

About ConventionSouth

ConventionSouth

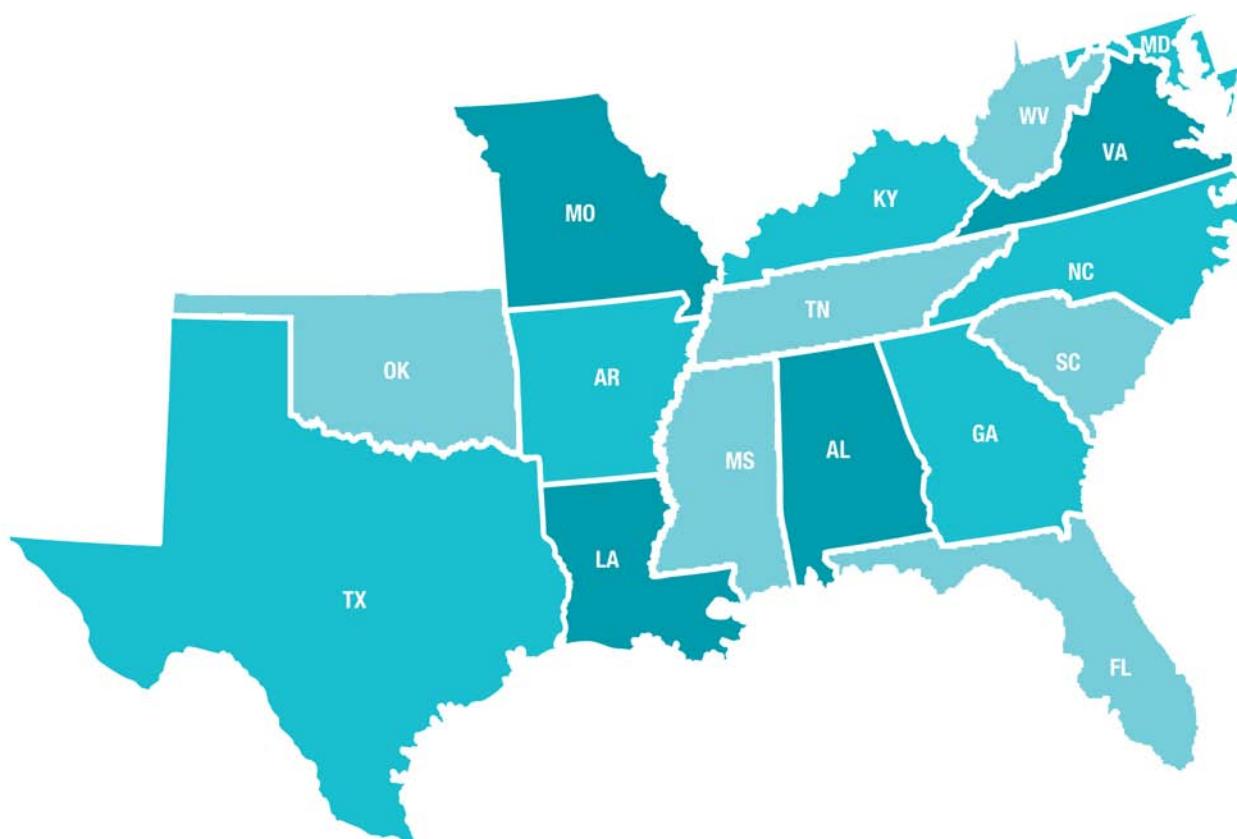
The national planners' resource for Southern destinations
Connecting National Planners & Southern Destinations

ConventionSouth Media Group is celebrating 40 years as the #1 meetings & events publication focused exclusively on Southern destinations and venues! With the monthly print issue, twice monthly e-newsletter Due South, ConventionSouth.com, our social channels, our face-to-face event Rendezvous South, and other platforms, we provide planners with unique news and information for everything they need to know about Southern meetings sites, new planning tools, new technologies, market trends, and much more!

The only national meetings magazine dedicated exclusively to events in the southern United States, each month our editorial covers 16 states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia, as well as Washington, D.C.

ConventionSouth connects planners and Southern destinations by providing invaluable information to keep readers and visitors up to date on destinations, venues, trends, news, and the people who shape the industry.

*All rates contained herein are in gross dollars.





