



Media Kit

2025



PCMA is the world's largest, most respected and most recognized network of business events strategists.

Our members are industry leaders.

With 8,200+ members and 50,000 business event stakeholders, PCMA has influence globally with activities in 59 countries, and 17 chapters.

We are the global leader in business events.

Not only in terms of numbers, but also through our transformative vision for this industry.



This industry is about more than events.

Social and economic progress.

Professional and personal development.

Business growth and organizational success.

PCMA Vision.

We drive global economic and social transformation through business events.



Your guide to PCMA

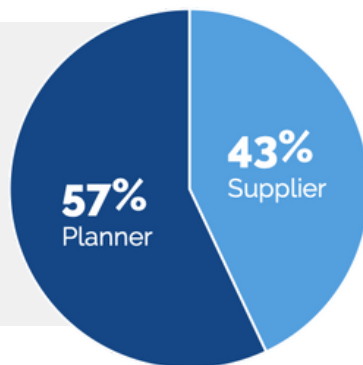
Print Advertising

Learn more about our audience.

Convene magazine, published by PCMA since 1986, is the leading meetings industry publication, providing fresh perspectives on industry news, peer to-peer examples of innovative approaches to planning and executing business events, and thought leadership. The only industry publication that offers educational content for CMP certification, Convene tackles larger business and societal issues and connects them directly to the work of events — always seeking to underscore their potential to be a catalyst for economic and social progress.

8,200+ Members in 17 Chapters

72% Association
15% Corporate
13% Independent



Convene Circulation

PRINT

31,844

DIGITAL

4,156

TOTAL

CIRCULATION

36,000

EMAIL EDITION

22,000

PLAN AN AVERAGE OF

34

MEETINGS PER YEAR

68%

HAVE 10+ YEARS OF EXPERIENCE IN THE INDUSTRY

78%

ARE KEY DECISION MAKERS

38%

ARE PROFESSIONALS AT ASSOCIATIONS WITH 10,000+ MEMBERS

30%
OF THEIR ANNUAL CONFERENCES EXCEEDED **5 MILLION** IN ECONOMIC VALUE

1,300,000+ POTENTIAL MEETINGS

960,000+

WITH LESS THAN 100 ATTENDEES

335,000+

WITH 50 TO 100 ATTENDEES

83,000+

WITH MORE THAN 500 ATTENDEES

Convene Cover

There's no better location than right up front.

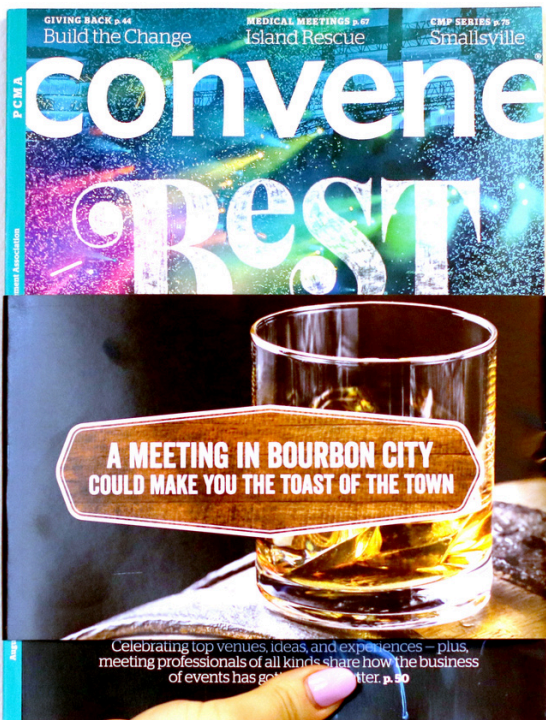
Choose from creative display options, including French Door, Post-It Note Sticker, Belly Band, Gatefold, Front Cover Gatefold, or Reverse Cover.



