



Marketing Opportunities

Acclaim Meetings is part of the American Marketing Group, Inc. (AMG), an international marketing organization with over 39 years of travel industry experience.

AMG is business-to-business company serving the travel management companies and their corporate clients to provide greater visibility for your company in the growing area of meetings and incentives. AMG's affiliate companies and their licensees include: TravelSavers, Agent24, TWIN, NEST, and *The Affluent Traveler*.

Acclaim Meetings offers a stand-alone, premium marketing program designed to increase visibility and revenue for our preferred suppliers. Acclaim Meetings reaches over 3800 worldwide travel management companies, corporate travel planners and independent meeting planners involved in planning and managing corporate meetings and events.

By partnering with us, Acclaim acts as an extension of your sales and marketing team and brings an innovative approach to reaching this powerful, untapped market.

Our Audience

The Acclaim audience consists of over 3800 travel management companies, corporate travel departments and independent meeting planners. These distribution channels look to Acclaim Meetings as a resource when planning and executing their corporate meetings and events. No other organization offers the channels of meeting distribution, access to the marketing resources and most respected suppliers in the industry.

Acclaim is unique in that we bring together both the travel and meetings industries, by combining the power of our suppliers with access to all channels of distribution – travel management companies, corporate travel departments and independent meeting planners.

Acclaim prides itself as being unique in that we are able to handle all aspects of the client's meeting objectives. Starting with site selection, we also have the ability to handle ticketing, ground transportation, entertainment, audio/visual, destination management, drayage, registration and more. Our licensees know that with one phone call, all of their needs can be met by working with Acclaim Meetings.

Power in Numbers

According to a recent *Plan Your Meetings* survey, meeting professionals are responsible for a large percentage of the \$122 billion spent on meetings per year!.

Are you getting your fair share?

We listen to our clients and understand the market. Our corporate meeting planners, travel management companies and independent meeting planners are increasingly being asked to plan, manage and execute meetings and they turn to Acclaim for all of their resources..

Acclaim also provides our preferred suppliers with a variety of marketing and communication vehicles targeted directly to those planning and executing meetings. As a preferred supplier of Acclaim, you can reach this important audience in the following ways.

Marketing Vehicles

Electronic Marketing

Website Advertising

Acclaim Meeting uses cutting edge technology to quickly distribute your message to our licensees. Numerous opportunities are available to promote your message - from our member extranet to our general home page. Options include: skyscraper, banner ads and splash pages.

Featured “Supplier of the Month” Program

Spotlight your company for an entire month with our exclusive Supplier of the Month program. Your company will be highlighted for 30 days, 24/7. This premium program is the single best way to have your company marketed to our travel management companies, corporate travel departments and independent meeting planners. Program includes: banner or skyscraper ad on all pages including our home page, a 50 word article in our *Acclamations* newsletter, listing in Special Offer section and one webinar sponsorship.

Customized Electronic Marketing Programs

Brand your product or destination through regular email communications sent to all distribution channels so that they think of you first when they are planning their corporate meetings.

“Acclamations” Newsletter

Our electronic newsletter distributed to Acclaim travel management companies, independent meeting planners and corporate travel departments on a monthly basis. Reach the decision maker at his place of business, via their mobile device or on the road.

Webinars

Sponsor our bi-weekly agency webinar. These highly interactive, online demonstrations are 30 minute presentations designed specifically for our distribution channels. Speak directly to this coveted audience, present your product or destination and be able to answer their questions on the spot.

Special Offers and Incentives

Promote any last minute deals and programs that your company is offering. Whether you need to fill last minute room blocks or to announce a weekly special, you can choose from a selection of electronic distribution methods including e-postcards and e-news blasts to get your message out to your audience.

Face-to-Face Marketing

Regional Meetings

Present your company directly to the decision makers at one of our regional meetings held throughout the year. This supplier friendly environment is the perfect showcase to highlight your product or destination and meet the companies who will contract your services.

Trade Show Opportunities and Annual Meeting

Meet face-to-face with the decision makers during one of our trade shows throughout the year. Minimum 10' x 10' booth space is required.

Direct Marketing Programs

Customized Direct Mail Marketing Programs

Monthly communication targeted specifically to the audience that you choose. Be able to market directly to the end-user with a fully customized, direct mail campaign. A wide variety of targeting options can be chosen from including geographic, market segment, and demographics. We've created a portfolio of professionally designed marketing pieces, including postcards, magazines and brochures. We produce and distribute to your chosen target audience on your behalf.

Print Advertising

***Affluent Traveler* magazine**

This upscale, coffee table publication showcases world-class luxury experiences around the globe. An insertion in this high-end magazine is bound to increase both awareness and interest in your property.

AgentEdge and FOCUS

These 4-color, printed publications are published six times annually. They are used as an informative training tool to educate our agencies on how to maximize profits with our preferred suppliers, distribute industry news and information and keep them abreast on our new suppliers and hoteliers.

Other Marketing Opportunities

Customized Marketing Programs

Create a totally unique program using our in-house creative department. With Acclaim we can create a distinct campaign based on your needs and targeted audience.

Contact Information

For additional information or if you have any questions please visit our website at www.acclaimmeetings.com, contact our Executive Vice President, Anne Marie Moebes at amoebes@acclaimmeetings.com or call 516-624-6071.