



IACC

Exceptional meetings. Powerful connections.



Website Advertising Guide

2016/17

Welcome to

IACCmeetings.com & IACCOnline.org

Marketing & Advertising Program

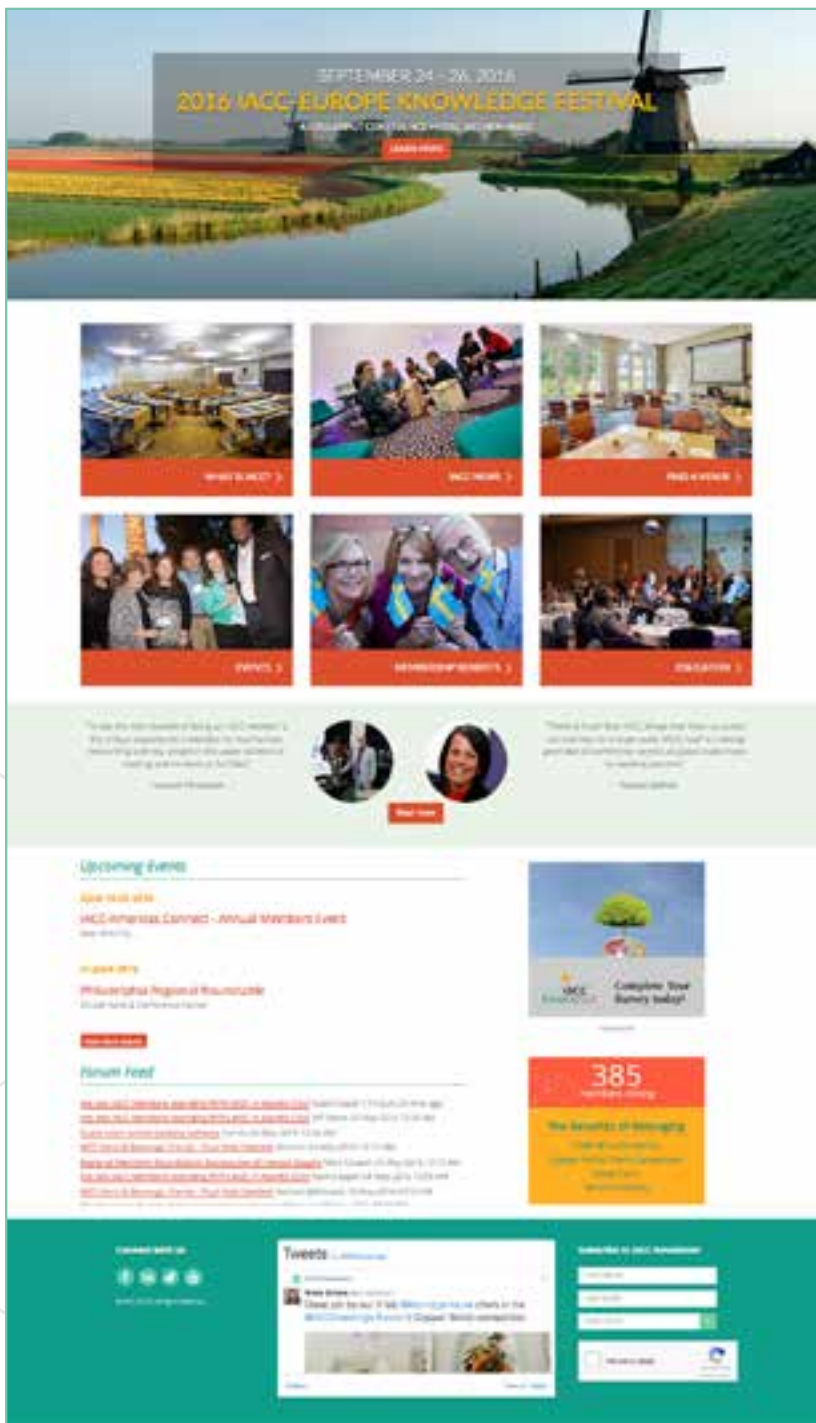
The IACC community of conference venues is the largest, most vibrant single audience of conference venues in the world.

IACC conference venues go far beyond the norm to create the kind of unforgettable service and connections that are leaving a profound impact on attendees. Meeting Planners trust IACC certified venues to deliver for their meeting, training course or conference.