French Door



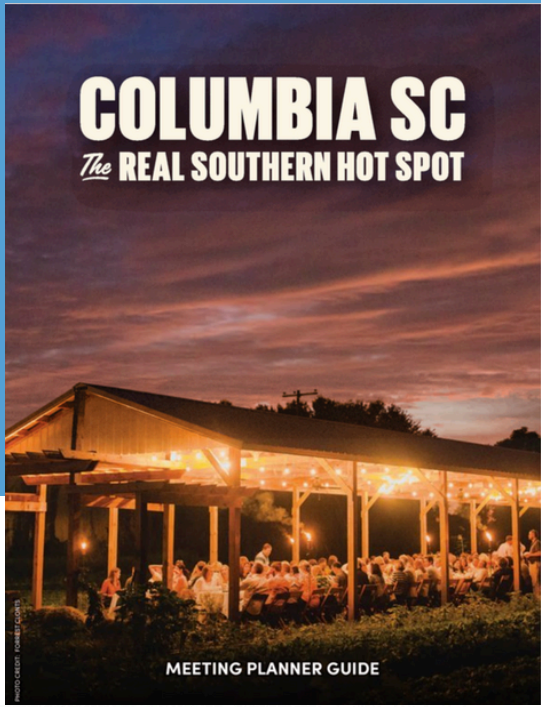
Post-It Note Sticker



Belly Band



Reverse Cover



Custom Publishing Inserts and Outserts

Give Convene's audience something they will hold on to. Customized options begin at 2-page inserts and outserts. Option to collaborate with the PCMA editorial team for custom written content.



Convene Advertising

PCMA's award-winning magazine is recognized as the industry's most-read and trusted publication. With premium advertising placements and various ad size options, it's an ideal platform for sharing your message with an engaged audience.

Distribution: 92% U.S., 3% Canada, and 5% International.

MEET LEADING-EDGE INNOVATORS ON LAIDBACK BEACHES

MEET Los Angeles

MEETLA.COM

What Do You Make?

By Christopher Davis, Barbara Palmer, and Michelle Russell

CAESARS FORUM LAS VEGAS | 2020

WITHIN WALKING DISTANCE OF 20,000 ROOMS AND SUITES

THE TWO LARGEST PILLARLESS BALLROOMS IN THE WORLD

550,000 SQ. FT. OF FLEXIBLE MEETING SPACE

WWW.CAESARSFORUM.COM

WWW.CAESARSMEETINGS.COM

Standard ad sizes include:

- Full Page
- Half Page
- Third Page

Behind the Scenes

A Senior Moment

Host of the 2019 All-Star Game

WORK WITH US

In Cleveland, we work hard but believe all that hard work should be rewarded. Maybe that's why meetings here include plenty of options to get down to business after you're done.

THISISCLEVELAND.COM/MEETINGS

THERE'S A MEETING FOR THAT

Living the Future Today

PUSHING BOUNDARIES: WORLD'S FIRST DOUBLE LEED PLATINUM CONVENTION CENTRE

VANCOUVER

LEED PLATINUM

Premium Placements include:

- COVERS: Inside front, inside back, outside back

Marriott

WHEN OUR INNOVATION ELEVATES YOUR GAME

SUCCESS MADE HERE

Marriott Rewards, Marriott Bonvoy, Marriott Hotels, Marriott Vacation Homes, Marriott Living

