



ST.PETE  
CLEARWATER

# 2023 MEETINGS & CONVENTIONS MEDIA PLAN

# Continue Down our Path

- Continue to drive national awareness/soften the sale for our reps
- Where possible, focus on key geographies heavily saturated with association planners (DC, Chicago)
- Feed the funnel/look for lead gen opportunities
- Create opportunities to continue the conversation/Grow our database
- Reach influencers as well as planners
- Target our key audiences:
  - Incentive
  - Corporate
  - Association
- Provide continued messaging year round



# 2022 Recap

- **Northstar**
  - Maximized relationship with key leader in the industry
  - Incentive Magazine print ads
  - Webinar sponsorship
  - Lead generation
  - Emails
- **Cvent**
  - 3-Diamond participation
- **FSAE**
  - Source Magazine print ads
  - Emails
- **Chicagoland**
  - Forum Magazine print ads
  - Emails
  - Web banners
- **Geo-targeted IMEX America Las Vegas**
  - Followed for 30 days
- **Offered co-op for partners**
  - E-Newsletters





## LET'S ADD SOME SUN TO THE AGENDA.

Plan a meeting in St. Pete/Clearwater and treat attendees to a little more sunshine, and a little less convention. With beautiful outdoor venues and the stunning St. Pete Pier, there's no shortage of places to get down to business. And when the day's work is done, America's Best Beaches, exciting restaurants, and thrilling museums beckon. Let's shine—get to work at [MeetStPeteClearwater.com](http://MeetStPeteClearwater.com)



**ST. PETE  
CLEARWATER  
FLORIDA**



# FY23 M&C Media Plan



March & September 2023  
50K in M&C Magazine + 25K Trade Show

NORTHSTAR meetings group

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Meeting Hotels Planning Resources Submit RFP

ST.PETE CLEARWATER FLORIDA

Easy to access and easy to enjoy.

St. Pete/Clearwater is the perfect accessible destination for your next meeting. With two convenient airports, Tampa International Airport and St. Pete-Clearwater International Airport, it's a breeze for attendees to fly in and then check in to one of our beautiful meeting hotels.

Teams can meet and greet at unique event spaces and soak up the sun with over 35 miles of coastline with sugar-white sand and emerald green waters. Get here easily and then get down to business. [Just click here for more information or to submit an RFP.](#)

ST.PETE CLEARWATER FLORIDA

MeetStPeteClearwater.com

Northstar Travel Group  
100 Lighting Way  
Secaucus NJ 07094

Dedicated VSPC eNewsletters  
(9) Deployments  
15,000 opt-in subscribers (average)



Webcast: Database Enrichment Program  
300,000 Impressions / 350-500 Leads

NEW

# FY23 M&C Media Plan



## Discover Quiz Program – “Discover St Pete-Clearwater”

- Customized month-long quiz lives in brand-safe environment on Northstar Travel Group sites
- 200-300 direct sales leads to VSPC
- Month of July 2023



# FY23 M&C Media Plan



Nov '22 – Sept'23  
(6) Deployments



Nov '22 – Sept'23  
(6) Issues  
1,000 FSAE members

# FY23 M&C Media Plan




## Destination Update Email

- Highlight the Destination
- (3) listings, image, copy and link to VSPC site
- February '23 and August '23
- 1,000 opt-in FSAE subscribers


The screenshot shows an email update from FSAE with the following content:

**FSAE Destinations Update**


**Welcoming Every Florida Association Under the Sun**



**Check in to the Florida Keys**



**Welcoming Every Florida Association Under the Sun**




Phase one of the [Greater Fort Lauderdale/Broward County Convention Center](#) expansion is now complete, boasting a 350,000-square-foot exhibit hall, Water Taxi access and much more.

