

EXPERIENCE COLUMBIA SC
FY 2019 - 2020
CO-OP MARKETING &
ADVERTISING OPPORTUNITIES



 **EXPERIENCE
COLUMBIA SC**

Experience Columbia SC will fill co-op spots on a first come, first served basis. Every effort will be made to grant partners the co-op spots they prefer, but due to limited numbers of opportunities in each area, Experience Columbia SC may direct partners to a comparable or similar opportunity if your first choice is no longer available.

Please email your selections to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com. Sending your selections via email helps us to see the order in which selections were received from our partners.

**Once ads are contracted, reimbursements cannot be made. Deadlines indicated in this document are the responsibility of the partner. If deadlines are missed, the DMO cannot provide a replacement co-op opportunity.*

**Experience Columbia SC strongly encourages hotel partners to use the opportunities and programs outlined in this guide as they are planning to expend their Destination Marketing Funds.*

**Please note that all ads are out of market and must include Columbia SC verbiage, or have the Experience Columbia SC logo on the ad.*

For questions contact:

Kelsey Carmichael

803-545-0269 | kcarmichael@experiencecolumbiasc.com

Kelly Barbrey

803-545-0018 | kbarbrey@experiencecolumbiasc.com

DMF Hotel Plan Roll-Out:

JULY 23, 2019
AFTER 3PM

All advertising reservations must be made after 3 PM on Tuesday, July 23, 2019. Any requests for advertising that are sent before 3 PM will be deleted.

TABLE OF CONTENTS

5	Digital Billboards	18	Free Times
8	Weeklies & Monthlies – Digital	19	Discover SC Vacation Guide
11	Weeklies & Monthlies – Print	20	Additional Print Opportunities
13	Columbia SC Insider’s Guide	21	Creative Assistance & Photography
14	ECSC Website & E-News	22	Meeting Planner Guide Insert
15	TripAdvisor	23	Meetings Today
16	6AM City	24	Tradeshow Registration & Travel / Client Entertainment
17	Atlanta Journal Constitution		

DIGITAL BILLBOARDS

DEADLINE:

Billboards must be designed to the specifications below by the **15th of the month PRIOR to the month your ad will run.** For example, if your ad is running in April, you must submit your artwork by March 15th. Placements are made based on availability.

SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at **kcarmichael@experiencecolumbiasc.com** by the deadline corresponding to your selected months. It will be forwarded along to the company pending DMO approval.



Downtown Greenville Rooftop

ASHEVILLE:

Location	US 25, .7 miles S/O I-40 Positioned on Hendersonville Road at a stop light in a slow speed area, this unit targets affluent drivers heading towards Biltmore Forest, Biltmore Village and Downtown Asheville. It is also a great year round board because of travelers heading to Biltmore Estates.
Size:	36' w X 10.5' h
Cost:	\$500
Exposure:	35,985 weekly impressions per Columbia's share
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

AUGUSTA:

Location 1	I-20/Tower Road – In GA on the way to Columbia Drivers pass this billboard heading towards the main Augusta restaurants, gas stations and hotel exits. It picks up great local traffic as well as a lot of military traffic because the exit before (Belair Road) is one of the main roads to get to Fort Gordon.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	92,724 weekly impressions per Columbia's share
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

GREENVILLE:

Location	2-84 S. Church Street- Downtown Greenville rooftop Located in the middle of the city, this sign carries a unique structure that makes it stand out. This street has morning and afternoon commuters and tourists, as well as walking traffic on a very busy Main Street. The Peace Center, The Greenville Drive Stadium, and The Bon Secours Wellness Arena are all in very close proximity and create a steady stream of cars going by this sign night and day. Traffic often backs up allowing travelers to view the sign for extended periods.
Size:	36' w X 10' h
Cost:	\$500
Exposure:	75,868 weekly impressions per Columbia's share
File Set-up Size:	1120 w X 288 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 2	Washington Road & Alexander Dr. This is a high impact, jumbo display, on busy Washington Road, in an affluent shopping center, and directly across from Augusta National Golf Course, which hosts the coveted Masters Golf Tournament each year. It reaches high-income families that are shopping, dining out, golfing and commuting to nearby downtown.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	393,148 weekly impressions per Columbia's share
File Set-up Size:	1408 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format



Charlotte I-77 .5 miles North of Tyvola Rd.