Looking Ahead

Tolerance Is Not Good Enough

EVENTS THAT INSPIRE MOMENTS THAT AMAZE

Universal Meetings & Events

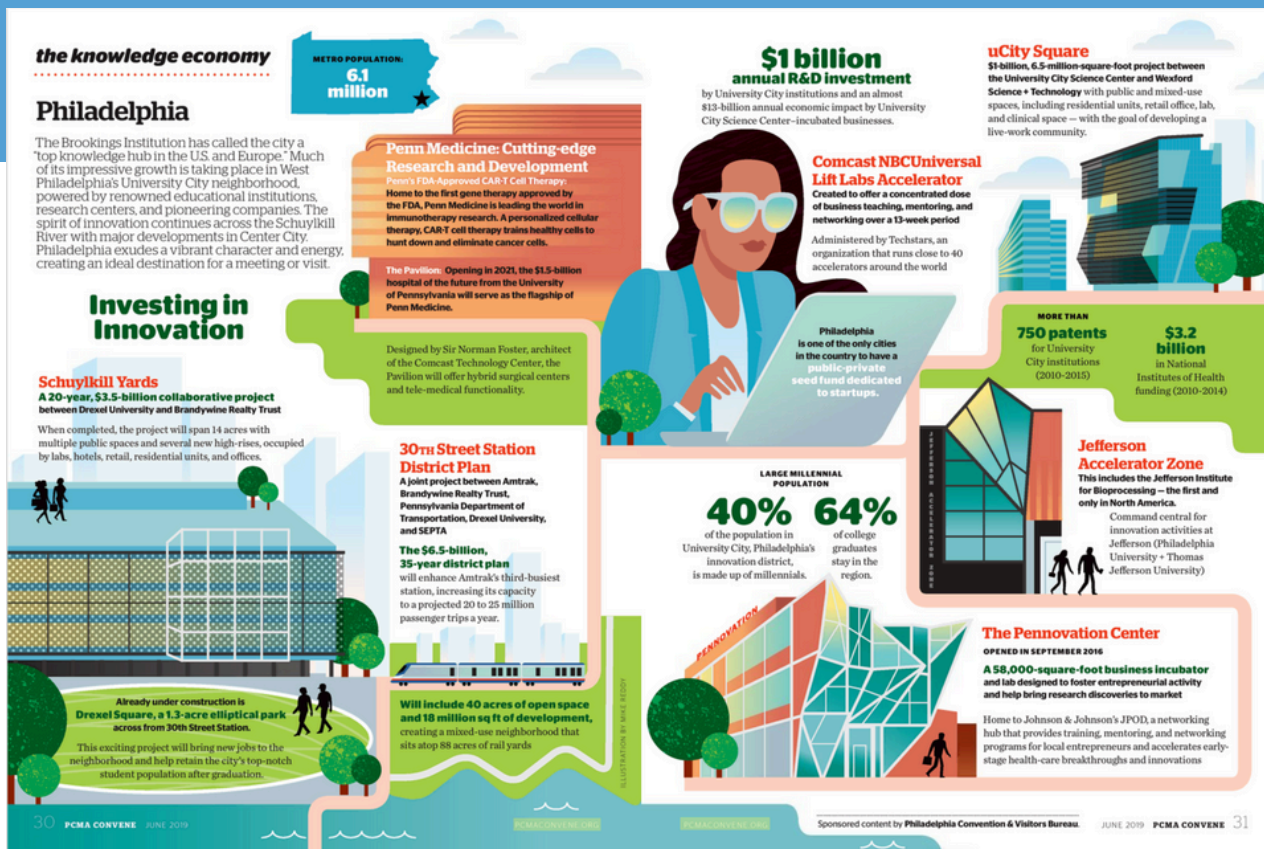
Across from table of contents

Across from Editor in Chief

Across from President-CEO

Custom Profiles

Work with Convene's team of writers to create custom profiles for your organization.



Knowledge Economy:

A two-page spread infographic with custom illustrations that showcases a destination's knowledge, industry clusters and infrastructure supporting events — as well as its iconic elements, cultural attributes, food scene, and attractions.



Places & Spaces:

A two-page spread featuring the unique features of your destination, hotel, or venue.



Out & About:

A two-page spread that showcases a destination's neighborhoods in relation to its convention center and hotel district, brought to life by a custom illustrated map. Emphasis is on the ways attendees can experience a destination's character, including walkability, public-transit, and more.



Planet & People:

A highly visual, two-page spread infographic telling a destination or venue's sustainability story. The spread is intended to demonstrate how the organization is a good steward of the community.



Convene on Location:

A Convene writer is hosted on location and writes about the experience from the planner perspective. A six-page package – can include up to 3 pages of partner advertising.



Event Tech Profile:

A two-page spread featuring the unique features of a platform or digital service, along with quotes/mini case study from a client, infographic info (like number of events hosted, how many views, etc.), images that convey specific features, and an easy-to-understand description of benefits.



Leadership Profile:

Leader full page interview with full page ad opposite.

To view examples of each custom profile click on each custom profile.


Special Sections

Polished, engaging, and impactful, Convene special sections are a great way to tell your organization's story with a combination of advertising and advertorial content.


SPONSORED CONTENT
SUSTAINABILITY SPOTLIGHT

Sustainable Experiences Shine at International Convention Centre Sydney

By David McMillin



Rays the roof ICC Sydney runs on approximately 25 percent renewable energy, including an on-site solar power system that can produce up to 270 kWh per day.