Quite simply, being IACC certified and part of this exclusive meeting venue group, is a badge of honour. That kind of enthusiasm and trust to use IACC venues creates a powerful vehicle for you to build connections with Meeting Planners and to promote your property. On a daily basis, planners use the IACC website to search over 375 member venues in 24 countries, with the IACC membership growing globally striving to represent the very best venues worldwide.

Now is the time to position and promote your property to planners so you can create long-lasting partnerships. Through a variety of marketing and advertising packages, IACC offers a world of opportunity to make your brand voice heard.



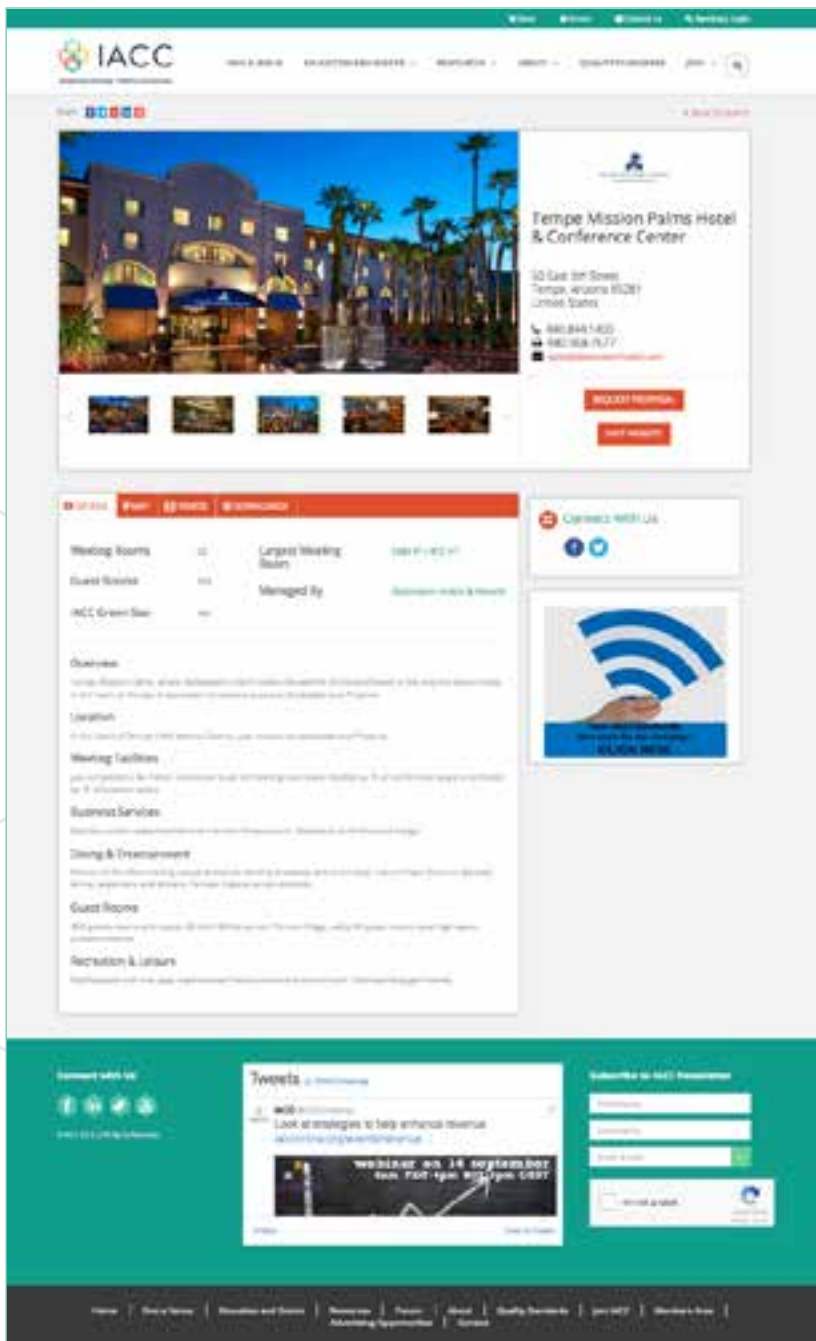


**IACC venues
host 650,000+
Meetings a year
in 385 Venues
in 24 Countries**

**A Powerful Community,
a World of Possibility**
Meeting Planners can
search effortlessly for IACC
certified venues, with the
directory optimised for
tablets and smartphones,
so they are always close to
finding their perfect venue
when on the move or in
the office.

