



IACC

Exceptional meetings. Powerful connections.



# Website Advertising Guide 2018

# Welcome to

## IACCmeetings.com & IACCOnline.org

### Marketing & Advertising Program

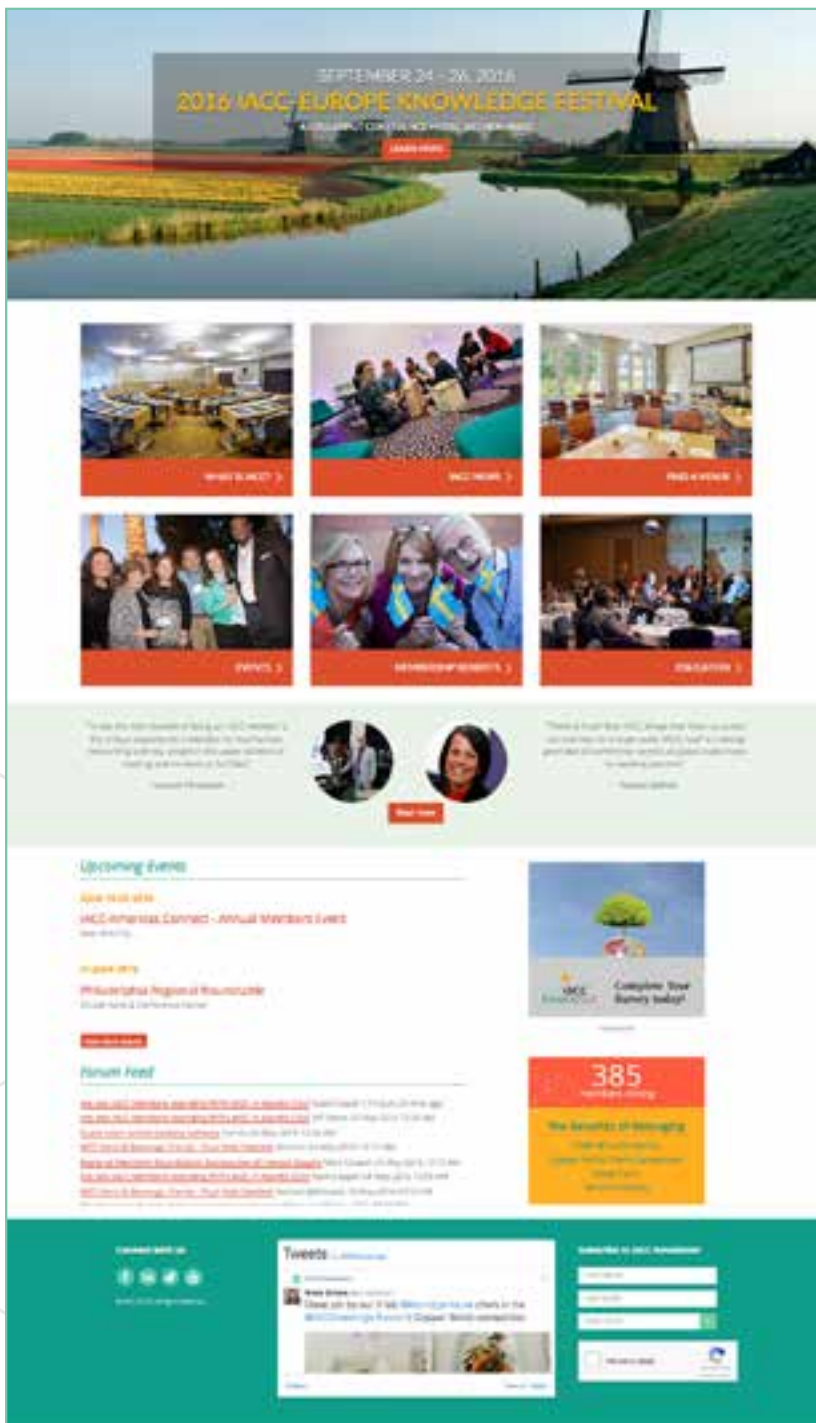
**The IACC community of conference venues is the largest, most vibrant single audience of conference venues in the world.**

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 300 member venues in 25 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.



