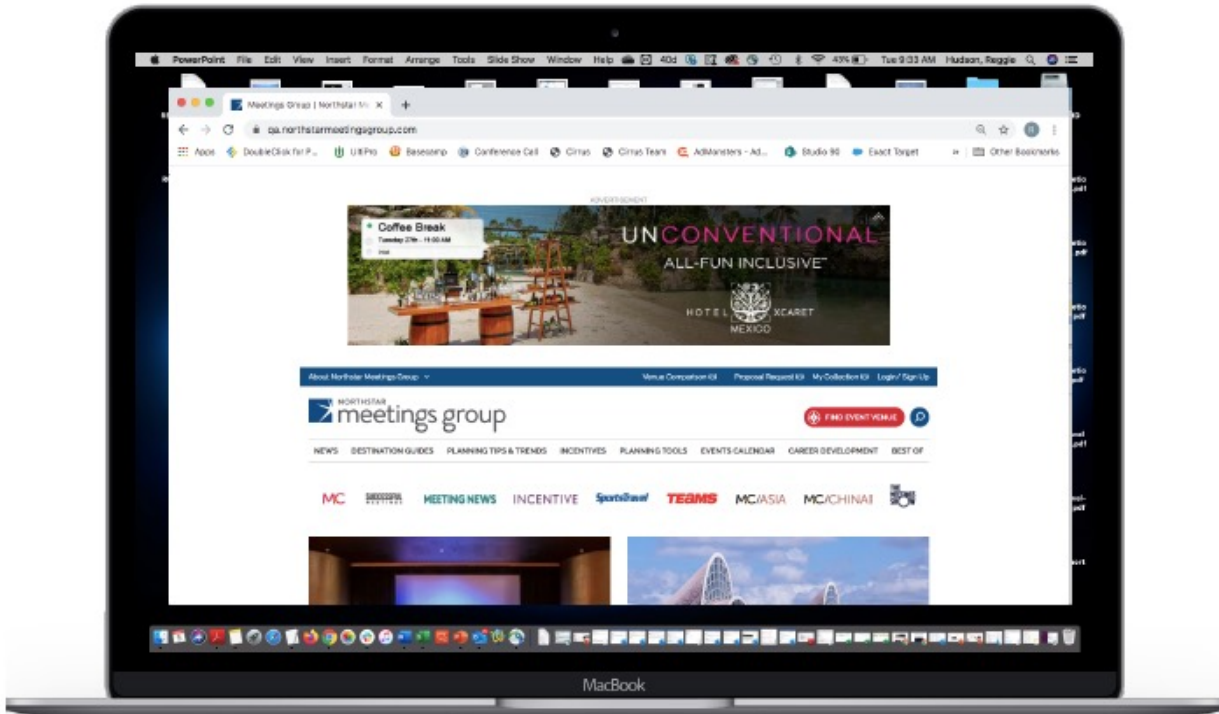
Meeting, Sports and
Incentive Professionals

* Engaged Emails



LEVERAGE THE POWER OF 1ST PARTY DATA

Online: 200,000 unique visitors monthly across network of websites



- 30% Mobile Page Views (average monthly)
- Content Engagement – 2+ minutes spent on branded content
- 100,000+ monthly from organic search to network, larger than all other media and industry association websites targeted to meeting and event planners.

Social Followers:
80,000 +



Dedicated eNews

A dedicated, monthly eNewsletter serving the most comprehensive database planners who reside in, have historically booked in, and/or are currently engaging in Southeast meetings.

This e-newsletter features industry trends and insights that help planners make informed decisions.

Ads available:

(3) Horizontal Banner 600x100

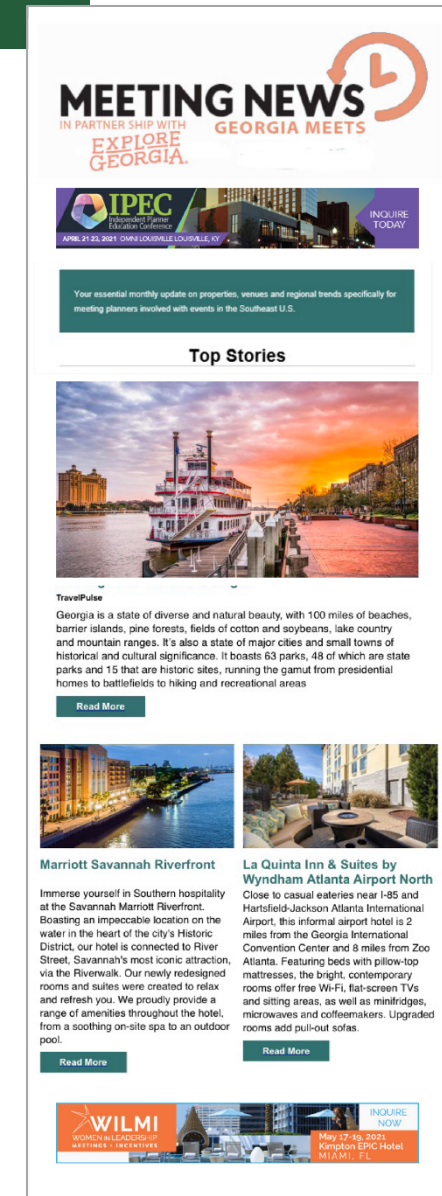
Deploys: Monthly

Avg. Delivered: 27.814

Avg. Open Rate: 18.85%

Avg CTR: 0.64%

Avg. CTOR: 4.32%



Targeted Email

Deliver Your Custom Messages to A Targeted List of Our Vast Database.

The Northstar Meetings Group audience includes (but is not limited to): sports and business meetings and events owners, planners and incentive professionals. We build a custom audience pool based on your target profiles.


Performance Indicators

Delivered, Opens, Open Rate, Clicks, CTR, CTOR

Volume of traffic driven can be provided if allowed to place pixel on client landing pages.

Delivery

- Northstar creates custom audience list based on client criteria.
- Client supplies messaging and materials for HTML email.
- Northstar delivers email based on pre-determined schedule and provides performance reporting.



Hilton Santa Fe:
Meetings In The Heart of Mexico City

Hilton

In the heart of Santa Fe, Hilton Mexico City Santa Fe offers an ideal setting to host conferences, corporate events, social functions, small business meetings, weddings and more.

From a flexible reception hall for up to 750 guests, to a large terrace on the top floor, this modern hotel boasts over 22,810 sq. ft. of meeting space across 13 function rooms. Enjoy the relaxed yet professional ambience of this hotel. Contact our experienced sales team or book an event online, and we'll be happy to assist with the planning.

Santa Fe is the newest and most important business district in Mexico City. Explore the modern surroundings, visit the Samara shopping center without leaving the hotel, carry out the perfect event in our state of the art meeting spaces or plan the perfect wedding. Stay close to corporates such as Citi Corp, Chrysler, Ford, Grupo Modelo, Microsoft, Danone, Sony, Cinemas, Movistar, Telefonos, Mazda and more, all less than five minutes away.

• 20 Number of Meeting Rooms	• 113,000 Total Event Space Capacity (sq ft)
• 4,800 Total Event Space Capacity (People)	• 850 Largest Room Capacity (People)
	• 45,000 Largest Room Capacity (sq ft)