**Meeting
Planners trust
IACC certified
venues the
world over.**

Advertising Opportunities



IACCmeetings.com directory is promoted to event buyers at trade shows, conferences and through educational workshops.

IACC provides members only with an opportunity to feature their member property in IACC's new Member Directory. You can choose from a number of exciting new combinations of powerful marketing and positioning opportunities in the new website.

Some packages are limited in number, so act now to ensure you secure the best marketing opportunities for your conference venue!

Advertising Packages

Available Exclusively to IACC Members

IACCmeeting.com home page is the page all event buyers and meeting planners start their search for their next certified IACC meeting venue. There are a limited number of advertising placements (each 300x250px), on this homepage. IACCmeetings.com promoted extensively to buyers.

Where better than the first landing page for Meeting Planners, to feature you're property, than the first landing page of the IACC Meeting Planner directory.

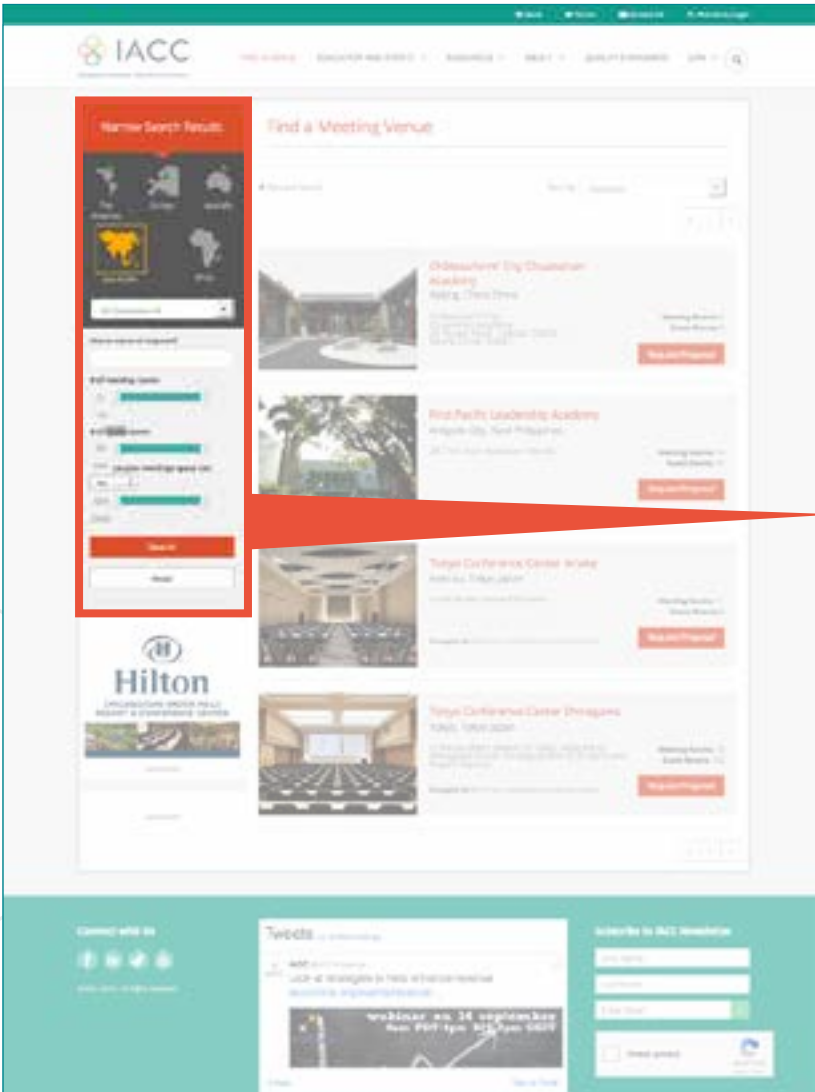
List your property for **12** months for **\$4,000** and fast-track Planners to your directory page!



IACC promotes the IACC Venue Directory to Planners at no less than 10 events & Trade Shows Worldwide each year.



Exclusive meeting venues, by design



IACC Find a Venue Search Results Page - Channel Advert

Place your property advert against a range of search results, including by Country or State/County and give your property a greatly enhanced presence when planners return search results.