Audience

ConventionSouth reaches nearly 18,000 ^[1] meeting and event planners located throughout the United States – all of whom organize and book events in the South. These planners represent national and regional associations, Fortune 1000 companies and corporations, government entities, medical, pharmaceutical and incentive groups, social, military, educational, religious and fraternal (SMERF) organizations, and more. With a pass-along rate of 2.8 per copy ^[2], this means each issue of **ConventionSouth** reaches over 50,000 readers!

Which of the following market segments are you professionally involved in?. ^[2]

Segment	Percent of respondents
Corporate	43%
Associations	76%
SMERF (Social, Military, Education, Religious, Fraternal)	33%
Government	19%
Incentive Travel Programs	38%
Trade shows/Exhibits	33%
Training Programs	33%

How many people, other than yourself, usually read or look through your issue of *ConventionSouth* magazine? ^[2]

Length of time	Percent of respondents
None	48%
1	14%
2	14%
3 - 5	19%
6 - 10	5%

90%

of readers read *ConventionSouth* regularly ^[2]

80%

of readers rank *ConventionSouth* as one of their top 3 industry magazines for planning information in southern destinations ^[2]

58%

of readers read issues for selected articles or from cover-to-cover ^[2]

18,000

Professionals subscribe to our Due South Newsletter

Footnotes

1. **December 2024 AAM Statement**
2. Based on February 2025 Ad Study conducted by the independent research firm, Signet Research, Inc.

Editorial Calendar (2026)

Issue	Main Features	Southern Exposure	Event Planners' Guide	Value Added
January Space: 12/1/25 Material: 12/5/25	Drive-in Markets Museums & Historical Attractions	With easy access and no air travel required, drive-in destinations take the fast lane for meetings.	Garden and Outdoor Venues	Texas State Destination Spotlight*
February Space: 1/2/26 Material: 1/7/26	Family-friendly Destinations Convention Centers Come of Age	Destinations that entice attendees to bring the family and stay longer.	Golf & Meetings	Sign Ad Study report: Have your ad evaluated by our readers State Destination Spotlight*
March Space: 2/2/26 Material: 2/6/26	The Relationship Issue Annual CVB & Planner Relationship Survey Results	How planners, CVBs, and meeting sites partner together for memorable events. We examine both sides of the meetings market, based on your anonymous responses.	Attendee Engagement & Experimental Elements	Washington, D.C. Bonus matching advertorial for "The Relationship Issue" State Destination Spotlight*
				CVB & Planner Relationship Survey sponsorship opportunities

Issue	Main Features	Southern Exposure	Event Planners' Guide	Value Added	
April Space: 3/2/26 Material: 3/6/26	The WOW Issue: Destinations, Convention Centers, Venues & Excursions Marketing & Promotion Strategies	Awe-inspiring spaces and exhilarating experiences that are poised to steal the spotlight. How to craft compelling messages around event themes; use multi-channel apps and social media; and collaborate with sponsors and industry leaders to promote events.	University Meetings	Florida	State Destination Spotlight*
May Space: 4/1/26 Material: 4/7/26	Radiant Resorts Venue Sourcing & Contract Negotiations	Readers pick their favorite resorts. Tips for selecting the right venue, negotiating favorable terms, and avoiding hidden fees.	Transformed Spaces	Missouri & Virginia	Bonus matching advertorial for "Radiant Resorts" feature State Destination Spotlight*
June Space: 5/1/26 Material: 5/7/26	Southern Flavors Celebrity-Owned Restaurants for Private Events	Food is an essential ingredient in any gathering, and we serve up where to find the best bites in the South.	Wineries, Breweries & Distilleries of the South	Arkansas & North Carolina	Bonus digital advertorial for "Southern Flavors"" feature State Destination Spotlight*

Issue	Main Features	Southern Exposure	Event Planners' Guide	Value Added
July Space: 6/1/26 Material: 6/5/26	Small Markets with Big Impact Technology: Event management tools, AI/impact on staffing	Attendees are increasingly interested in smaller destinations that offer authentic experiences, unique local attractions, and cost-savings. We look at the best event-management tools, event apps, AR/VR and hybrid technology, and AI's impact on staffing.	Gaming Options (Racetracks, Casinos & Sports Venues)	Mississippi & West Virginia Bonus matching advertorial for "Small Markets" feature State Destination Spotlight*
August Space: 7/1/26 Material: 7/7/26	Annual Buyers' Guide & Meeting Sites Directory	This comprehensive print and digital guide is an essential resource for planning events in the South.		Complimentary enhanced listing and bonus perks for advertisers
September Space: 8/3/26 Material: 8/7/26	Hot Things to Do in the South Health & Wellness for Events	Our quintessential guide to must-see Southern spots. From fresh foods to spa treatments, we share tips for healthy F&B offerings, hotels with high-end spas and fitness centers, and Zen meeting experiences.	Boutique Hotels	Louisiana & Tennessee State Destination Spotlight*
October Space: 9/1/26 Material: 9/8/26	New & Renovated Meeting Sites Annual State of the Industry Survey Results	A glimpse of new and newly updated venues for meetings and events. Our yearly study reveals vital trends in the South's meetings industry.	Natural Venues	Georgia & Kentucky Bonus matching advertorial for "New and Renovated" feature State of the Industry Survey sponsorship opportunities State Destination Spotlight*