Calculating the culinary experience Every item on ICC Sydney's six core menus has undergone a carbon footprint analysis, with more than 100 dishes earning a carbon-friendly badge.

In 2023, International Convention Centre Sydney (ICC Sydney) hosted 500 events that covered a wide range of industry sectors, but they all shared one thing in common: They made a small impact on the planet and a big impact on the local community. As the events industry works to meet ambitious sustainability goals, ICC Sydney shares three tips to inspire more organizers to take action at their own events.

Sustainability Starts Before the Event Long before attendees arrived for the Australian and New Zealand College of Anaesthetists (ANZCA) Annual Scientific Meeting in 2023, the organization considered their potential environmental impact. ANZCA partnered with ICC Sydney to conduct a pre-event carbon footprint calculation and to create a carbon credit model. For \$2 per day, attendees could offset their impact. Nearly half of attendees opted into the program, helping the organization offset more than 300 tons of carbon.


Small Details That Make a Big Difference A table centerpiece at a banquet may not seem a lively life-changing element, but at ICC Sydney, it can positively impact someone in need. ICC Sydney has a longstanding partnership with Matthew Talbot Hostel, a space that serves meals for up to 350 unhoused men each day. Event professionals can opt to take part in ICC Sydney's Edible Centerpieces Initiative, which, in addition to diverting organic food waste, replaces traditional floral arrangements with table centerpieces made with seasonal fruits, vegetables, and herbs that are donated to Matthew Talbot Hostel after the event.

What's on the Menu Matters Organizers at Fully Charged LIVE Australia, a two-day celebration of electric vehicles at ICC Sydney, used the event menu to remind nearly 14,000 attendees that what they eat plays a crucial role in caring for the planet. Three-quarters of the options were vegetarian or certified as low-carbon. Dishes such as slow-cooked Tasmanian salmon, confit eggplant, and zucchini tartare, and coconut chicken proved a valuable lesson: What's delicious on the plate can also be great for the planet.

Put Your Event on the Pathway to Net Zero As a founding signatory of the Net Zero Carbon Pledge and a winner of UFI's Sustainable Development Award, ICC Sydney is leading the industry forward to a brighter future. Visit [ICC Sydney.com](https://www.iccsydney.com) to learn how the venue helps event experiences shine.

Contact ICC Sydney — Helen Mantellato, Senior Manager, Business Development, International & Exhibitions; +61 2 9215 7100; sales@iccsydney.com; [iccsydney.com](https://www.iccsydney.com)

72 PCMA CONVENTS MARCH / APRIL 2024 PCMA.CBQ



LOOKING FOR MORE?

MORE STATE OF THE ART FACILITIES
MORE MEANINGFUL EVENT EXPERIENCES
MORE ENVIRONMENTAL SUSTAINABILITY

ICC SYDNEY
PROUDLY MANAGED BY ASM GLOBAL
SALES@ICCSYDNEY.COM | +61 2 9215 7100 | [ICCSYDNEY.COM](https://www.iccsydney.com)

IN PARTNERSHIP WITH
BUSINESS EVENTS AUSTRALIA

Available Sizes Include

Half Page Horizontal
(½ page horizontal ad +
½ page advertorial)

Full Page
(1 full page ad +
1 full page advertorial)

Two Page Spread
(2-page ad +
2-page advertorial)

Advertorial Page Includes

Main story
Crafted by a PCMA
writer with your input

Photographs
One or more high resolution
images accompanied by captions

Off the Top
You choose key facts, such as stats
and contact information

Plus Three Add-Ons

Don't Miss
What to see and do

Who Knew?
Interesting tidbit

In Other Words
A quote you would
like to share

Local Flavor
Food-related item

Coming Soon
Events on the calendar

And One More Thing
A catch-all category

Protocol
Relevant info on travel

Access
How you get there;
flight availability



Your guide to PCMA

Digital Advertising

Digital Advertising with PCMA

Align with PCMA — the world's largest, most respected and most recognized network of business events strategists.

Why?

Position your brand and advertise to a highly engaged audience of 50,000+ with 60,000+ monthly site visitors.

