

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: **42,000** 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).
  - Homepage and premium placements on the refreshed meethawaii.com website.
  - 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  
1920 x 1080 px - horizontal

 ½ Page ... \$3,000 + tax  
960 x 1080 px - vertical

 ¼ Page ... \$1,500 + tax  
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: **October 20, 2023** | Materials Due: **October 31, 2023**

## DELIVERY

Please email ad submissions to [submissions@hvcb.org](mailto:submissions@hvcb.org) no later than **October 31, 2023**