Issue	Main Features	Southern Exposure	Event Planners' Guide	Value Added	
November Space: 10/1/26 Material: 10/7/26	Music & Meetings Theme Parks, Adventure Parks & Safari Parks	From blues to brass bands, salsa to jazz, the South is known for its rich musical heritage. These musical destinations give meetings their rhythm. We also look at live-music hotspots for offsite fun.	The South's Grandest Venues	Alabama & South Carolina	State Destination Spotlight*
December Space: 11/2/26 Material: 11/6/26	The Awards Issue	Our annual awards and recognition issue is among the most popular. This special edition spotlights Meeting Professionals to Watch, our readers' choice for top venues, and the best new or renovated sites in the South.			Special award winner promotion

IN EVERY ISSUE:

Action Items: News, trends, and technology in events and hospitality

Talking Points: Q&A with our featured industry expert

Closing Remarks: Spotlight on an exciting new or newly renovated venue in the South

***State Destination Spotlight Packages** are for advertisers in the Event Planners' Guide state section:

include 1/4-page print Spotlight (written by editorial team);

expanded online Spotlight showcasing your destination (maximum 300 words, 1 image, contact information);

and enewsletter Spotlight (1 image, headline and 30 words, linked to your online Spotlight).

Print Rates (2026)

Display Ad Rates

Ad Size	12X Rate	6X Rate	3X Rate	1X Rate
2-Page Spread	\$8,890	\$9,290	\$9,735	\$10,160
1/2 Page Spread	5,875	6,140	6,435	6,715
Full Page	4,680	4,890	5,125	5,345
1/2 Page Horiz.	3,275	3,420	3,585	3,740
1/2 Page Vert.	3,275	3,420	3,585	3,740
1/3 Page Vert.	2,810	2,935	3,080	3,210
1/3 Page Square	2,810	2,935	3,080	3,210
1/4 Page Square	2,100	2,195	2,300	2,400

Cover Ad Rates

Ad Size	12X Rate	6X Rate	3X Rate	1X Rate
Outside Back	\$6,145	\$6,425	\$6,730	\$7,025
Inside Front	5,885	6,150	6,445	6,725
Inside Back	5,635	5,890	6,170	6,440

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Premium Options

Get noticed and help your destination stand out with our premium options. Ideal for destinations, venues and services looking to drive awareness and leads with meeting and event planners, these premium options offer high-impact and high visibility to get your message in front of key decision makers.

Ad Size	2025 Rate
French Door Cover	\$12,370
Gatefold Cover	13,150
False Cover/2-Page Tip-on	12,375
2-Page Insert	9,255
2-Page Polybag Insert	12,040
Belly Band	6,805

Contact us for additional information on other premium options such as multi-page inserts, drop-in cards, pullouts, and more.

Added Value Opportunities

Matching Advertorial

Advertisers receive matching advertorial in key trend issues of *ConventionSouth* with the purchase of a half page or full page ad (Up to a \$4,100 value!). It's the perfect opportunity to tell our readers more about your destination or venue!

2025

January - Drive-In Meetings

March - The Relationship Issue

May - Radiant Resorts

July - Small Markets: Big on Meetings

October - New & Renovated

Click image to view sample.

Event Planners' Guides

Throughout the year, we highlight different states for planners to offer them a more in-depth look at planning options, new facilities, renovated properties and more. Advertisers in their state section receive a Breakout Spotlight package showcasing their destination to the planners (\$2,800 value!).

Click image to view sample.

Annual Directory of Meeting Sites

Click image to view sample.

Our most popular issue of the year, our Annual Directory of Meeting Sites in August showcases destinations and venues for planners around the South. Advertisers receive a FREE fully enhanced Platinum listing that includes contact information, comments, meeting site stats, pictures, and embedded video, QR code website link, Readers' Choice Award seals, and more (**\$1,695 value!**).