Charlotte Epicentre

CHARLOTTE:

Location 1	I-77, .5 miles N/O Tyvola Road – on the way to Columbia
	This location is on the most traveled and trafficked interstate in the Charlotte area. Commuters going in to uptown Charlotte pass this sign every day. It is also a north-south thoroughfare for travelers. The dynamic and unconventional shape of this sign makes it stand out like no other in the area.
Size:	23' w X 16' h
Cost:	\$500
Exposure:	148,447 weekly impressions per Columbia's share
File Set-up Size:	408 w X 280 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 2	I-77 Southbound at the SC State Line
	This new digital display is located on I-77, right side of the road, just south of I-485, and north of the Carowinds Blvd exit. Audience exposure includes daily commuter traffic, airport traffic, leisure traffic heading to Carowinds Theme Park and South Carolina, as well as shopping traffic heading to nearby Charlotte Premium Outlets and Carolina Place Mall. This billboard also serves traffic to one of the hottest residential real estate markets of South Charlotte, Fort Mill, and Rock Hill SC. This new display includes a unique architectural shape that sets itself apart from other billboards in the area to showcase advertisers.
Size:	36' w X 10.5' h
Cost:	\$500
Exposure:	140,000 weekly impressions per Columbia's share
File Set-up Size:	680 w X 200 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

Location 3	Charlotte Epicentre, College St. & 4th
	This is a vertical LED capable of displaying both static and motion creative artwork. It is the only one of its kind in Downtown Charlotte! It sits at the corner of College and 4th Streets, creating a visual intersection for the daily commuters from South Charlotte, as well as for the thousands of locals and out-of-towners who attend dozens of sports, conventions, restaurants, clubs and cultural events near the Epicentre.
Size:	12' w X 20' h (this is a VERTICALLY ORIENTED billboard)
Cost:	\$500
Exposure:	149,000 weekly impressions per Columbia's share
File Set-up Size:	224 w X 384 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format
*This board will not be available for advertising January 21 – February 17 due to circumstances out of our control.	



Charleston I-26, mile 211, W/O I-526

CHARLESTON:

Location 1	I-26, mile 211, W/O I-526 – on the way to Columbia This digital location has a great read and reaches commuters and tourists alike. Located at a very busy section on I-26, near I-526 and the Tanger Outlet Mall, with high traffic counts and standstill traffic at times. Charleston is a vibrant and growing city, reaching an international market.
Size:	48' w X 14' h
Cost:	\$500
Exposure:	340,944 weekly impressions per Columbia's share
File Set-up Size:	752 w X 208 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

RALEIGH:

Location	I-85/ I-40 Westbound @ exit 157 in West Raleigh At the merge of 2 interstates, in the bridge area between the triad (Duke) and the triangle (UNC Chapel Hill, NC State, Duke), there is high and slow traffic from commuters on weekdays and sports fans on weekends, as well as outlet shoppers.
Availability:	December, January, February & March 1 – 20
Size:	40' w X 10' h
Cost:	\$500 per month
Exposure:	201,998 weekly impressions per Columbia's share
File Set-up Size:	1600 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

MYRTLE BEACH:

Location	US HWY 17 Bypass S E/S, 3.18 miles S/O Glens Bay Road Located in the Murrells Inlet area, this board is surrounded by retail, banks and professional service businesses. It sits immediately south of a traffic light in an around-the-clock, high volume traffic area and targets local commuters, plus tourists heading to downtown. It is one of the first boards you see when entering the area from this direction.
Availability:	September 1 – October 27 & March 1 – April 25
Size:	36' w X 10'6" h
Cost:	\$500 per month
Exposure:	116,774 weekly impressions per Columbia's share
File Set-up Size:	1400 w X 400 h pixels
File Set-up:	Sized at 72 dpi, RGB mode, JPEG format

WEEKLIES & MONTHLIES - DIGITAL

RATES:

\$150/flight

DEADLINE:

4 weeks prior to flight date

SUBMISSION:

Please submit ad to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your flight date. It will be forwarded along to the provider pending DMO approval.

Raleigh Magazine

raleighmag.com

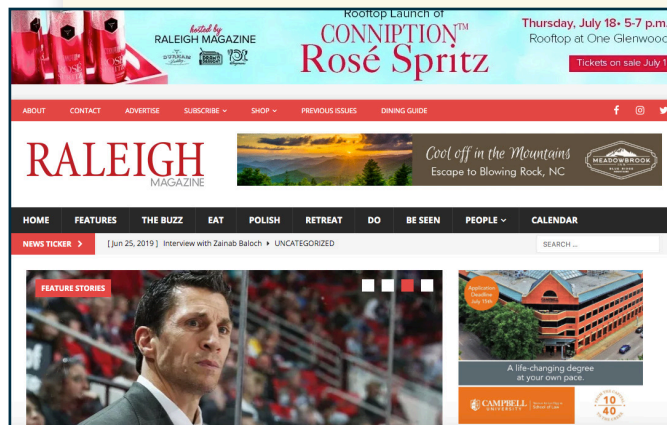
1 week flight

Available:

November 2019 & February – June 2020

Specs:

Leaderboard, Entire site: 728 w X 90 h
Square, Homepage: 300 w X 250 h



Atlanta Magazine

atlantamagazine.com

1 week flight

Available:

Homepage takeover: November 2019 & May 2020

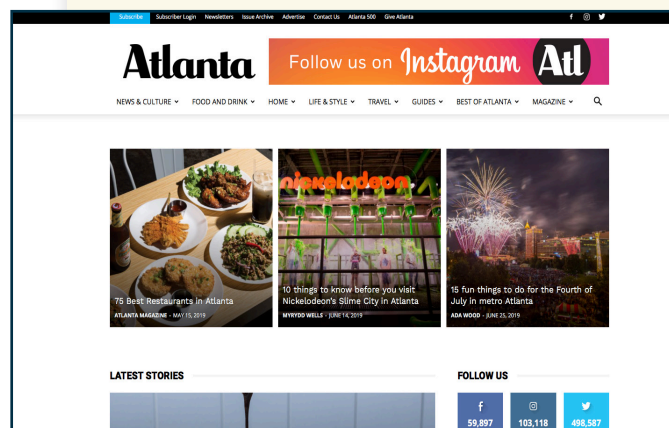
Food & drink page: September – October 2019 & March – April 2020

Specs:

Homepage takeover:
300 w X 250 h, 300 w X 600 h, 320 w X 50 h, 728 w X 90 h, 970 w X 250 h

Food & drink page:

300 w X 250 h, 300 w X 600 h, 320 w X 50 h, 728 w X 90 h

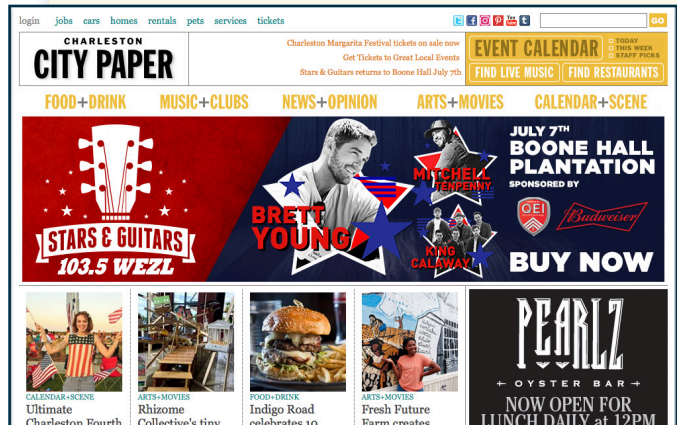


Charleston City Paper
charlestoncitypaper.com

1 week flight

Available:
July 2019 – June 2020

Specs:
Mobile: 300 w X 250 h

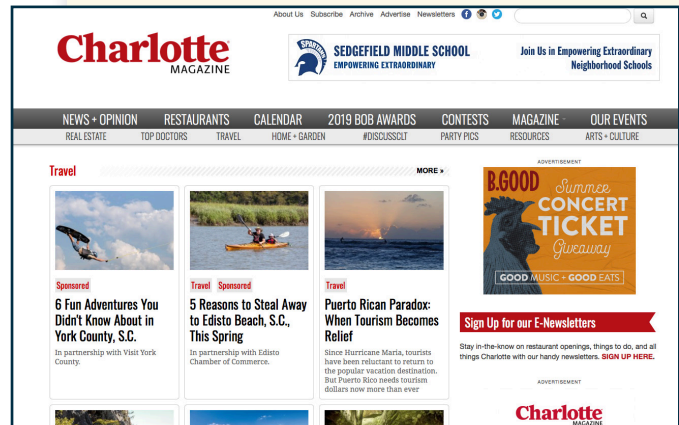


Charlotte Magazine
charlottemagazine.com

1 week flight

Available:
September, October, November 2019
& March, April, May 2020

Specs:
Large Rectangle: 300 w X 600 h



Augusta Chronicle
augustachronicle.com

2 week flight

Available:
September – December 2019
& May – June 2020

Specs:
728 w X 90 h, 160 w X 600 h, 300 w X 250 h

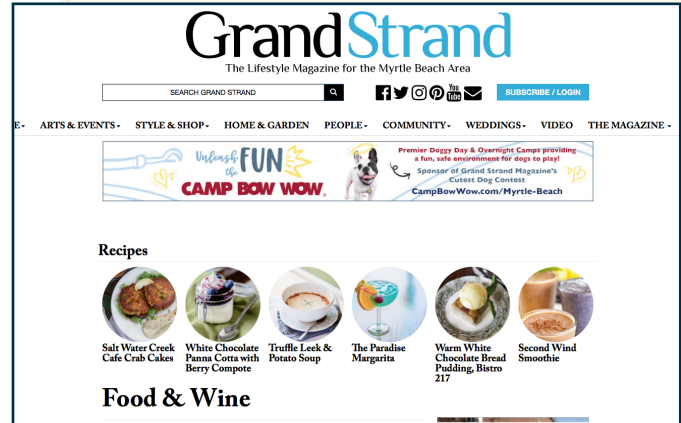


Grand Strand Magazine
grandstrandmag.com

1 week flight

Available:
August – November 2019
& February – March 2020

Specs:
Double Vertical Skybox: 300 w X 500 h

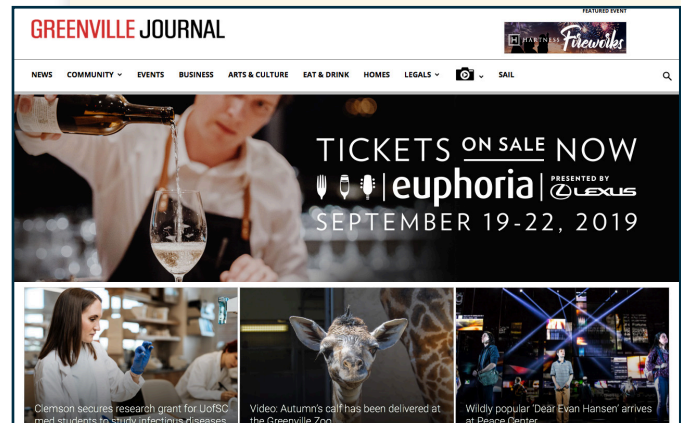


Greenville Journal
greenvillejournal.com

1 week flight

Available:
July 2019 – June 2020

Specs:
Desktop: 810 w X 120 h
Mobile: 600 w X 200 h



WEEKLIES & MONTHLIES - PRINT

Print ads are available in the following publications for various weeks throughout the year, pending available inventory.

RATES:

\$500/ flight

DEADLINE:

Space reservation: 8 weeks prior to flight date
Art deadline provided upon contracting.

SUBMISSION:

Please submit ad to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your flight date. It will be forwarded along to the provider pending DMO approval.

Charleston City Paper

Runs weekly, out on Wednesdays

Available:

7 spots: July 2019 – June 2020

Specs:

1/2 page: 4.687" w X 10.75" h

Augusta Chronicle

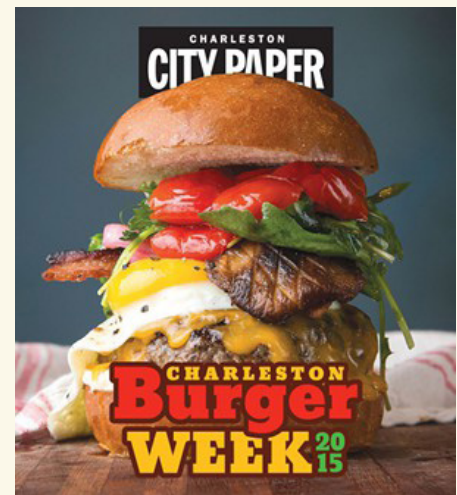
Runs weekly

Available:

2 spots in September/October
2 spots in November/December
2 spots in May/June

Specs:

1/4 page: 4.75" w X 10" h



The Augusta Chronicle
Friday, July 12, 2019 THE SOUTH'S OLDEST NEWSPAPER - Ed. 1786 | @AUG_Chronicle | facebook.com/TheAugustaChronicle | \$1.00

Action taken against West Lake app

By Kisha Wells

Legal action is being taken against a property owner's association after it was found to have shared access to a mobile app with residents of a community in Columbia County.

West Lake neighborhood Georgia Superior Court "after he said the app made it impossible for me to use the app or other than phone calls to security to follow guests."