OPPORTUNITIES INCLUDE:

High-Impact Advertising & Retargeting
Brand Engagement
Events



Web Banners + Retargeting

Be top-of-mind by positioning your organization on PCMA.ORG

VVG360
Full Service Venue Management

We manage

- 240 DIVERSE VENUES
- 60 CONVENTION CENTERS
- 800+ MEETING ROOMS
- 9.7M SQ. FT. SPACE

LEARN MORE

CONVENE MAGAZINE CEMA ELI PCMA FOUNDATION ABOUT DO BUSINESS WITH PCMA APAC EMEA LATAM ACCOUNT SEARCH

pcma THE PLATFORM FOR THE BUSINESS EVENTS INDUSTRY

READ NEWS & TRENDS CONNECT COMMUNITY ATTEND EVENTS LEARN COURSES & CERTIFICATIONS Catalyst

The #1 platform for business event professionals

Begin your annual PCMA membership today to plug into unlimited industry connections and priceless career benefits.

PCMA memberships build careers and community

Accelerate your career and make lasting local and global connections. Join the 7,000 professional & student members and 100,000+ business event stakeholders across North America, APAC, EMEA, and LATAM.

Stay Relevant
PCMA remains at the forefront of business event news and trends—and is known to set them. Learn how PCMA members stay far ahead of the curve of industry innovation and evolution.

Stay Connected
Your network is your best asset, and PCMA makes it easy to foster meaningful connections. Learn about our community benefits for PCMA members, from local chapters to robust online platforms.

Stay Engaged
The secret to getting the most out of our industry-leading events? Attending as a PCMA member. Learn how our community gets the best return and experience for their investment.

Stay Educated
PCMA is committed to offering the most value in executive level education. Learn how exclusive course savings put cost of an annual membership right back in your pocket.

WEB BANNER OPPORTUNITIES:

Homepage Top Pushdown

Homepage Interstitial

Homepage Anchor

Run-of-Site Top Pushdown

Run-of-Site Anchor

Visit Orlando

WHERE MATCHING LANYARDS + ARE WORN PROUDLY

PLAN NOW >

CONVENE MAGAZINE CEMA ELI PCMA FOUNDATION ABOUT DO BUSINESS WITH PCMA APAC EMEA LATAM ACCOUNT SEARCH

pcma THE PLATFORM FOR THE BUSINESS EVENTS INDUSTRY

READ NEWS & TRENDS CONNECT COMMUNITY ATTEND EVENTS LEARN COURSES & CERTIFICATIONS Catalyst

Want to Future-Proof Your Events? Delight a Gen Z Audience.

Freeman's recent Gen Z Report suggests tactics to start cultivating this growing attendee base.

Diversity & Inclusion CHP Series Business of Events Technology Career & Leadership

WE'RE PCMA

We connect, educate, & inspire business event professionals.

Learn More

What's Retargeting?

A form of online advertising where ads are served to users who have previously interacted with your brand.

E-Newsletters

Showcase your banners in PCMA's daily, weekly, and monthly e-newsletters.



E-newsletters reach a peak total of **35,500** recipients and have various schedules to fit your advertising needs.

E-NEWSLETTER	CONTENT	SCHEDULE	CIRCULATION	OPEN RATE
ThisWeek @PCMA	All things PCMA as well as the latest industry wide news and developments.	Weekly (Tue)	15,500	22%
The Raise	Designed to help readers brush up on their skills and search for career opportunities.	Weekly (Thu)	8,000	26%
News Junkie	Breaking news in the meetings industry featuring six news items from the previous 24 hours.	Daily (Mon-Fri)	12,000	25%