Due South E-Newsletter

Featuring breaking industry news, trends information, and exclusive how-to insight and advice for planners, the *Due South* e-newsletter is sent to more than 19,000 industry professionals bi-monthly.

Ad Size	2025 Rate	2026 Rate
Leaderboard (728 x 90)	\$950	\$980
Medium Rectangle (300 x 250)	850	880
Native Ad	1,350	1,395

Reach: 17,000 recipients*

Frequency: 2x per Month (1st & 3rd Wednesday)

Click image to view sample.

Wednesday, September 15, 2024

Due SOUTH
News and Views Connecting Planners to the South

Brought to you by **ConventionSouth**

Leaderboard

Hard Rock expands REVERB brand in Florida

Hard Rock International announced development plans for a new REVERB by Hard Rock Pensacola, scheduled to break ground in 2026 and open by 2029. The Pensacola location will mark the company's fifth REVERB property in the United States.

[More at ConventionSouth.com »](#)

Your Native title goes here
SPONSORED

Body of your Native. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam at nibh nec sapien porttitor scelerisque.

[More at ConventionSouth.com »](#)

Big Box

The Ansonborough Charleston celebrates grand opening after property-wide renovation

Following an extensive, multimillion-dollar reinvention, The Ansonborough Charleston celebrated its official grand opening on Sept. 3, 2024. The intimate luxury inn appeals to travelers seeking genuine Charleston hospitality and an authentic neighborhood experience.

[More at ConventionSouth.com »](#)

Custom E-Broadcasts

E-broadcasts offer instant access to a targeted audience and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the planners looking for destinations in the South for their next meeting, conference, convention, or event.

Reach: 18,000 recipients*

Ad	2025 Rate	2026 Rate
Custom E-Broadcast	\$2,700	\$2,785

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction.

Click image to view sample.

ConventionSouth

ConventionSouth is pleased to present the following opportunity for our readers. ConventionSouth does not endorse the following products, services, or events and your contact information remains strictly confidential.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

Cras venenatis ante sagittis elit ullamcorper consequat. Phasellus eget quam id velit hendrerit commodo eu vel tellus. Sed fringilla vitae tellus vel posuere. Sed nec orci vel massa ornare aliquet. Cras orci lectus, venenatis sit amet bibendum nec, consequat eget ante. Nam dictum a quam quis lobortis.

Donec laoreet, metus vitae mollis condimentum, risus magna posuere neque, ac auctor sapien purus eu mi. Nullam sed sodales neque. Aenean nec tincidunt mi. Nunc vitae feugiat mi. Integer vitae tellus interdum, malesuada massa sit amet, mollis augue. Sed condimentum felis felis, non luctus lectus finibus eget. Aliquam cursus, nunc et placerat fermentum, dolor nunc lacinia tellus, a scelerisque enim quam a urna.

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[Learn More](#)

Digital Edition

ConventionSouth's digital edition is a fully interactive, digital replica of the printed magazine. The digital edition is a perfect way to engage today's planners reading the magazines on computers, tablets, and other mobile devices. Options include landing pages, embedded videos, and more!

Ad Type

Landing Page Spread

2025 Rate

\$2,600

2026 Rate

\$2,680

Video Enhancement

1,900

1,960

Digital Belly Band

1,600

1,650

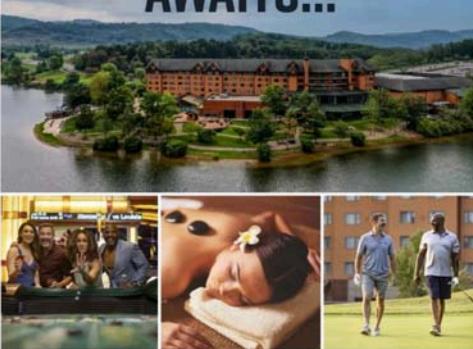
Landing Page Spread

Click image to view interactive sample

EVERYTHING YOU NEED FOR THE PERFECT MEETING



YOUR ESCAPE AWAITS...



ROCKY GAP
CASINO • RESORT • GOLF

Please play responsibly. For help visit margarettewhels.org or call 1-800 GAMBLER.
Maryland law requires a person to be 21 or older to enter the gaming floor.

Please play responsibly. For help visit margarettewhels.org or call 1-800 GAMBLER.
Maryland law requires a person to be 21 or older to enter the gaming floor.