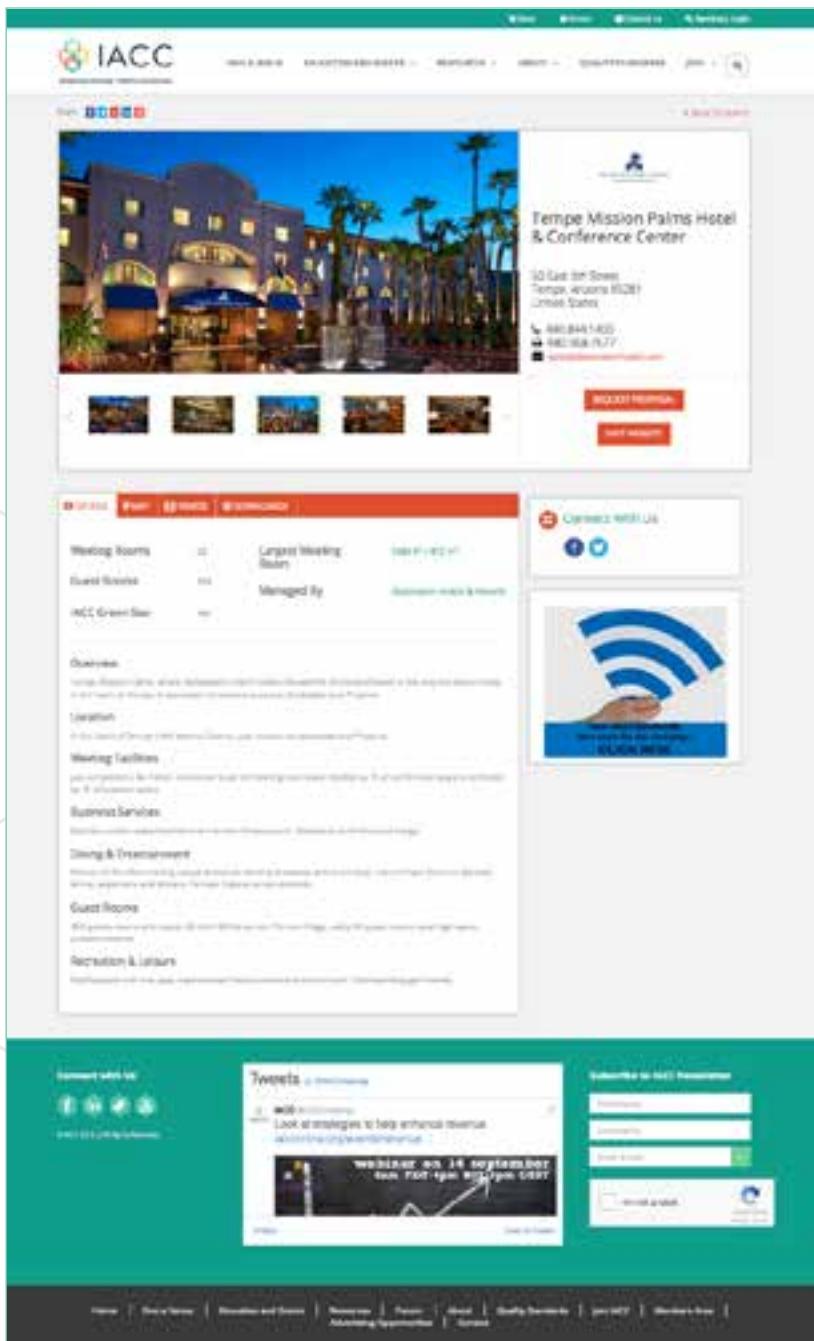


**IACC venues  
host 650,000+  
Meetings a year  
in 300 Venues in  
25 Countries**

**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.

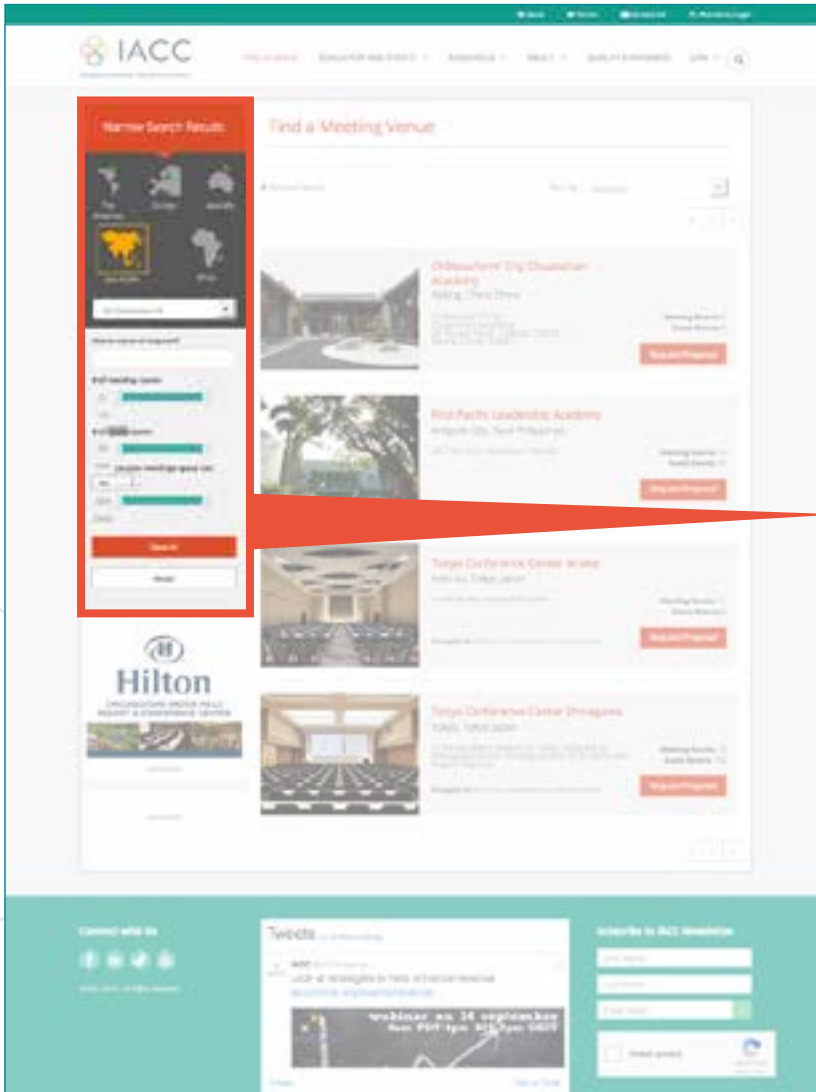
List your property for **12** months for and fast-track Planners to your directory page!



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 \$1,500**

- **By Country**

**12 months for \$2,500**

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 \$900**

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

