

# e-newsletter spec sheet

## SPONSORSHIP OPTIONS

- A** Banner Sponsorship
- B** E-vertorial Sponsorship (consists of text and logo)
- A & B** Exclusive Sponsorship (includes both banner & evertorial)

## SPECIFICATIONS

### Banner ad

- banner
  - accepted formats, jpg or gif
  - 728 X 90 pixels, 72 dpi, 30K
  - no flash, javascript or animated gif

### E-vertorial

- logo
  - jpeg or gif format
  - 150 x 150 pixels, 72 dpi, 30K
- text
  - 75 words

## MATERIALS CHECKLIST

### Banner ad

- banner file
- url link

### E-vertorial

- sponsorship name
- logo
- text
- url link(s)

*PLEASE NOTE:* for exclusive sponsorships, include all materials listed for both banner AND e-vertorial

## FILE TRANSMISSION

To submit all documents please upload them to our FTP directly as compressed .zip files:

FTP: <http://uploading.meetingsfocus.com/internet>  
 user name: *SmmFTP*  
 password: *Smm411*

Once connected to our FTP, place files in the **Meetings\_Focus** folder and identify them by company name, (i.e. *company\_room2.jpg*) Please send a confirmation email to [focus.production@meetingsmedia.com](mailto:focus.production@meetingsmedia.com) when completed.


## MEETINGS MEDIA CONTACT

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Any further questions should be directed to [focus.production@meetingsmedia.com](mailto:focus.production@meetingsmedia.com).



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May 8, 2008

| NEWS & EVENTS  | HOT DEALS  | CITY GUIDES   | WEBINARS   |
|--|--|---|--|
| <p><b>Coastal Mexico</b><br/> <b>Thirst for adventure</b><br/>                     by MARLENE GOLDMAN</p>  <p>• Riding the ecotourism wave is a breeze in Mexico. The coasts are filled with a grab bag of opportunities, from kayaking in Los Cabos to zip-lining in the Riviera Nayarit. Sun, sand, desert, and mountains all play into the equation, as destinations increasingly cater to groups looking for outdoor adventure.</p> <p>"We had a recent study of motivations for travel of the American market into Mexico," says Rodrigo Esponda, director of the Midwest region for the Mexico Tourism Board. "One of the motivations was to do outdoor activities, ecotourism and adventure."</p> <p>Esponda predicts the demand for ecotourism will grow over the next few years.</p> <p><a href="#">click here for more...</a></p> <p><b>Sponsor</b></p> <p><b>The Westin Resorts Mexico</b></p> <p>The Westin Resort &amp; Spas of Mexico offer a revolutionary new program that changes event planning: "The Virtual Planner." Designed to put complete customization online, this program uses a state-of-the-art 3D interface, with navigable, realistic models of all event space available at the resorts. Through this incredible new program, details such as menu options, A/V equipment, linen color, and furniture and entertainment layouts can all be electronically tailored to the planner's delight.</p> <p>For more information, visit <a href="http://www.westin.com/virtual">www.westin.com/virtual</a></p> | <p><b>Mexico on the Move</b></p> <p>With a flurry of new master-planned communities and resort hotels, Mexico is experiencing a growth spurt along its coastline.</p> <p><b>Baja California Peninsula</b></p> <p>Los Cabos is particularly busy with new construction.</p> <p>Master-planned communities include the Chileno Bay Club on the Sea of Cortes, featuring a private marina and yacht club, the Inn at Chileno Bay and two golf courses. Puerto Los Cabos is another community spanning 1,900 acres along three miles of Sea of Cortes beachfront. The community features five-star hotels, a 535-slip marina and two golf courses.</p> <p><a href="#">click here for more...</a></p> <p><b>Sponsor</b></p> <p><b>The Abbey Resort &amp; Spa</b></p> <p>Located just 80 miles from Chicago and 50 miles from Milwaukee, The Abbey Resort &amp; Spa, nestled on 90 acres of beautifully manicured grounds, was totally renovated in 2005. The only full-service resort on the shores of Lake Geneva, The Abbey is an ideal destination for meetings and conferences, offering over 40,000 square feet of flexible meeting space. The Abbey is within 15 minutes of some of the finest championship golf courses in the Midwest and features the newly renovated 35,000-square-foot AVANI Spa, offering the latest in spa services and amenities.</p> <p>For additional information, visit <a href="http://www.theabbeyresort.com">www.theabbeyresort.com</a> or call (800) 709-1323.</p> | <p><b>High-Design Alternative</b></p> <p>Dallas has lots of boutique hotels. We're a high-design affordable alternative. We're very service oriented and offer a unique experience that's casual and informal. Lifestyle is about how the guest feels. That's the difference," says Elaine Garner, director of sales and marketing for the new NYLO Plano at Legacy. "Meetings are very important to us. There are lots of Fortune 500 companies here and lots of demand for meetings of 20 to 30 people."</p> <p><a href="#">click here for more...</a></p> <p><b>Sponsor</b></p> <p><b>MGM Grand</b></p> <p>MGM Grand offers the Maximum Vegas<sup>SM</sup> experience, with nationally acclaimed restaurants like L'Atelier de Joël Robuchon, exhilarating nightlife at Studio 54 and Tabu Ultra Lounge, and entertainment like KÀ Cirque du Soleil. Accommodations include the Grand Tower, West Wing, the all-suite Signature at MGM Grand, and SKYLOFTS. With all this and an award-winning conference center and newly opened Marquee Ballroom, MGM Grand has everything under one roof—a meeting planner's dream come true.</p> <p>For more information, visit <a href="http://www.mgmgrand.com/meetings">www.mgmgrand.com/meetings</a></p> | <p><b>Industry News</b></p> <p><b>Sprawling Resort Set for SoCal</b></p> <p>Construction is under way on the Terranea Resort, a 102-acre property located in Rancho Palos Verdes, Calif., about 16 miles west of Long Beach.</p> <p><a href="#">complete story...</a></p> <p><b>Santa Fe Resort Set to Complete Renovations</b></p> <p>The Inn and Spa at Loretto plans to finish a \$7.5 million refurbishment this month.</p> <p><a href="#">complete story...</a></p> <p><b>Great Wolf Lodge Opens in Washington</b></p> <p>The Great Wolf Lodge Grand Mound (Wash.) held its grand opening April 28.</p> <p><a href="#">complete story...</a></p> <p><b>Santa Barbara Resort Completes Spa Renovation</b></p> <p>Fess Parker's Doubletree Resort, located on 23 beachside acres here, finished its spa expansion and renovation.</p> <p><a href="#">complete story...</a></p> <p><b>Videos of the Month</b></p> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">  </div> <p><b>North Lake Tahoe VCB Tahoe City, California</b></p> <p><b>Hawaii VCB Honolulu, Hawaii</b></p> <p><b>The Broadmoor Resort Colorado Springs, Colorado</b></p> <p><b>Mau Visitors Bureau Maui, Hawaii</b></p> <p><b>Hot Deals</b></p> <p><b>Kohala Coast, HI Mauna Lani Resort \$200</b><br/>                     7/19/2008-7/24/2008</p> <p><b>Park City, UT Park City Convention &amp; Visitors... \$125</b><br/>                     6/22/2008-6/28/2008</p> <p><b>Ojai, CA Ojai Valley Inn &amp; Spa \$300</b><br/>                     6/22/2008-6/28/2008</p> |
| OVER 30 PROPERTIES<br>30,000 GUEST ROOMS<br>1,000 MEETING ROOMS<br>2.5 MILLION SQUARE FEET OF MEETING SPACE  |  |   |  |
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sample e-newsletter

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