

# MEDIA KIT

# 20 25

PLANNING YOUR  
MEETINGS CAN  
BE A BREEZE



**c**onvention  
**planit.com**



# ConventionPlanit.com

**THE COMMISSION FREE SEARCH  
DIRECTORY SERVING MEETING  
PROFESSIONALS WORLDWIDE<sup>SM</sup>**



## ABOUT US

With industry roots and a mission is to position buyers with sellers; ConventionPlanit.com was designed by and for meeting professionals as a simple tool in a complicated industry. Since 2003, ConventionPlanit.com has served meeting professionals with a cost-free search-portal to conduct research and submit RFPs.

Suppliers, including destinations, hotels and meeting/event venues, as well as service providers, showcase listings and banner ads, for timely access to buyers when they're shopping. Additional prospects in our regularly updated database are engaged through e-mail marketing and e-newsletter messaging.

## VALUE PROPOSITION

Listings create awareness to stimulate demand by meeting professionals.  
Unduplicated RFPs are prequalified and narrowed to a short list for a higher conversion rate.  
Digital marketing & advertising features reach more buyers to generate new business.  
Business development directly with new decision makers produce additional spin-off business.  
With an advertising-based business model, ConventionPlanit.com collects no commissions on booked business.

## DIGITAL ADVERTISING FEATURES

- Search Advertising Listings
- Display Banner Advertising
- e-Newsletter Ads & Advertorials
- e-Mail Marketing Campaigns

# Analytics



**75%**

MEETINGS & CONVENTIONS

**47%**

SALARIED MEETING PLANNERS

## Primary Industries

Business~Financial~Health & Wellness

Medical~Pharmaceutical~Technology~Training

Monthly  
Visitors

**4.5K**

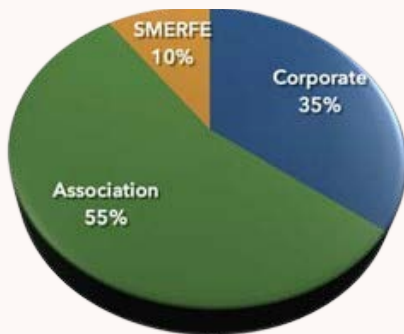
Monthly Page  
Views

**12K**

Additional  
Database  
Access

**20+K**

## DEMOGRAPHICS

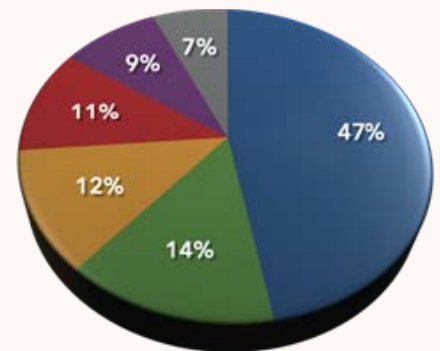
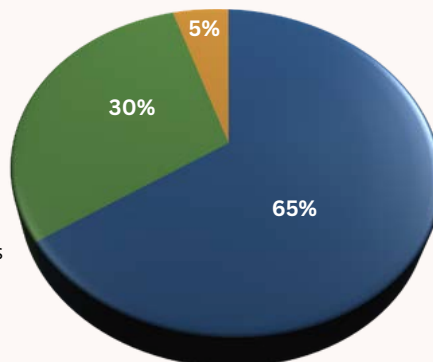


### Market Segments

- 90% North America / 10% International
- 75% Meetings & Conventions / 25% Incentive
- 55% Association / 35% Corporate / 10% SMERFE

### Average Meeting Size

- 65% are between 10-150 peak rooms
- 30% are between 150 - 300 peak rooms
- 5% are above 300 peak rooms



### Primary Users

- 47% Primary, Salaried Meeting Planner
- 14% Independent Meeting Planner
- 12% Multi-Management
- 11% Travel Manager 9% Event Planner
- 7% Trade show Manager

# Engaging Meeting Professionals



## **Advisory Council**

Ambassador-Members provide recommendations for relevant Feedback & endorsements.

## **RFP Valet®**

Complimentary RFP sourcing platform streamlines the RFP process by gathering online responses for swift comparison of quotes and concessions.