Residents who do not have an account to use computers, tablets or computers. They said they had to print documents in any place. "That's not the only thing they have done," she said. "They have given out printed copies of the app to their computer and phone. They have told the people who use the app that they are not allowed to use the app on their computers, tablets or phones."

"I'm not on it, my phone won't take it and I can't get it on it. He said 'If you don't want it, you can't have it.' You might know there are 25 years ago and you could have the app on your phone. The app doesn't require the app. Just don't want it. If they want to have the app, if they want to have computer access, that's their responsibility to what we are doing."

Kevin Northern, the association's president, said this has been an issue for over a few residents.

See APP, A-4

Work to continue on I-20 bridge project

AU summit looks at impact of statewide nursing shortage

By Kisha Wells

Grand Strand Magazine

Runs bi-monthly

Available:

1 spot, October/November issue
1 spot, February/March issue

Specs:

Full Page: 8.375" w X 11.125" h
with bleed



Greenville Journal

Runs weekly, out on Fridays

Available:

2 spots, July 2019 – June 2020

Specs:

1/2 page: 4.925" w X 11" h



COLUMBIA SC INSIDER'S GUIDE

Experience Columbia SC prints 150,000 copies of the Columbia SC Insider's Guide. The guide is distributed at all nine official state welcome centers, and also reaches visitors to USC and other colleges and universities in the region, military families visiting Fort Jackson, vacationing families with young children, and professionals coming to Columbia on business. This year's guide will be sized at 8" x 10.5". More details can be found in the media kit from Miles Media.

RATES:

Premium Positions	
Back Cover	\$5,500
Inside Front Cover	\$5,000
Page 1	\$5,000
Facing Fold-Out Map	\$5,000
After Fold-Out Map	\$5,000
Facing Table of Contents	\$4,500
Inside Back Cover	\$4,500
General Sizes	
2-page Spread	\$9,500
Full page	\$4,000
Half page	\$2,500
1/4 page	\$1,500

SUBMISSION:

Please e-mail **Tyler Moser** at tyler.moser@milespartnership.com for space reservation, specs, deadlines, and submission.



ECSC WEBSITE & E-NEWS

Capitalize on an engaged audience that is specifically searching for information on the Columbia region through ExperienceColumbiaSC.com and the ECSC e-newsletter. Details for each opportunity listed below can found in the media kit from Miles Media.