Video Enhancement

Click image to view interactive sample

WOW ISSUE



AUSTIN CONVENTION CENTER



MAKING YOUR VISION OUR MISSION

■ Located in the heart of downtown Austin, Texas
■ 150+ nonstop flights to Austin from 95 destinations
■ Austin-Bergstrom International Airport is the 10th Best Airport in the U.S. by Conde Nast Traveler three years in a row

100% CLIENT SATISFACTION

Our service-first culture, with an all-in-house staff, takes ownership of the guest's entire experience. As a result, 100% of our clients would like to return for their next event based on survey results.

TECH-NOLGY

With our cutting edge technology, customized network solutions and complimentary Wi-Fi throughout, we are ideal for events with dedicated and customized technology needs.

CONVENTION SOUTH

FOR MORE INFO VISIT: WWW.AUSTINCONVENTIONCENTER.COM

Click image to view interactive sample

JUNE 2022
VOLUME 30 • NUMBER 6

ConventionSouth

Married To The South For Over 35 Years & Still In Love

Make event tech work for you

- *Birmingham appeals to -*

**ALL WALKS OF
AFTER-MEETING LIFE**

REQUEST A GUIDE

BIRMINGHAM

BIRMINGHAM JEFFERSON CONVENTION COMPLEX

350,000 sq ft
MEETING & EXHIBIT SPACE

18,000
SEAT LEGACY ARENA

45,000
SEAT PROTECTIVE STADIUM

4,000
SEATS IN TWO THEATERS

Web Display

ConventionSouth's website is where meeting and event planners come to find breaking industry news, archives of the magazine, and find event planner resources all in one convenient location.

Advertising on our website can significantly increase your exposure to planners who refer to our site when deciding where to hold their next event!

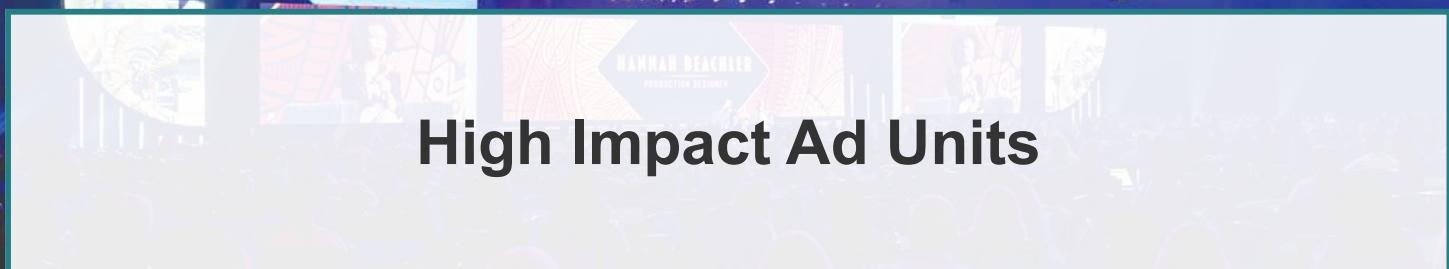
Ad Type	2025 Rate	2026 Rate
1. Leaderboard (728 x 90px)	\$950	\$980
2. Medium Rectangle (300 x 250px)	1,250	1,290
3. Half Page (300 x 600px)	2,100	2,165

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.

The screenshot shows the ConventionSouth website's homepage. At the top, there's a navigation bar with links for Home, News, Features, Awards, Destinations, Rendezvous South, Directory, Archives, and a search icon. Below the navigation is a banner for the Ameristar St. Charles expansion. The main content area features a grid of news and feature articles. To the right, there's a sidebar with a search bar and dropdown menus for Keyword, City, venue name, and State, with a 'SEARCH' button. Three advertisement slots are highlighted: a 'Leaderboard (728 x 90)' slot above the banner, a 'Medium Rectangle (300 x 250)' slot in the sidebar, and a 'Half Page (300 x 600)' slot below the sidebar.



We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Mobile Revealer

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$1,545/month

Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

Rate: \$3,605/month

Mobile Anchored Banner

Exclusive banner (300 x 100 pixels) anchored at the bottom of the screen on mobile devices.

Rate: \$1,855/month

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.

