

### SUCCESSFUL MEETINGS/MEETINGNEWS' VIRTUAL TRADESHOWS

are unique 12 month online marketplaces coupled with live online events that bring together leading analyst, consultants, research firms and vendors to discuss the most pressing meetings and events issues. Through a series of keynotes, interactive panel discussions and virtual exhibitor booths, we provide the audience with the ability to communicate interactively with experts and download information. At the same time we provide clients with unmatched brand exposure and robust, direct, opt-in leads.



#### ADVERTISING OPPORTUNITIES

### THE VIRTUAL TRADE SHOW BOOTH

The Virtual Trade Show Booth is the heart of any Virtual Trade Show. It enables the virtual exhibitor to display their venue and services to visitors and to interact with them by fulfilling their requests for more information.

A Virtual Trade Show Booth can also double as a Website for the exhibitor, providing interesting destination and service information.

#### EXHIBITOR BENEFITS

Virtual Booths are a cost effective and time-saving way to bring together companies, audiences, and other interested parties to one site. Enabling exhibitors with the ability to present their destinations/venues, learn about market needs, exchange virtual business cards and network with industry professionals.

#### EXHIBITORS RECEIVE:

- ◆ Interaction online with an influential audience of meeting decision-makers
- ◆ Access to other booths/presentations while appearing to be in your booth
- ◆ A pop-up alert to notify you when someone wants to discuss information
- ◆ Direct opt-in leads
- ◆ Comprehensive marketing program including e-mail, print & online advertising as well as direct mail
- ◆ Access to meeting planners attending Bi-weekly educational Webcasts
- ◆ Full participation in quarterly Virtual Trade Show Days including webinars, breakout sessions, chat rooms, and tradeshow floor

#### FOR MORE INFORMATION ABOUT EXHIBITING IN VIRTUAL MEETING WORLD PLEASE CONTACT:

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#### 2009 QUARTERLY LIVE DAY SCHEDULE

- January 29, 2009
- April 30, 2009
- July 23, 2009
- Oct 29, 2009





# virtual MeetingWorld

“Well put together — as close to a real face-to-face meeting as I’ve ever seen”

“Very interesting; it was great how once I clicked on a booth there was staff listed, and someone contacted me while I was looking.”

“Very beneficial in this day and age to allow maximum exposure with minimum expense.”

## GIVE YOUR BRAND THE OPPORTUNITY TO REACH ACTIVE BUYERS ALL YEAR LONG\*

Total Members: **5,300**

**2,056** Meeting Planners attended a Live Day

Average time members spent in show: **1h 29min**

**23,172** total booth visits on Live Days

Time attendees spend in booths: Over **3.2** minutes each

**59** Average total unique visitors per booth

**74%** of attendees joined the live webcasts

**VMW MEMBERS HAVE IMMENSE BUYING POWER VMW MEMBERS PLAN MEETINGS FOR AN AVERAGE OF 2.456 MILLION ATTENDEES EACH YEAR**

**505,000 DIRECT MARKETING IMPRESSIONS FOR EACH LIVE DAY**

**ON AVERAGE, ATTENDEES SPEND \$205 ON ROOM RATES FOR THEIR OFF-SITE MEETINGS**

\* Publisher's own data. June 2008 BPA Circulation Statement Total Qualified: 70,050

\*\* all stats as of October 2008, including statistics from three Live Days. Publisher's own data.