WEBSITE RATES:

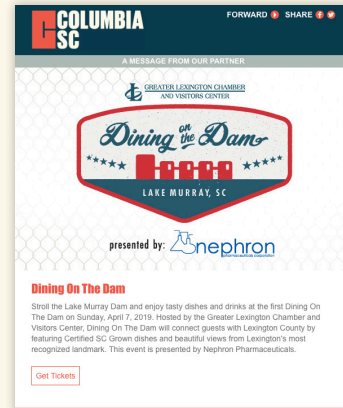
50,000 Impressions	\$750
100,000 Impressions	\$1,200
DMF Preferred Hotel Partner Featured Listing	\$1,500/ year
Other Business Featured Listing	\$250/quarter or \$1,000/year

E-NEWS RATES:

Featured Content	\$250
Custom E-mail	\$500

SUBMISSION:

Please e-mail **Tyler Moser** at tyler.moser@milespartnership.com for space reservation, specs, deadlines, and submission.



Custom Email



Courtyard by Marriott Columbia Cayce
URBAN VIBE WITHOUT THE HASSLE
 Courtyard by Marriott combines urban energy with sophisticated yet comfortable accommodations. **BOOK NOW**

Web Banner

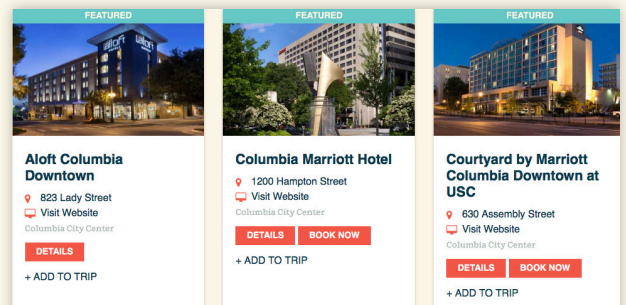


Family Fun with the Fireflies!
 Grab the family and join the fun with the Columbia Fireflies at Segra Park all summer long. From Splash Sundays to Kids Eat Free Mondays we have something for everyone!
 Tickets start at \$5!



Ride the Soda Cap Connector
 Tues - Sat: 11am - 3pm & 5pm - 9pm
 A free service every 20 - 30 minutes through The Vista, Main Street and Five Points for shopping, dining and other attractions. [Learn More](#)

E-Newsletter Featured Content



Featured Listing Row

TripAdvisor is the world's largest travel site, with over 450 million monthly visitors. TripAdvisor enables travelers to plan and have the perfect trip, offering trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.

FLIGHT:

4-week flight, beginning the 15th of the month

RATE:

\$2,000 per 130,000 impressions

REPORTING:

Impressions, clicks, ad quality

TARGETING:

Travelers researching Columbia on TripAdvisor, travelers researching South Carolina on TripAdvisor, travelers located in competing cities in Georgia, South Carolina and North Carolina (excluding Columbia SC), and retargeting those travelers that have viewed Columbia and South Carolina content as they continue on and off TripAdvisor.

MATERIALS DEADLINE:

The first of the month in which your ads will run. For example, ads beginning August 15 will be due August 1.

SPECS:

Desktop & Tablet:

728w x 90h, 300w x 250h, 300w x 600h, 160w x 600h

Mobile:

320w x 50h



6AM CITY DIGITAL BANNERS

6AM City is the parent organization for the popular conversational daily newsletter, COLAtoday. Get in front of their other markets like GVLtoday, AVLtoday, CHStoday, LALtoday, and NOOGAtoday. These audiences are engaged and loyal followers who have the ability and desire to travel for new experiences.

AVAILABILITY:

Contracting depends on dates available in the 6AM City inventory

RATES:

Banner Ad (Bottom half of e-mail, creative not included)	\$375 each
E-mail Header (First ad space in the e-mail, custom creative included, with proof & 1 revision)	\$750 per day, minimum 2 days

SPECS:

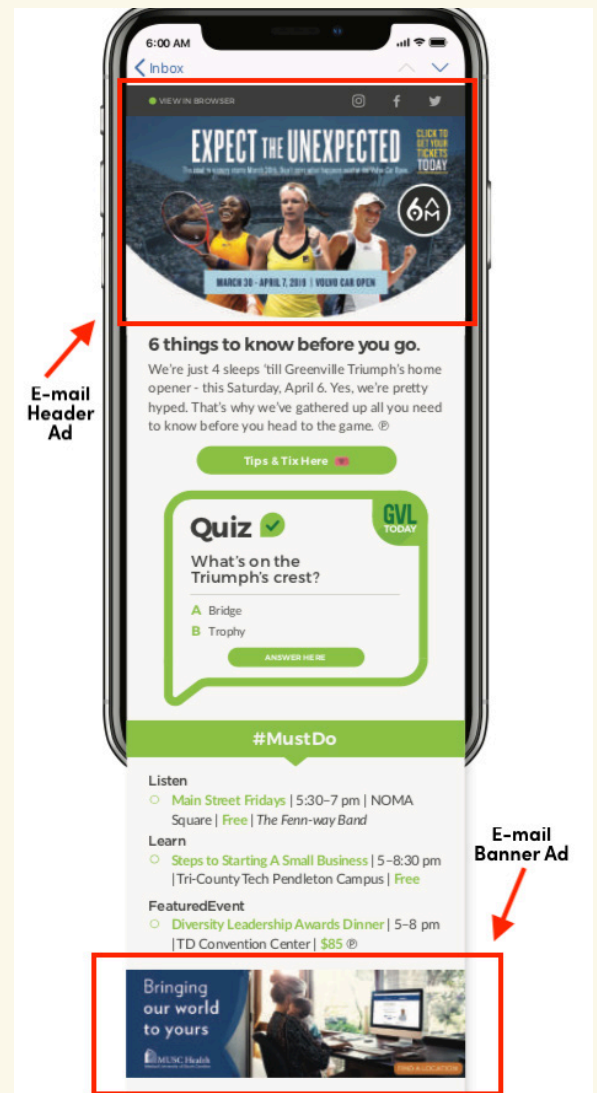
Banner Ad	1200 w X 380 h, JPG, PNG or GIF. Max file size of 1 MB + linking URL
E-mail Header Ad	Photos & points of direction for ad