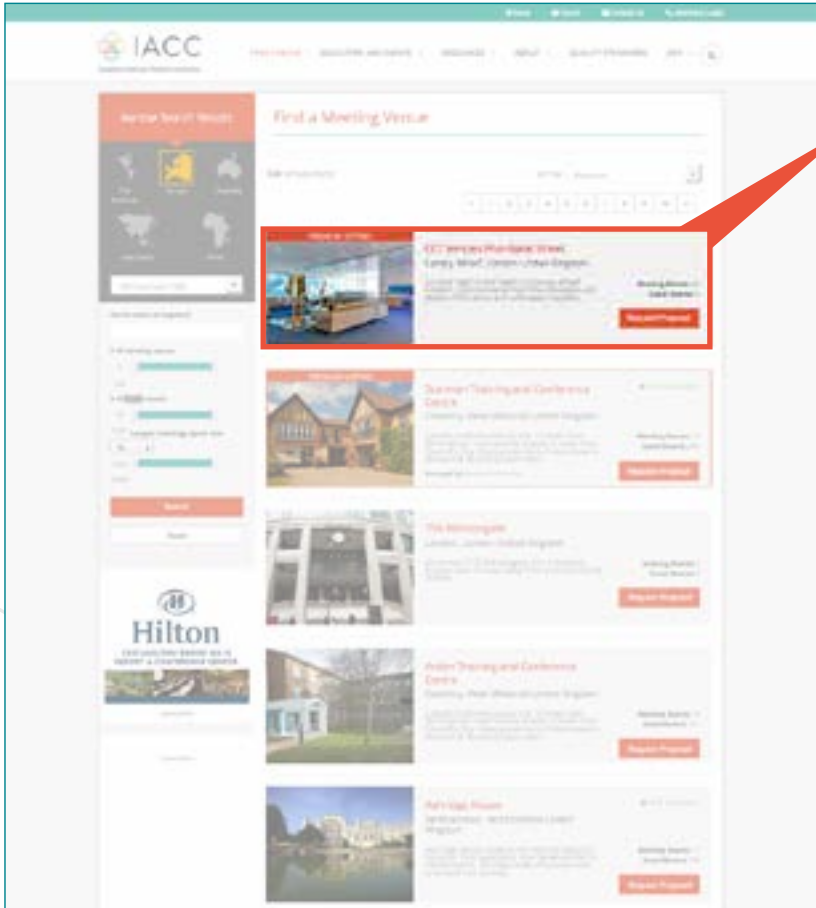
## Broadband Estimator

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

**12 month listing for \$900**



The IACC venue directory offers a powerful search tool for buyers



## Premium Listing / Property Listing

**12 months premium listing advert for \$585**

### 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 \$585\*\*  
or 24 months for \$1,000**

\* Premium Listings

\*\* Per member property

**Contact us!**  
**info@iacconline.org**

IACC venues are curators of exceptional meeting experiences