IACC Find a Venue Search Results Page Package Options

- **By State/County**

12 months for \$2,900

- **By Country**

12 months for \$3,850

All adverts contain a hyperlink directly to your website.

Fast-track Planners to your directory page!

Advertise on the Why Meet with IACC page (Limited Advertising Slots Available)

12 month listing for \$1,900

This page provides Meeting Planners with all the reasons why they should choose an IACC certified conference venue for their next meeting.

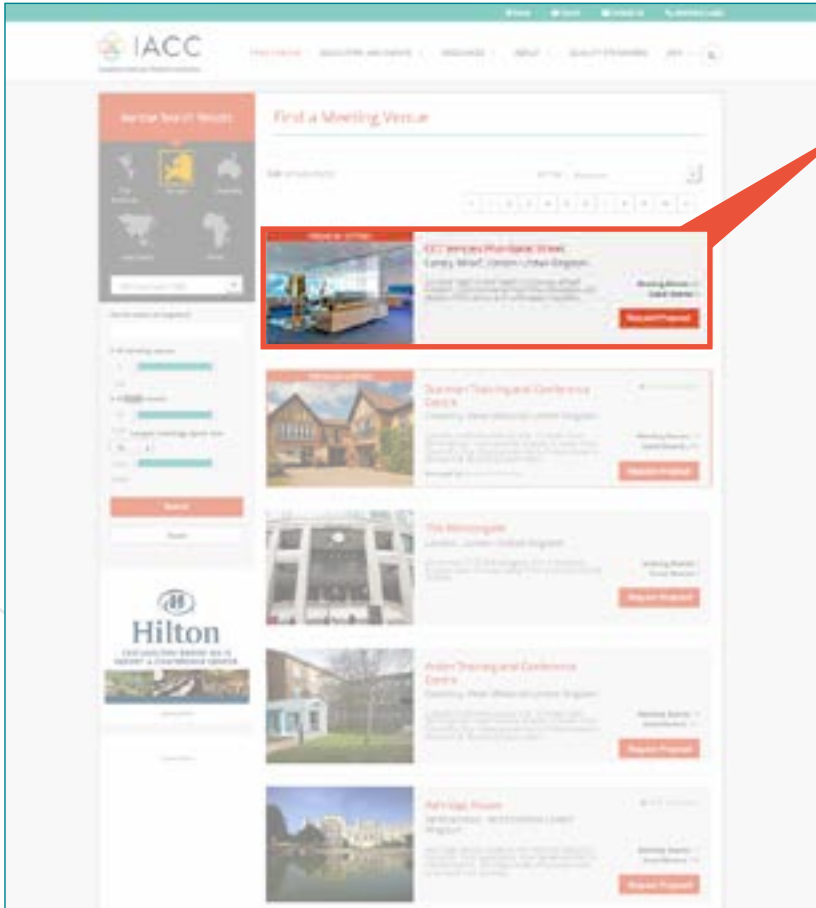
Broadband Estimator

Place your property advert on IACC's popular Broadband Estimator page, used by Meeting Planners.

12 month listing for \$1,900



The IACC venue directory offers a powerful search tool for buyers



Premium Listing / Property Listing

12 months column advert for \$4,000

IACC's Premium Listing

IACC's popular premium listing remains an important package offered to IACC members, with Premium Listing members receiving a range of enhancements to their property page on the IACC Find a Venue directory:

- Priority ranking on search results. Page Includes: Address/Contact Information, SEO Optimised, Overview, Location, Meeting Facilities, Services, Dining & Entertainment, Accommodations, Recreation, Key Personnel (updatable by member)
- Large Engaging Flash Animation, Slideshow of up to 12 Photos with captions
- Prominent External Link to Your Website URL
- Links and Logos of Social Media Sites
- Link to Member Contact E-mail Address
- Link to Google Interactive Map with Address
- Special Promotions/Hot Dates & Rates
- Unlimited Documents and Downloads, (Ability to upload brochures, images, menus, audio etc...)
- Management Company Logo and Link to IACC Member Page of Management Company, if applicable
- Listing and Link from Management Company IACC Listing Page
- Embedded Promotional YouTube Video

IACC Premium Listings Package

12 month listing* for \$995 or 24 months for \$1,800**

* Premium Listings

** Per member property

Contact us!
info@iacconline.org

IACC venues are curators of exceptional meeting experiences