DEADLINE:

10 business days prior to run date

SUBMISSION:

Please e-mail kcarmichael@experiencecolumbiasc.com if you're interested and you will be put in touch with the appropriate source for space reservation, specs, deadlines and submission.



The Atlanta Journal Constitution is the top reaching local media outlet in Atlanta, reaching over 1 million Atlanta travelers monthly.

Daily Article Premiums (DAPs) allows advertisers to reach the AJC audience regardless of what article they click on, i.e. they could reach an interior page of AJC.com through Facebook or Google searches and still see your ad, even though they didn't see the homepage.

IMPRESSIONS:

650,000 estimated daily impressions

AVAILABILITY:

Contracting depends on dates available in AJC inventory

DEADLINE:

5 days prior to run date

SPECS:

300 w X 600 h, 300 w X 250 h, 320 w X 50 h, 1600 w X 300 h, 727 w X 150 h, 375 w x 100 h

RATE:

Reach out to ECSC for competitive pricing

SUBMISSION:

Please submit all ad sizes to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your run date, pending the date availability. They will be forwarded along to the publication pending DMO approval.

AJC

Atlanta. News. Now.

FREE TIMES

Extended Reach Digital Marketing Services – Partner with the *Free Times* to conduct a targeted digital display advertising campaign that can precisely reach your organization's target audience through several key tactics: site retargeting, search keyword retargeting, demographic targeting and mobile geo-fencing. Monthly reporting is available for each campaign.

RATES:

\$8.00 CPM (per 1,000 impressions). Minimum of 25,000 impressions per month.

Example pricing:

Minimum buy of 25,000 impressions would be \$200

50,000 impressions would be \$400

75,000 impressions would be \$600

SPECS:

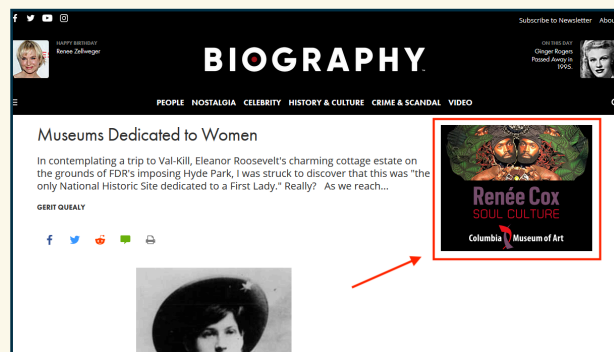
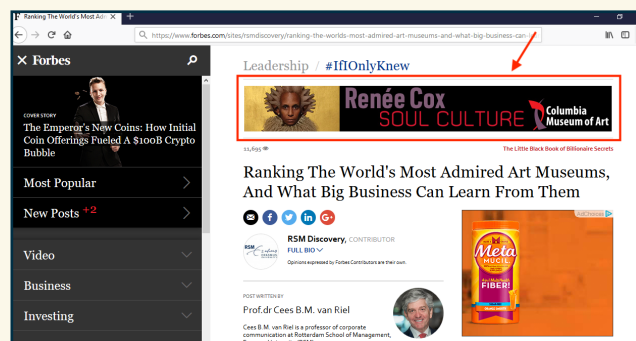
300 w X 250 h, 320 w X 50 h, 728 w X 90 h

DEADLINE:

72 hours prior to start date

SUBMISSION:

Please submit all ad sizes to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline corresponding to your run date. They will be forwarded along to the publication pending DMO approval.



DISCOVER SC VACATION GUIDE

Experience Columbia SC has purchased a 4 page gate-fold ad in the 2020 Vacation Guide through SCPRT. The DMO plans to use two of the pages for general Columbia area marketing and co-op the remaining two pages to partners.

DISTRIBUTION:

Over 375,000 copies distributed at South Carolina Welcome Centers, SCPRT travel shows and upon request through SCPRT January 2020 – December 2020.