## **Testimonials**

"I've utilized ConventionPlanit.com's RFP Valet® a few times now and couldn't have been more pleased with their terrific team and streamlined services. After answering a few questions about our requirements, I quickly began receiving quotes and concessions organized on an online chart. Best of all I didn't have to re-key my specs and there were no hidden commissions or fees like other online channels. It's a fabulous free service for planners that source on their own RFPs."

Aggie Kobrin, Director, CEC Global, Irvine, CA

"When it comes to meeting venues, we always find what we need on ConventionPlanit.com. Their RFP response guarantee means that I get bids when I need them without chasing them down. Best of all, our rates are not impacted with any commissions or hidden fees. I am a huge fan of their services and think they are super useful!"

Elizabeth Carter, Senior Enterprise Event Planner, Cambridge Investment Research, Fairfield, IA

# DIGITAL ADVERTISING

## SEARCH ADVERTISING | LISTING SHOWCASE

Hotel - Destination - Conference Center - Convention Center  
Special Event Venue - Service Provider

**JW MARRIOTT**  
NASHVILLE

Category: Hotel / Resort / Casino

**Notice / Update / Offer:** Welcome to JW Marriott Nashville, a place where meetings, dining, and music are all in perfect harmony.

Take advantage of valuable incentives that are designed to help make your next meeting or event a success.

Discover 533 guestrooms and suites with 79,000 square feet of m... [READ MORE](#)

201 8th Ave South  
Nashville, Tennessee 37203  
USA

Number of Rooms: 533  
Meeting Space: 79000 Sq. Ft. / 7339.1 Sq. Meters  
Largest Meeting Space: 17000 Sq. Ft. / 1579.3 Sq. Meters  
[Launch My Meeting Space Calculator](#)

AAA Rating: 4 Diamond  
Forbes Rating: Recommended

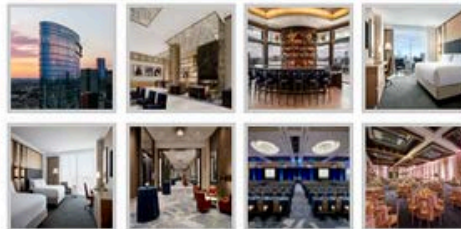
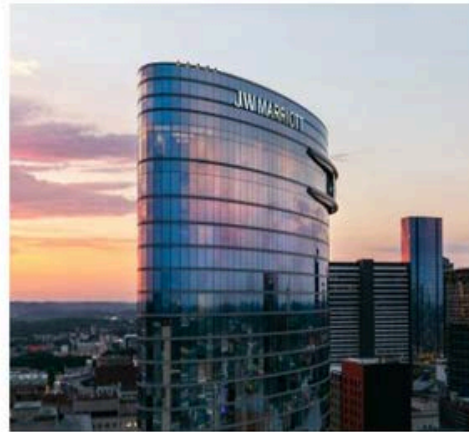
Closest Airport: Nashville International Airport  
Distance to Airport: 8 miles / 12.872 kilometers

Closest Convention Center: Music City Center (adjacent)

Sales Contact: Cindy Berdan  
Contact Title: Associate Director of Sales  
Send E-mail: [bnajwleads@turnberry.com](mailto:bnajwleads@turnberry.com)  
[cberdan@turnberry.com](mailto:cberdan@turnberry.com)

Phone [Click to View](#)

[View Website](#)  
[View Meeting Space](#)  
[View Virtual / Photo Tour](#)  
[Send Request for Proposal](#)



[Return to Search Results](#)

[Return to Home Page](#)

(ConventionPlanIt.com receives no commissions nor are there any hidden charges when processing RFP's online. To send an RFP online, open the above e-mail address, attach document and send, or complete on-line template)

**Facility Description:** JW Marriott Nashville, Music City's first true luxury hotel brand, features stunning skyline views from every guestroom, Nashville's "best restaurant" and "best steakhouse" Bourbon Steak by Michelin star chef Michael Mina, plus an unbeatable downtown location just steps from the live music and entertainment of Lower Broadway and Music City Center.