Our unrivaled location has everything to guarantee strong meeting attendance, including:

- An easy drive for Florida residents and the convention center is within minutes of FLL and 3,500 hotel rooms
- Inspiring outdoor networking venues, from downtown dining and nightlife to golden beaches
- Abundance of meeting space
- Great summer hotel rates

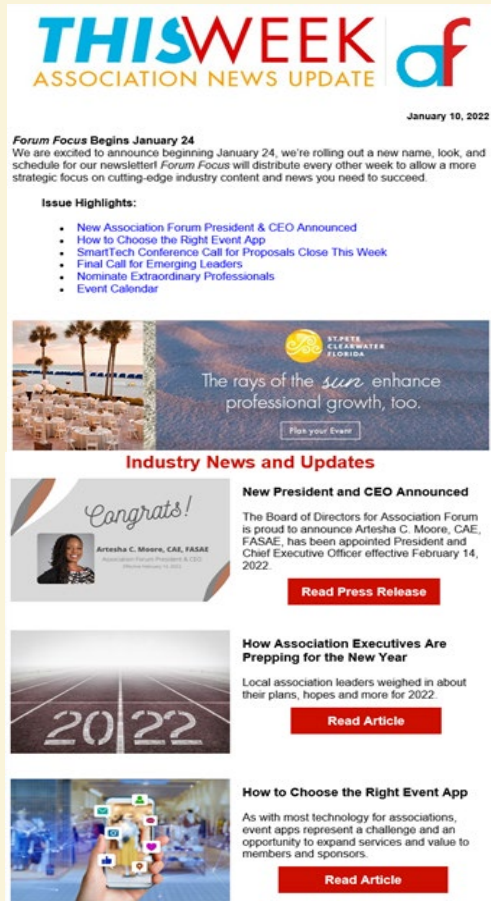
**Check in to the Florida Keys**



Want to meet and play? The Islamorada Resort Collection offers the best of both worlds in the heart of Islamorada. The Collection has unveiled plans to expand their watersports, making the four resorts a watersports destination in The Florida Keys. In collaboration with Spray Watersports, the new watersport



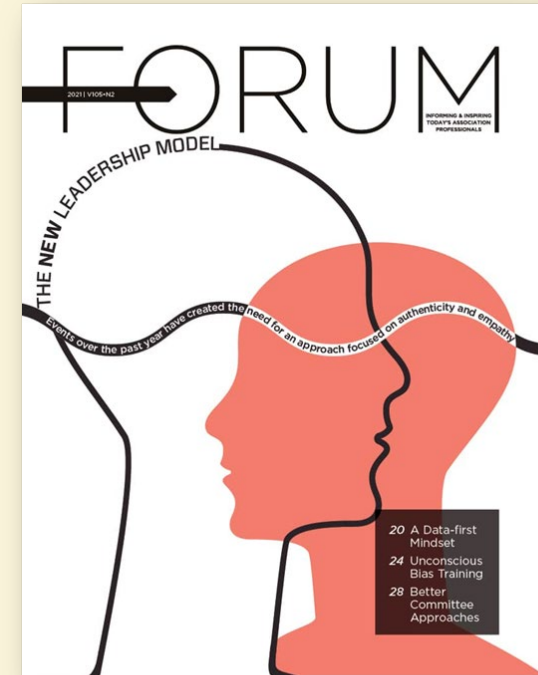
# FY23 M&C Media Plan



B-weekly newsletter  
2x month banners  
4,000 opt-ins



Banner retargeting  
March, July and Sept 2023  
200K impressions



December - Annual  
10,000 Chicagoland Association members

NEW

# FY23 M&C Media Plan



(4) issues

Dec '22, Feb '23, Mar '23, Aug '23  
18,000 meeting planners

## Digital Media

Lead Generation Programs

- Dedicated VSPC branded email
  - April '23
- Banner in monthly eNewsletter
  - Jan '23, May '23, Jul '23
- ConventionSouth.com banners
  - 728 x 90 300 x 250
  - Apr '23, Jun '23, Sept '23

NEW

# FY23 M&C Media Plan

**meetings**  
PEOPLE + PLACES TODAY



(4) issues

Nov/Dec '22, Jan/Feb '23, Apr '23, May '23

69,375 nationally

## Digital Media

Lead Generation Programs

- Dedicated VSPC branding email
  - Mar '23, Jun '23, Jul '23
- Retargeting Blitz
  - Ads on MeetingsToday.com and extends through network of partners
  - Feb '23 – Sept '23
- Regional Co-Sponsored Webcast
  - Leads of attendees provided
  - Nov '22
  - 300 – 500 leads