



EXPLORE GEORGIA

Northstar Marketing Recovery Co-Op

Showcase Your Georgia Destination, CVB or DMO to Meeting, Event & Incentive Buyers/Planners

EXPLORE GEORGIA is partnering with Northstar Meetings Group for an innovative, custom co-op marketing program for 2021.

Through the program, Northstar Meetings Group will educate and engage meeting and event planners about everything that Georgia has to offer, to support successful meetings, events and incentive programs. Plus, each Georgia partner's investment will be matched by Explore Georgia.

Northstar Meetings Group currently serves more than 380,000 active meeting, incentive and sports planners, across an integrated suite of data, digital, events and print products. Through this program, Georgia partners can leverage the power of this first party data to a known audience of national meeting planners with a strong propensity to book within this market.

**EXPLORE
GEORGIA®**



**1:1
MATCH**



TIMELINE
Program Review Webinar:
May 17, 11:30 a.m. EST
Open Enrollment:
May 24
Commitment Deadline:
June 15

Please Note: Partners can determine program flighting based on first come/first serve availability. All deliverables of the program must be recognized by Dec. 31, 2021.

SUCCESSFUL
MEETINGS

MC

INCENTIVE

MEETING NEWS

m&it

**THE
MEETINGS
SHOW**

Northstar
meetingsgroup.com

SportsTravel

EsportsTravel
SUMMIT

TEAMS

ami

Showcase What Makes Georgia a Premier Meetings Destination



Deployment dates and availability are first come/first serve. Northstar Meetings Group will bill each package in full. Terms are Net 30. **Targeted emails** include a client supplied HTML distributed one time to 20,000 national meeting planners that source, book, live or actively engage in content related to the Southeast US. The **Dedicated Explore Georgia Newsletter** is 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. Each partner will supply a 600x100 banner ad unit, limit 3 per month. **Partner Spotlights** included a fixed homepage placement for one month on Northstarmetingsgroup.com, with direct link to custom Partner Spotlight landing page. 2 client supplied display ads (728x90 + 970x250 + Mobile 320x50) on the custom Partner Spotlight landing page. 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).

PACKAGE OVERVIEW:

Package 1	Partner Cost	Match	Impressions
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
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

FAQs

Please Note: Packages can not be split

- **Targeted Emails and Explore Georgia updates** will be delivered to national 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%
 - **Dedicated Explore Georgia Newsletter:** 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%
 - 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