Nashville's first-ever JW Marriott property offers 533 guestrooms, inclusive of 37 suites and a broad array of thoughtful amenities complemented by anticipatory service that combine to make this luxury property the hotel of choice for the well-traveled. Amenities include a full-service Spa by JW, a recently renovated rooftop pool, the city's largest, enveloped by private cabanas, daybeds, and a poolside bar and grill, three-meal Lobby-level restaurant, sophisticated lobby bar and lounge, artisan café and bakery, retail store, and a 24-hour fitness center with state-of-the-art equipment. Offerin a diverse setting for business, meeting and pleasure travel pursuits, the 33-story hotel features 80,000 square feet of indoor function space conveniently

### Specifications

**Diamond:** 8 photos

**Sapphire:** 4 photos

**Ruby:** 2 photos

Photos sized exactly 450 pixels wide by 450 pixels tall

1 logo sized no larger than 160 pixels wide by 80 pixels tall

**DIAMOND LISTING** is featured in the highest post in the search results with a LEARN MORE pop-up message. The Diamond Listing obtains 2:1 exposure compared to the Sapphire Listing. It contains 8 slideshow graphics, information, virtual tour, and direct Lead Catcher contact.

**\$2,695.00 One-Year Listing**

**\*\$4,040.00 Two-Year Listing**

\*Two-Year listings are provided with an 8:1 guaranteed ROI or the third year is gratis.

**SAPPHIRE LISTING** is featured in a high post in the search results with 2:1 exposure compared to the Ruby Listing. It contains 4 slideshow graphics, information, virtual tour, and direct Lead Catcher contact.

**\$1,995.00 One-Year Listing**

**\$2,990.00 Two-Year Listing**

**RUBY LISTING** contains 2 stationary graphics, information, virtual tour, and direct Lead Catcher contact.

**\$1,995.00 One-Year Listing**

**\$2,990.00 Two-Year Listing**

**Bonus: Special Meeting Offers and Social Media Optimization.**

Graphics saved as .JPG files. Unlimited copy.

Materials are requested via email to [muzette@cplanit.com](mailto:muzette@cplanit.com)

Annual listing period begins 30 days from receipt of signed contract.