E-Newsletters

EMEA Connect Newsletter



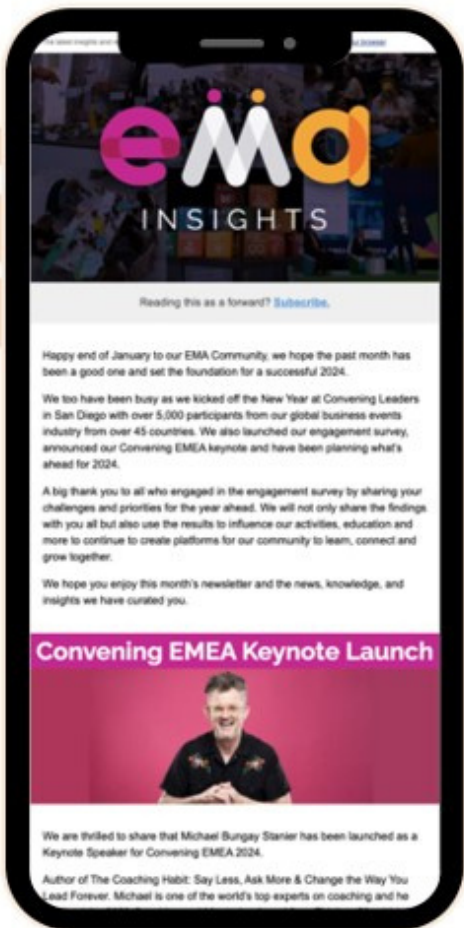
CIRCULATION:	4,345	OPEN RATE:	30%
---------------------	--------------	-------------------	------------

OPPORTUNITY	DESCRIPTION	SCHEDULE
EMEA Connect: Banner	600x200 lead image, supporting copy maximum 75 words & a link to advertiser's website	Bi-Monthly
EMEA Connect: In-Story	240x135 image, supporting copy maximum 26 words including title & a link to advertiser's website	Bi-Monthly
EMEA Connect: Reel	185x185 image, short 2 word title for CTA Button & a link to advertiser's website	Bi-Monthly

E-Newsletters

EMA Insights Newsletter

www.ema-uk.com



CIRCULATION:

2,400

OPEN RATE:

20%

OPPORTUNITY	DESCRIPTION	SCHEDULE
EMA Insights: Top Banner	600x200 lead image, supporting copy maximum 75 words & a link to advertiser's website	Bi-Monthly
EMA Insights: In-Story	185x185 image, supporting copy maximum 45 words, short 2-word title for CTA Button & a link to advertiser's website	Bi-Monthly
EMA Insights: Reel	185x185 image, short 2-word title for CTA Button & a link to advertiser's website	Bi-Monthly
EMA Insights: Interstitial Banner	600x200 image, short 2-word title for CTA button & a link to advertiser's website	Bi-Monthly
EMA Insights: Anchor Banner	600x100 image & a link to advertiser's website	Bi-Monthly

E-Newsletters

APAC Exchange Newsletter



CIRCULATION:

5,700

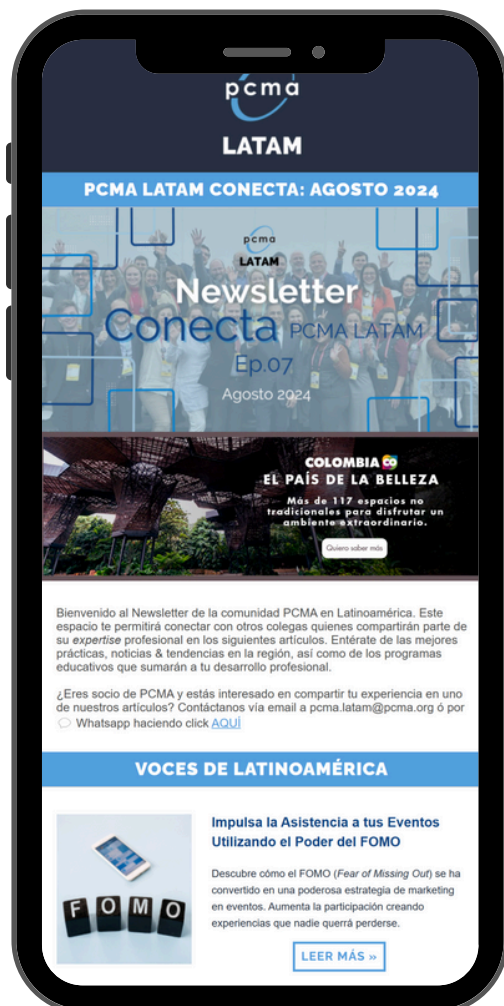
OPEN RATE:

22%

OPPORTUNITY	DESCRIPTION	SCHEDULE
APAC Exchange: Top Banner	600x200 lead image with a link to advertiser's website	Bi-Monthly
APAC Exchange: Sponsored Content	240x135 image with supporting copy maximum 26 words including title and a link to advertiser's website	Bi-Monthly
APAC Exchange: Interstitial Banner	600x100 image with a link to advertiser's website	Bi-Monthly
APAC Exchange : Anchor Banner	600x100 image with a link to advertiser's website	Bi-Monthly

E-Newsletters

LATAM CONECTA Newsletter



CIRCULATION:	3,000	OPEN RATE:	35%
---------------------	--------------	-------------------	------------

OPPORTUNITY	DESCRIPTION	SCHEDULE
LATAM CONECTA : Top Banner	600x200 lead image with a link to advertiser's website	Bi-Monthly
LATAM CONECTA: Sponsored Content	240x135 image with supporting copy maximum 26 words including title and a link to advertiser's website	Bi-Monthly
LATAM CONECTA: Interstitial Banner	600x100 image with a link to advertiser's website	Bi-Monthly
LATAM CONECTA: Anchor Banner	600x100 image with a link to advertiser's website	Bi-Monthly

ELI E-Newsletters

Showcase your banners in ELI monthly newsletters



The Event Leadership Institute provides progressive online education, training and professional development programs for event & meeting industry professionals.

Insighter
News & Resources

Mariaelena,

In August, we shared a wealth of insights with our business events community, from pathways to success for next gen professionals, to stakeholder management for corporate event marketers, to crisis and risk management best practices for events.

In this edition of the ELI Insider, we'll recap these highlights and share valuable resources to help you stay ahead in your career. We'll also preview upcoming opportunities to equip yourself with the skills and knowledge needed to thrive in the meetings & events industry.

News & Updates

Did you miss our recent webinars? Click below to access the recordings.
ELI annual subscription or membership to PCMA or CEMA is required to access most Learning Library resources.

What to Do When Things Go Wrong: Event Crisis Management, Security & Risk Mitigation Insights from Disaster Experts
Learn crisis management, risk mitigation, and response strategies from expert panelists to ensure event safety and security. Gain tools to handle any crisis with confidence and professionalism.

What will you learn in September?

Are you in full back-to-school mode? We are!

Access a wealth of knowledge from industry experts when you sign up for one of our facilitated courses designed specifically for event professionals.

Keep reading to explore our upcoming learning opportunities.

Coming in September

September 12 | Course
Event Accessibility Strategist Training
Instructor: **Joshua Klipp**

- Understand how to make every body feel welcome
- Create comprehensive accessibility policies and checklists for in-person and digital events
- Discover best practices for training staff on accessibility

E-NEWSLETTER	CONTENT	SCHEDULE	CIRCULATION	OPEN RATE
What Will You Learn Next	Learning opportunities	Monthly	22,500	25%
ELI Insider	Skill-building and professional development	Monthly	16,000	23%

Engage

The formula for multichannel content marketing.

Reach your online audience where they scroll.



Target

highly qualified PCMA audience based on geographic and demographic information

Reach

the targeted PCMA audience on Social Media (Facebook, Messenger, Instagram), third party websites and apps via ad networks, and email

PCMA Writer

provides high-quality, turn-key content solutions

Segment

relevant messaging and creative to best align with your audience

The screenshot shows a Facebook sponsored post from PCMA. The post features a large image of a resort building at night with a fountain in the foreground. The text of the post reads: "MGM Resorts is well known for unparalleled service and inspiring venue options in Las Vegas—as well as in Detroit, Springfield, National Harbor, Biloxi and Atlantic City—with flexible, world-class spaces for meetings of all sizes." Below the image, the post includes the PCMA logo, the text "Sponsored", and the URL "PCMA.ORG". The main headline is "MGM Resorts: Focused On What Matters" and the body text repeats the first sentence. There is a "Learn more" button, 151 likes, and 9 shares. At the bottom, there are icons for Like, Comment, and Share.