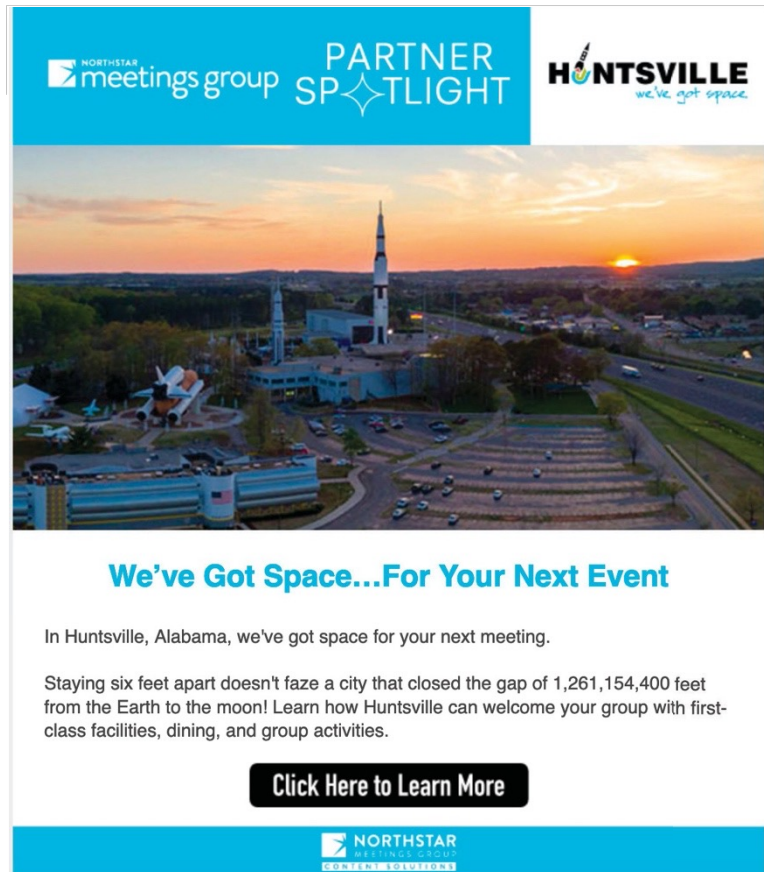
Related Content: Hilton Latin America Partner Spotlight

BOOK NOW!

Hilton

miles
PARTNERSHIP

Partner Spotlight



NORTHSTAR meetings group **PARTNER SPOTLIGHT** **HUNTSVILLE** we've got space.

We've Got Space...For Your Next Event

In Huntsville, Alabama, we've got space for your next meeting.

Staying six feet apart doesn't faze a city that closed the gap of 1,261,154,400 feet from the Earth to the moon! Learn how Huntsville can welcome your group with first-class facilities, dining, and group activities.

[Click Here to Learn More](#)

NORTHSTAR meetings group **CONVENTION SERVICES**

Sponsorship Includes:

- Fixed homepage placement in Partner Spotlight featured listingbox for a month, with direct link to custom Partner Spotlight landing page.
- 2 sponsorship display ads on the custom Partner Spotlight landing page.
 - If on NMG, INC: 728x90 + 970x250 + Mobile 320x50
 - If on SM, MC, SPO: 728x90 + 300x250 + Mobile 320x50
- One promotional email blast, designed by Northstar, to 25,000-30,000 opt in subscribers promoting sponsored spotlight page, deployed twice (second deployment is to non-opens using alternate subject line).

Performance Indicators

- Cumulative impressions
- Sponsorship Display: Impressions, Clicks, Click-Through Rate.

Package 1

	Partner Cost	Match	Impressions
Regional Targeted Email (1)	\$1,250	\$1,250	20,000
Dedicated Explore Georgia Newsletter (1)	\$1,250	\$1,250	30,000
Total	\$2,500	\$2,500	50,000

Package 2

	Partner Cost	Match	Impressions
Regional Targeted Email (1)	\$1,250	\$1,250	20,000
Dedicated Explore Georgia Newsletter (1)	\$1,250	\$1,250	30,000
Partner Spotlight	\$2,500	\$2,500	80,000
Total	\$5,000	\$5,000	130,000

FAQ

- **Billing:** Northstar Meetings Group will bill each package in full to individual destinations/hotel for your portion of the program. Terms are Net 30.
- **First Come, First Serve Products**
 - Targeted Emails: Based on Availability; 100% SOV
 - Explore Georgia Meeting News Update: Limit 3 Partners per month; 33% SOV
 - Partner Spotlight: Based on Availability; 100% SOV
- **Targeting:** Targeted emails and Explore Georgia Updates will be delivered to known Southeast meeting planners that source, book, live or actively engage in content related to the Southeast.
- **KPIS:**
 - **Targeted Emails:** Avg. Open Rate: 19.32%; Avg. CTR: .58%; Average CTOR: 3.02%
 - **Meeting News: Georgia Meets:** Avg. Open Rate: 18.85%; Avg CTR: 0.64%;Avg. CTOR: 4.32%
 - **Partner Spotlight:** Average open rate: 19.12%; Average CTR: 0.54%; Average CTOR: 3.89%



EXPLORE
GEORGIA®

Contact:
Shalise DeMott
Vice President, Sales
sdemott@ntmlc.com
561-251-9846