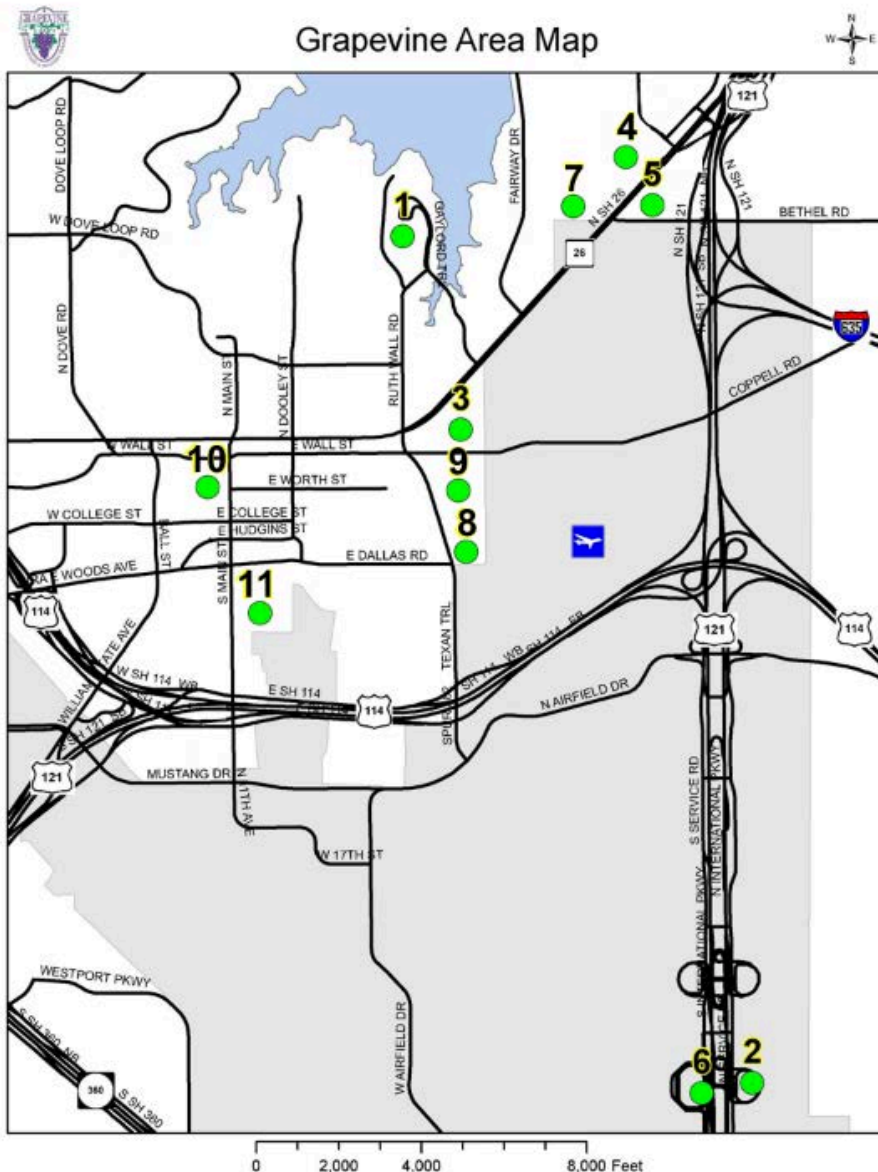


# DIGITAL ADVERTISING

## DESTINATION MAP INCLUSION

### Grapevine Convention & Visitors Bureau Interactive Map

Click on the corresponding numbers below to view each listing.  
Use your back button when accessing other property listings.



Destinations may add an Interactive Map to their listing to hyperlink all wholesale-purchased hotels, meeting facilities & special event venues that are showcased in their respective directories. The contact information for all listings lead back to the CVB/DMO to cultivate new business.

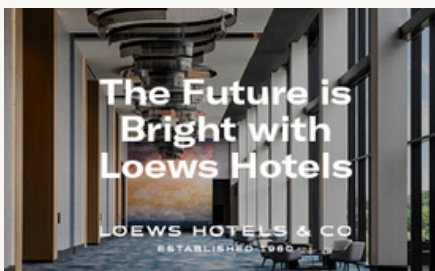
- [1. Gaylord Texan Resort & Convention Center](#)
- [2. Hyatt Regency DFW - Terminal C](#)
- [3. Great Wolf Lodge](#)
- [4. Hilton DFW Lakes Executive Conference Center](#)
- [5. Embassy Suites DFW Airport North Outdoor World](#)
- [6. Grand Hyatt DFW - Terminal D](#)
- [7. Courtyard / TownePlace Suites by Marriott](#)
- [8. Hotel Vin, Autograph Collection](#)
- [9. Grapevine Concourse Event Center](#)
- [10. Palace Arts Center](#)
- [11. Grapevine Convention Center](#)

5-10 Hotels/Facilities \$650 each  
11-20 Hotels/Facilities \$550 each  
21+ Hotels/Facilities \$400 each

# DIGITAL ADVERTISING

## WEBSITE | BANNER ADVERTISING

ConventionPlanit.com Website Banner Advertising provides for maximum 'billboard' exposure with ad clicks directed to your designated listing.



**PRIMARY** - All interior pages

**\$1,000.00 Monthly Fee**  
minimum of 3 months

**SPECIFIC** - Designated category  
search directory pages

**\$750.00 Monthly Fee**  
minimum of 3 months

**GEO-TARGETED** - State specific  
search result pages. Ad appears  
when any one of three states are  
searched. Additional states may be  
added for a nominal fee.

**\$500.00 Monthly Fee**  
minimum of 3 months

### Discounts Available:

6 months 10%

9 months 20%

12 months 30%

## Specifications

One graphic sized 175 pixels wide by 112 pixels tall  
Room rate pricing prohibited within graphic



# DIGITAL ADVERTISING

## E-NEWSLETTER ADVERTISING

ConventionPlanit.com e-Newsletter is distributed monthly directly to an updated list of current meeting professionals. [Click to view.](#)



### The Space You Need. The Fun They Want. At Universal Orlando Resorts.

Flexibility? Check. Space? In abundance. Amenities? So many amenities! The **Loews Meeting Complex at Universal Orlando™** was designed with you and every one of your needs in mind. The facility combines the meeting spaces, accommodations and conveniences of **Loews Sapphire Falls**



Lock in Big Savings for  
Meetings In New Orleans by  
December 31, 2024



Unleash Potential Where  
Business Meets the Beach

**FEATURE ADVERTORIALS** - 1st & 2nd positions - Best real estate for messaging, Did You know - latest development article

**1st Position: \$ 1,250.00**

**2nd Position: \$ 950.00**

**Did You Know:\$ 600.00**

fee per issue

**BANNER ADS** - left or right of Page - provides ample space for a effective advertising  
**\$675.00** fee per issue

**THIS JUST IN** - convey your latest news directly to meeting professionals  
**\$475.00** fee per issue

**DEDICATED ISSUE** - All articles and advertorials are devoted to your facility, destination or service. Call for pricing.

