

The Official Hawai'i Meeting Planner Guide (MPG) is an essential resource for planning a successful event in the Hawaiian Islands. Designed to be intuitive and easy to navigate, this interactive, digital guide helps planners get to know our islands from any device, complete with direct links to resources and tools. The MPG helps planners and buyers design successful events, meetings and conventions in Hawai'i — ultimately creating productive, authentic experiences for attendees.

DIGITAL DISTRIBUTION

MCI TARGET AUDIENCE:

Qualified planner audience: **41,000** total impressions/slide views driven via:

- Dedicated email sends 2x/year to the Meet Hawai'i proprietary database: **6,000+** qualified planners (**4,000** U.S. and **2,000** International).
- Promoted on homepage and premium placements on the refreshed meethawaii.com website as well as on hvcb.org.
- Inclusion in all Meet Hawai'i marketing and paid media campaigns.
- Reaches vetted meeting planners and buyers who share information with an average of 6 additional executive decision-makers when sourcing and/or selecting a destination for group meeting and incentive programs.
- The database represents established planners, buyers and organizations with consistent sourcing of Hawai'i business. Many planners are of a senior level and have booked Hawai'i previously within the past 5 years and/or who are solid prospects for converting business to Hawai'i.
- These organizations are long-standing *Kuhina* (ambassadors) of the Hawaiian Islands and represent consistent support contributing to the economic growth throughout the State of Hawai'i.

MCI SALES & MARKETING:

Promotion and distribution via all Meet Hawai'i sales team activities throughout the year, including:

- Events & education (live/hybrid/virtual)
- Trade shows
- Sales blitzes and calls



DISPLAY AD RATES / SPECS

JPG or PDF, Less than 8 MB file size



Full Page ... \$6,000 + tax
Submit at 3840x2160 px
for display at 1920x1080 px -
horizontal



1/2 Page ... \$3,000 + tax
Submit at 1920x2160 px
for display at 960x1080 px -
vertical



1/4 Page ... \$1,500 + tax
Submit at 1002x668 px
for display at 501x334 px -
horizontal

When setting up your display ad, we recommend including a button with a clear call to action to entice readers to click on your ad, simple design and copy and using a font size of at least 16 points for your main body text.

DEADLINES

Space Close: **November 22, 2024** | Materials Due: **December 6, 2024**

DELIVERY

Please email ad submissions to submissions@hvcb.org no later than **December 6, 2024**



Advertising Order Form

Please reserve the following space for the **2025 Meeting Planner Guide**.

DISPLAY ADVERTISING Check the appropriate box(es).

Full Page \$6,000



Full page ad

Submit at 3840x2160 px
for display at 1920x1080 px
Format .jpg or .pdf
File Size Limit: Less than 8MB

Hyperlinked Video Option
(Full page only): +\$500.00
Format: Landscape

1/2 Page Vertical. \$3,000



1/2 page ad

Submit at 1920x2160 px
for display at 960x1080 px
Format .jpg or .pdf
File Size Limit: Less than 8MB

1/4 Page Horizontal . . . \$1,500



1/4 page ad

Submit at 1002x668 px
for display at 501x334 px
Format .jpg or .pdf
File Size Limit: Less than 8MB

SUB-TOTAL \$ _____

TAX \$ _____

TOTAL \$ _____

URL or UTM for ad: _____

Payment due upon receipt of invoice. Invoices will be sent upon receipt of advertising order form. **Send Invoice to:** Advertiser Ad Agency

Fields outlined in red are mandatory.

Company Name (As will appear in directory)			Advertising Agency		
Street Address			Street Address		
City	State	Zip	City	State	Zip
Phone	Fax		Phone	Fax	
Email			Email		
Contact Name			Contact Name		

I have read and accept the conditions outlined below and wish to reserve advertising as indicated.

Advertiser or Agency Signature Date

ADVERTISING ACCEPTANCE POLICY: The following rules and conditions govern advertisements accepted for the 2025 Meeting Planner Guide. Advertising orders cancelled after the acceptance deadlines (as indicated in the media kit) will be subject to a cancellation fee of 100%. While care has been taken to ensure the insertion of an advertisement in accordance with instructions, no liability will be accepted for any loss caused by omission, alteration, or misplacement. HVCB reserves the right to amend or reject any advertisements which it considers unsuitable. The position of advertisements – except where special arrangements have been made at appropriate cost – will be at the discretion of HVCB. If available, a 10% surcharge applies for preferred positioning. Insertion orders submitted by Agencies bind both the Agency and the Advertiser to the terms and conditions of this contract. HVCB is not required to provide proofs of advertisements prior to publication. HVCB will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement. Payment due upon receipt of invoice. If payment is not received by due date, a fee of 18% per annum will be applied.

SUBMIT ALL ORDER FORMS TO: submissions@hvcb.org | **SPACE CLOSE:** November 22, 2024

TO PAY ONLINE – go to: hvcb.org/payments

TO PAY BY CREDIT CARD – provide authorization details below and send to submissions@hvcb.org

Name of Credit Card Holder (as it appears on card)			Date		
Billing Address	City	State	Zip		
Card Number	Expiration Date	CSV	<input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX		

TO PAY BY CHECK – please mail check with advertising order form to:

Hawai'i Visitors & Convention Bureau – 2270 Kalākaua Avenue, Suite 801, Honolulu, Hawai'i 96815



CONTACT US

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ORTHOGRAPHY HVCB recognizes the use of linguistic markings of the (modern) Hawaiian language including the 'okina ['] or glottal stop and the kahakō [ō] or macron (e.g., in place names of Hawai'i such as Lāna'i). We acknowledge that content created or submitted by third parties may not use the 'okina or kahakō, but we recognize and encourage the importance of using these markings to preserve the indigenous language and culture of Hawai'i.