RATES:

Price per page: \$10,000

DEADLINE:

August 29, 2019

SPECS:

Option 1

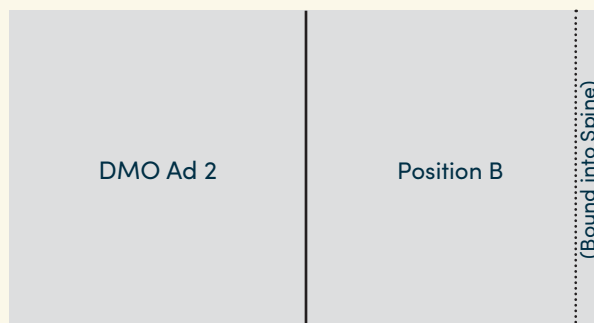
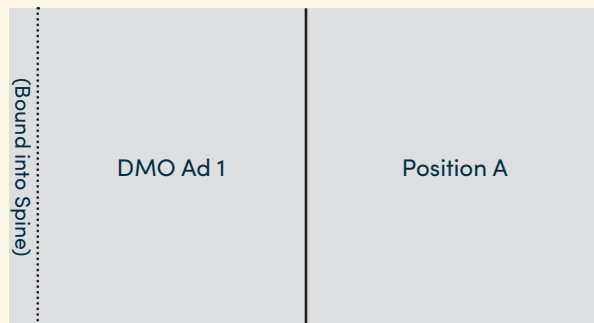
"Position A"	Will run opposite DMO ad 1
Trim	7.75 x 10.75
Bleed	1/8
Keep all text within 3/8 around entire page	

Option 2

"Position B"	Will run opposite DMO ad 2
Trim	8 x 10.75
Bleed	1/8
Keep all text within 3/8 around entire page	

SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



ADDITIONAL PRINT OPPORTUNITIES

Experience Columbia SC places static ads and advertorials in lifestyle publications like *Southern Living* and *Garden & Gun* in order to get in front of potential travelers who have shown an interest in Southern culture and travel. Should your budget allow, ECSC encourages any partners to run an ad in the same months to reinforce the Columbia message.

ECSC MARKETING PLAN – SOUTHERN LIVING:

Double page spread in the April issue, with national distribution.

Double page spread in the May issue, with SC and NC distribution.

ECSC MARKETING PLAN – GARDEN & GUN:

Double page spread in the December/January issue, focusing on artisans and makers of Columbia.

Double page spread in the April/May issue, focusing on the highlights of a social media influencer's trip to Columbia.

AUDIENCE:

Southern Living Audience:	SC: 144,000
	NC: 241,000
	GA: 230,000
Garden & Gun Audience:	National: 1,600,000

RATES:

SOUTHERN LIVING	SC	NC	GA
1/3 page 1-2x	\$3,292	\$4,580	\$4,045
1/3 page 3+x	\$2,925	\$4,075	\$3,590
1/3 can be vertical (column) or square			
1/2 page 1-2x	\$4,650	\$6,465	\$5,705
1/2 page 3+x	\$4,133	\$5,745	\$5,070
1/2 can be vertical or horizontal			

GARDEN & GUN

1/2 page	\$17,187
1/3 page:	\$11,453

DEADLINES & SPECS:

Deadlines & specs will be provided upon contracting.

SUBMISSION:

All submissions should go through **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval. .



Creative assistance can help you submit the best ad possible in order to maximize your co-op dollars!

AD DESIGN:

If you do not have someone on your team to design your ad, Experience Columbia SC would be happy to put you in touch with one of their design contacts. Once the company has been contracted, it is your responsibility to provide them with photos and direction for the ad.

REIMBURSEMENT:

Preferred hotel partners may use their DMF to be reimbursed for ad design and photography costs. Invoicing from the design firm or photographer will go through ECSC.

CONTACT:

If you are interested in having an ad designed for you, or if you would like to schedule a photography session with a photographer from our network please contact

Kelsey Carmichael

at kcarmichael@experiencecolumbiasc.com

or (803) 545-0269.

MEETING PLANNER GUIDE INSERT

For the third year, Experience Columbia SC is developing a collaborative piece for meeting and convention advertising. We will produce a 12-page booklet that will run as an insert in a variety of meeting and convention publications, plus will be used by our sales team members for FY 19-20 tradeshows. The insert will appear in the following publications:

PUBLICATIONS:

Publication Name	Issues	Copies Distributed
ASAE Associations Now	Summer 2020	22,500
MPI The Meeting Professional (TMP)	December 2019	17,000
PCMA Convene	June 2020	36,000
Meetings & Conventions (M&C)	February 2020	40,000
Successful Meetings	April 2020	40,000
Meetings Today	January 2020	55,000
RCMA Aspire	Winter 2019/2020 <i>(includes Emerge Conference bonus distribution)</i>	2,300
Connect Faith	Fall 2019	11,500
Connect Association	Spring 2020	23,500
Connect Corporate	Spring 2020	17,500
TOTAL QUANTITY FOR INSERTION		265,300
ADDITIONAL DISTRIBUTION BY ECSC		5,000
TOTAL DISTRIBUTION		270,300