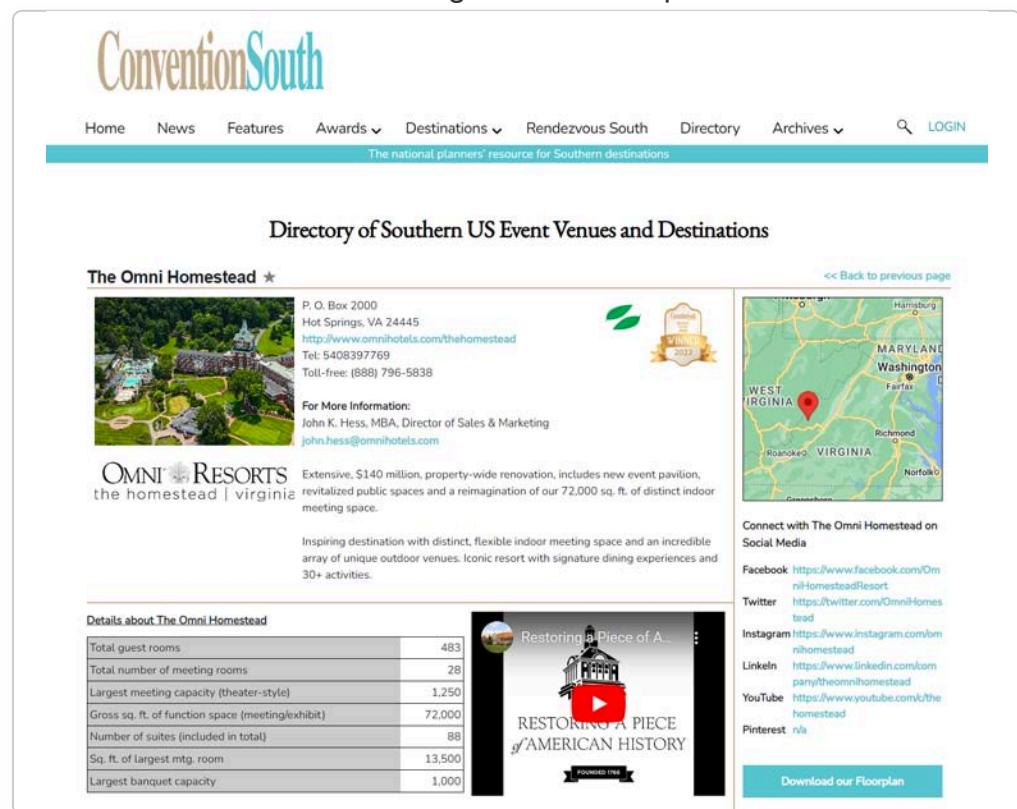


Planning Directory

Make Sure Planners Are Looking At Your Destination!

It is so important today to stay top-of-mind with planners as they are looking for destinations and venues across the South. Our NEW Interactive Searchable Planning Directory puts your information at their fingertips 24/7! Custom listings allow planners to find everything they need to know about your destination including contact information, key site data, virtual tours, location information, social media links and more.

Click image to view sample.



The screenshot shows the ConventionSouth website with a teal header bar. The header includes the ConventionSouth logo, a search icon, and a 'LOGIN' button. Below the header, a sub-header reads 'The national planners' resource for Southern destinations'. The main content area features a section titled 'Directory of Southern US Event Venues and Destinations'. A sub-section for 'The Omni Homestead' is displayed, featuring an aerial photo of the resort, contact information (P.O. Box 2000, Hot Springs, VA 24445, Tel: 540-839-7769, Toll-free: (888) 796-5838), and a 'For More Information:' link to John K. Hess, MBA. To the right, there are social media icons for Facebook, Twitter, Instagram, LinkedIn, YouTube, and Pinterest, along with a 'Download our Floorplan' button. A map of the surrounding area is also shown.

**Advertisers
in the
2025/2026
Directory in
August
receive a
FREE
PLATINUM
LISTING!**

Gold	Platinum
<p>\$595 An \$850 Value!</p> <ul style="list-style-type: none"> ✓ Basic listing details ✓ Contact name & title ✓ Contact email (linked online) ✓ Logo/photo ✓ Large, bold font on organization name ✓ Site data (destinations specifications) ✓ Google maps link (online only) ✓ Profile (7 word headline & 70 word profile) ✓ Social media links (online only) ✓ Layout diagram (online only) 	<p>\$1,195 An \$1,695 Value!</p> <ul style="list-style-type: none"> ✓ Basic listing details ✓ Contact name & title ✓ Contact email (linked online) ✓ Logo/image (print) ✓ 10 image photo gallery (online) ✓ Extra large, bold font on organization name ✓ Highlighted listing ✓ Site data (destinations specifications) ✓ Google maps link (online only) ✓ Profile (7 word headline & 70 word profile) ✓ Social media links (online only) ✓ Layout diagram (online only) ✓ Sustainable logo ✓ Embedded Video (online only) ✓ Link to your ad in digital edition (if applicable, online only) ✓ QR code (with print ad only) ✓ RCA award logo