## Specifications

### Advertorials & Articles

175 - 200 words copy  
One graphic 650 pixels x 420 pixles, JPG format

### Banner Ads

175 - 200 words copy  
One graphic 650 pixels x 420 pixles, JPG format

### This Just In

175 - 200 words copy  
One graphic 650 pixels x 420 pixles, JPG format

### Discounts Available:

2-5 issues 5%,  
9 issues 10%,  
10-13 issues 15%



# DIGITAL ADVERTISING

## EMAIL MARKETING

Direct e-Mail Marketing Campaigns reach out to new buyers directly with a call to action. Fresh data is provided for strong click thru rates.



Customizable Audiovisual

Elevate your next meeting with our cutting-edge audiovisual technology. Our state-of-the-art equipment combined with non-union and unparalleled service ensures an exceptional experience from start to finish. With a recent investment of over \$18 million in new video walls, our resort offers the epitome of luxury for meetings and conventions of any size, leaving a lasting impression on your guests. Trust us to exceed your expectations and create an unforgettable event.

[CLICK HERE](#)



Meet the Team!

Peppermill's team of dedicated meeting sales representatives is committed to ensuring your event and stay with us are nothing

### EBLAST + REBLAST

To zero in on targeted prospects, a repeat of your e-Blast is sent 7 - 10 days later to all who opened your original e-Blast.

**\$3,495.00** per campaign

### Discounts Available:

- 2 campaigns 5%
- 3 campaigns 8%
- 4+ campaigns 12%

## Specifications

### One of the following:

- The message HTML with full image paths embedded - must be hosted and text version of the message in .doc format. HTML message guidelines available.
- Exact layout of message in a word or PPT document with embedded images that follow basic Web rules. Fonts are dictated by publisher.

# 2025 Package Recommendations



Comprehensive coverage to reach two audiences - buyers who shop ConventionPlanit.com and prospects in our regularly updated database

## **Introductory Package | \$3,995**

Showcase Listing | One -Year Sapphire  
e-Mail Marketing | 1 Campaign

## **Upgraded Package | \$4,995**

Showcase Listing | Two-Year Diamond  
e-Mail Marketing | 1 Campaign  
E-Newsletter | 1 Insertion

- Banner Ad

# 2025 Package Recommendations



## **Enhanced Package | \$7,995**

Showcase Listing | Two-Year Diamond  
e-Mail Marketing | 2 Campaigns  
E-Newsletter | 2 Insertions

- Banner Ad
- 3rd Advertorial “Did You Know?”

## **Comprehensive Package | \$9,995**

Showcase Listing | Two-Year Diamond  
Geo Banner Ad | Two-Years  
e-Mail Marketing | 2 Campaigns  
E-Newsletter | 4 Insertions

- 2nd Advertorial
- Banner Ad
- 3rd Advertorial “Did You Know?”
- This Just In!



# 2025 Package Recommendations



## **Amplified Package | \$12,995**

Showcase Listing | Two-Year Diamond  
Geo Banner Ad | Two-Years  
e-Mail Marketing | 3 Campaigns  
E-Newsletter | 5 Insertions

- 1st Advertorial
- 2nd Advertorial
- Banner Ad
- 3rd Advertorial “Did You Know?”
- This Just In!

## **Ultimate Package | 22,995**

Showcase Listing | Two-Year Diamond  
Directory Specific Banner Ad | Two-Years  
e-Mail Marketing | 4 Campaigns  
E-Newsletter | 10 Insertions

- Two 1st Advertorials
- Two 2nd Advertorials
- Two Banner Ads
- Two 3rd Advertorial “Did You Know?”
- Two This Just In!