ADVERTISEMENTS:

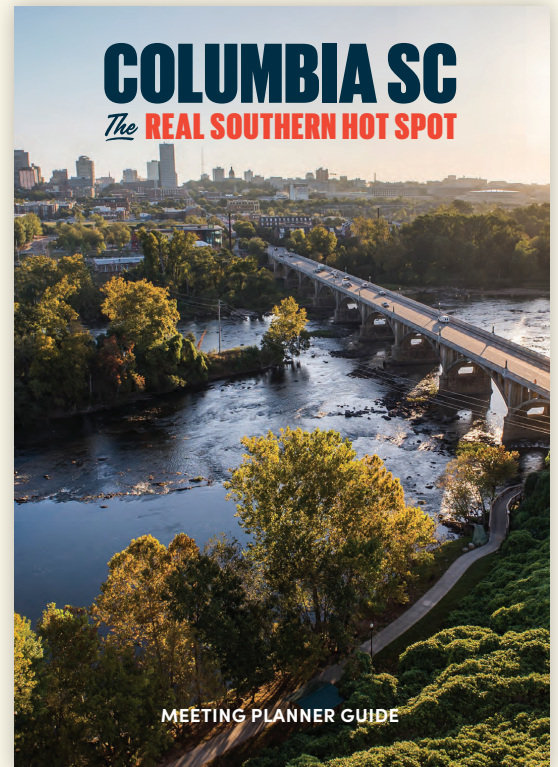
Position	Rate	Specs	Deadline
Inside back cover	\$23,500	To be provided upon contract	8/9/19
Back cover	\$28,500	To be provided upon contract	8/9/19

LISTING IN ACCOMMODATIONS GRID:

Rate	\$2,500
Space available	No cap
Specs	Name of space, total hotel rooms (<i>if applicable</i>), total meeting space, max capacity for theater, classroom & banquet
Space reservation deadline	8/1/19

SUBMISSION:

Please submit completed ads to **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline provided above. It will be forwarded along to the publication pending DMO approval.



Experience Columbia SC is investing in a full-page ad to coincide with an editorial, in-book Destination Guide in the June 2020 issue of Meetings Today. Unlike the insert, this Destination Guide will be a part of the Meetings Today editorial and will be written by their team. DMF partners can purchase ads within the Destination Guide section at a discounted rate.

RATES:

Full-page	\$3,000
1/2 Page	\$2,500

SPECS & DEADLINES:

Provided upon contracting.

SUBMISSION:

All submissions should go through **Kelsey Carmichael** at kcarmichael@experiencecolumbiasc.com by the deadline provided. It will be forwarded along to the publication pending DMO approval.

ADDITIONAL OPPORTUNITY

EVENT:

Independent Planners Education Conference (IPEC)
January 26 - 29, St. Pete Beach, Florida

Connect in person with highly sought truly, independent planners - all with RFPs seeking expanded education/updates on prime destinations/venues.

The DMO is not attending this event but has received a discounted partner rate for interested DMF hotels.

COST:

\$4,200 ECSC partner rate

Includes a showcase table with 20+ pre-scheduled appointments with vetted buyers, full networking events, F&B, education, and planner profiles.

CONTACT:

Please contact **Jason Outman** at joutman@experiencecolumbiasc.com or 803-545-0108 if you're interested in attending.



Use your Destination Marketing Funds to cover the cost of registration to tradeshow + the cost of hotel and travel associated with the show. Upon completion of the trip, submit all receipts, along with an invoice to the DMO.

You can also work with the DMO to host a dinner, lunch or entertainment outing with a key meeting planner or group of targeted meeting planners, using your Destination Marketing Funds.

**TRADESHOWS & CLIENT ENTERTAINMENT –
DMO ATTENDANCE:**

Cvent Connect	July 2019
ASAE Trade Show	August 2019
Connect Association	August 2019
Connect Corporation	August 2019
MPI-CC Business Exchange	September 2019
Connect Faith	October 2019
Destination SE	October 2019
Six in the City BBQ	October 2019
Connect GA	November 2019
NCBMP	November 2019
Meetings Today Live South	November 2019
AMEX Interaction	December 2019
Connect DC	December 2019
PCMA	January 2020
SCSAE Trade Show	January 2020
Destination Showcase	February 2020
HelmsBriscoe East	February 2020
RCMA Emerge	February 2020
Connect Diversity	February 2020
CMCA	April 2020
Fraternity Executives Association	May 2020
GSAE Annual Meeting	May 2020
MPI-WEC	June 2020
SCSAE Annual meeting	June 2020

**CONTACT FOR SHOWS & CLIENT
ENTERTAINMENT:**

Please contact **Jason Outman** at **joutman@experiencecolumbiasc.com** or 803-545-0108 to discuss specifics for each tradeshow.

CONTACT FOR TRAVEL REIMBURSEMENTS:

Please send all receipts and invoices to **Kelsey Carmichael** at **kcarmichael@experiencecolumbiasc.com**.

 **EXPERIENCE
COLUMBIA SC**