Native Advertising

Do you have tips, advice or other content to share with planners? Get your advertising message out with content truly relevant to planners. Clients provide content to appear on ConventionSouth.com for a minimum of one year, plus be included in our *Due South* newsletter sent to 19,000 subscribers!

2025 Rate: \$1,350

2026 Rate: \$1,395

Click image to view interactive sample.



The screenshot shows the ConventionSouth website. At the top, there is a navigation bar with links for Home, News, Features, Awards, Destinations, Rendezvous South, Directory, Archives, and a login link. Below the navigation bar, a sub-navigation bar displays the text "The national planners' resource for Southern destinations". The main content area features a large image of a resort with a pool and palm trees. Overlaid on the image is the title "Opal Meetings: Where Business Meets Luxury at the Beach" and the date "February 26, 2024". To the right of the main content, there is a sidebar with a "FIND A VENUE" section, a search bar, and a "REAL FUN" advertisement for "REGISTRATION IS now open FOR RS2025". At the bottom of the sidebar, there is a "MOST POPULAR" section with three numbered items.

ConventionSouth

Home News Features Awards Destinations Rendezvous South Directory Archives

The national planners' resource for Southern destinations

Opal Meetings: Where Business Meets Luxury at the Beach

February 26, 2024

FIND A VENUE

To look through our extensive directory of venues, enter a keyword and/or state below and click search.

Keyword (City, venue name, et

STATE

SEARCH

REAL FUN

REGISTRATION IS now open FOR RS2025

MOST POPULAR

1 Drury Hotels opens first property in Chattanooga, Tenn.

2 Oak View Group names new general manager of Mobile's convention center and Saenger Theatre

3 Top MICE destinations for 2024 include six Southern cities

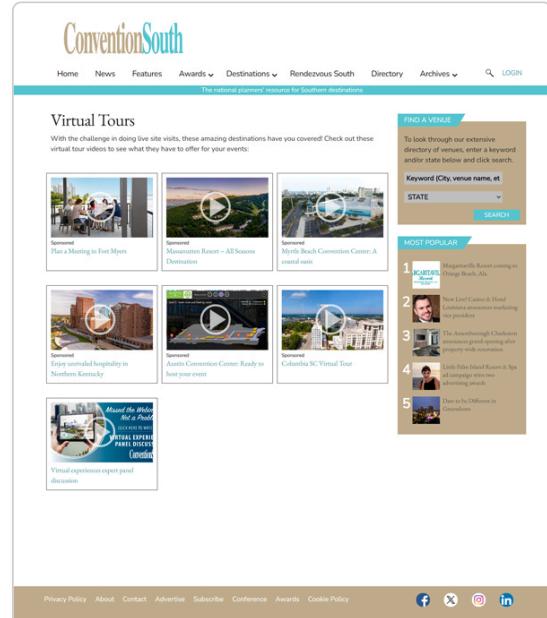
1 The Marine CITYSCAPE

Virtual Tours & Video Hosting

Your Virtual Tour Videos + Our Network of Meeting & Event Planners = An Immersive Experience Planners Will Actually Remember!

Bring your destination right to planners with our Virtual Tour option. These meeting and event planners are actively looking for sites in the South for their next meeting, conference, convention or event. You'll receive a custom page on our site promoting your virtual tour or video showcasing your destination. Plus, with our premium package, you'll receive an exclusive e-blast and an ad in our *Due South* Newsletter sent to our 19,000 subscribers!

Click image to view interactive sample.



The screenshot shows the ConventionSouth website's homepage. At the top, there's a navigation bar with links for Home, News, Features, Awards, Destinations, Rendezvous South, Directory, Archives, and a LOGIN button. Below the navigation is a search bar with a placeholder 'To look through our extensive directory of venues, enter a keyword and/or state below and click search'. It also includes a 'Keyword (City, venue name, et al)', a 'STATE' dropdown, and a 'SEARCH' button. The main content area features a section titled 'Virtual Tours' with a sub-section header 'With the challenge in doing live site visits, these amazing destinations have you covered! Check out these virtual tour videos to see what they have to offer for your events.' Below this, there are five thumbnail images of virtual tour videos, each with a 'Sponsored' label and a play button. To the right of these thumbnails is a 'MOST POPULAR' list with five items, each with a small image and a brief description. At the bottom of the page, there's a footer with links for Privacy Policy, About, Contact, Advertise, Subscribe, Conference, Awards, Cookie Policy, and social media icons for Facebook, Twitter, and LinkedIn.

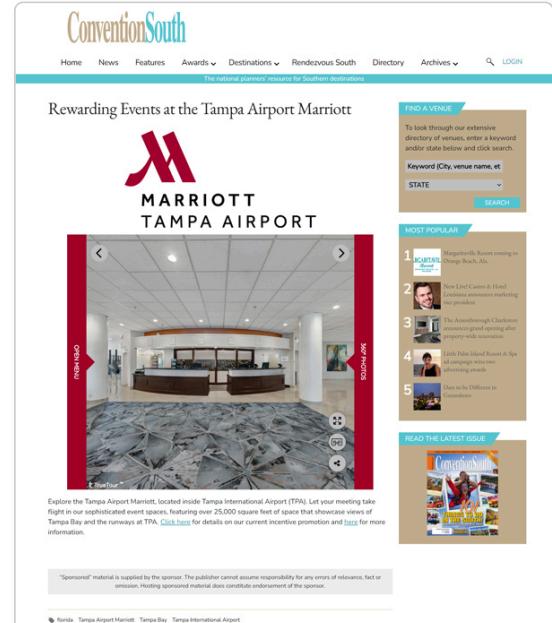
Package	2025 Rate	2026 Rate
Basic	\$1,700	\$1,755
Premium	3,500	3,605

Hot Dates/Hot Deals

Do you have special incentives for meetings and events? Got some shoulder dates you want to fill? With the rising costs across the board, planners are looking for incentives and special dates to make the most of their event dollars. Let planners across the nation know what you have to offer with our HOT DATES/HOT DEALS section!

We'll help you get the word out with a custom page on our site promoting your offer along with a virtual tour or video showcasing your destination to our meeting and event planners. Plus, with our premium package, you'll receive an exclusive e-blast and an incentive write-up in our *Due South* Newsletter promoting your special to our 19,000 subscribers!

Click images to view interactive sample.



The image shows a screenshot of the ConventionSouth website. At the top, there is a navigation bar with links for Home, News, Features, Awards, Destinations, Rendezvous South, Directory, Archives, and a login link. Below the navigation bar, a banner for "Rewarding Events at the Tampa Airport Marriott" is displayed. The banner features the Marriott logo and the text "MARRIOTT TAMPA AIRPORT". To the right of the banner is a sidebar with a search bar for "FIND A VENUE" and a list of "MOST POPULAR" destination highlights. At the bottom of the banner, there is a call-to-action button labeled "READ THE LATEST ISSUE". The main content area below the banner shows a virtual tour of the Tampa Airport Marriott lobby, with a red arrow pointing to the right.

Package	2025 Rate	2026 Rate
Basic Package	\$1,700	\$1,755
Premium Package	3,500	3,605

Rendezvous South



The Boutique Conference Experience for Southern Meetings

Event planners from across the country and destination teams from across the southeast come together annually for **Rendezvous South**, an intimate, boutique-style event that features all the charms of a unique Southern destination.

Known for its relaxed, small group setting and exceptional personalized service, Rendezvous South inspires warm friendships and lasting business relationships that continue long after the grand finale! Our destination teams are given full, living-room-style setups including couches, armchairs, coffee tables, and more. This comfortable and relaxed setting makes for the perfect environment to get the most out of our lengthy 15-minute appointments!

The Magic Ratio - We know that less actually means more, therefore we stand firm on maintaining a close ratio of destination teams and planner attendees. This formula ensures that your sponsorship dollars are reaching your **BEST** meeting prospects!

Our sponsorship packages are designed to help increase your exposure and help you stand out during the event! Contact us today to learn more about our pre-designed package options or to create your own sponsorship.

Team Registrations & Sponsorships:

Tiffany Burtnett
Associate Publisher

tburtnett@conventionsouth.com

(251) 958-5316
(800) 968-0712, ext. 513

Signet AdStudy

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ConventionSouth
February 2023

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Custom Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid. Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!

Custom Research Options:

- Full Market Study
- Exclusive Custom Research
- Online polls/survey questions