This infographic highlights the unique experiences offered at meeting venues. It features a large image of a tropical beach with palm trees and a lighthouse. The text describes the vibrant communities and breathtaking natural beauty of the venues. It lists three key statistics: 1,000 rooms within walking distance of the Palm Beach Convention Center (PBCC), 350,000 square feet of flexible event space at the convention center, and 238 days of sunshine to create the perfect year-round meeting destination. It also mentions that the venues are a hub for various industries and are committed to the highest safety standards.

This infographic lists five perks of meeting in the Palm Beaches. It features a central image of the Palm Beaches Florida logo. The five perks are: 1,000 rooms within walking distance of the Palm Beach Convention Center (PBCC); 350,000 square feet of flexible event space at the convention center; 238 days of sunshine to create the perfect year-round meeting destination; 47 miles of beaches ripe for exploration and inspiration; and 20+ craft breweries for post-meeting wind downs and team-building sessions. A quote from Kelly Cavers, Senior Vice President of Group Sales & Services for Discover The Palm Beaches, states: "More than ever, planners are looking for outdoor spaces, creative team-building activities, and offerings that inspire attendees during the conference and in their free time."

This infographic lists five reasons to meet in Canada. It features a central image of a Canadian city skyline. The five reasons are: 1. The Great Outdoors: From rugged team-building adventures in British Columbia to boating on pristine lakes in Manitoba, Canada offers plenty of opportunities for groups to bond and build connections in unforgettable natural settings. 2. Next-Generation Innovation: Critical innovations in many sectors—from life sciences to finance to insurance—are being developed in Canada's growing intellectual hubs. These advancements make the nation the perfect place for industry events. 3. Hybrid Made Easy: Hybrid events are here to stay, and venues across Canada are making them more turn-key than ever. One example is the CITE Event Innovation and Technology Centre in partnership with HFL to better merge live and virtual event experiences. 4. Environmentally Focused: Big impact doesn't have to be a big footprint. As the host of the UN's 2019 Climate Conference, Canada knows the well. Canada's nationwide dedication to sustainability makes it easy to design environmentally friendly events. 5. Captivating Experiences: A private dinner beneath the Northern Lights in a remote village on the coast of the Hudson Bay. A driving journey by luxury rail through the Canadian Rocky Mountains. Canada is filled with magical moments. The infographic concludes with the text: "Are you ready to inspire connection? Start planning your next meeting with Destination Canada Business Events."

Native Advertising

A blend of journalism and promotional materials.
Sponsored Content is an organic extension of user.

Work with the Convene editorial team to develop content and focus on topics that align with advertiser goals and are educational for the audience.

Full article
on pcma.org

Promotion in ThisWeek@PCMA
on Tuesday (15,500)

Promotion in News Junkie
two times during first week of placement
(12,000 per eNewsletter)

Lives on pcma.org
for 12 months

Digital banner takeover
on webpage

Retargeting banners
to drive to webpage article

MARINA BAY SANDS SINGAPORE
ELEVATE YOUR NEXT EVENT [DISCOVER MORE](#)

PCMA CEMA ELI PCMA FOUNDATION ABOUT DO BUSINESS WITH PCMA APAC EMEA LATAM [LOG IN](#) [SEARCH](#)

convene [READ](#) [CONNECT](#) [ATTEND](#) [LEARN](#) [Join PCMA](#)
NEWS & TRENDS COMMUNITY EVENTS COURSES & CERTIFICATIONS

A New Wellness Menu Designed Exclusively for Meetings

A Sponsored Message from Marina Bay Sands

Author: Jennifer N. Dienst

Sound meditation is one of many guided wellness experiences on offer for groups at Marina Bay Sands.

According to headspace's 2024 Workforce State of Mind Report, an overwhelming percentage of employees – 77 percent – report that work-related stress has negatively impacted their physical health. That leaves an opportunity for organizers of business events to help attendees find a healthier approach to work by making wellness an essential component of their event programming.

Marina Bay Sands is making it easier on organizers to achieve that goal. The integrated resort in Singapore recently introduced a new menu of holistic experiences designed to support the intellectual, mental, and physical wellbeing of attendees, at Sands Expo & Convention Centre. Called THRIVE, this collaboration between Marina Bay Sands and Singapore business event agency BEAMexperience seeks to help attendees function at their best while meeting on site.

THRIVE is comprised of two menus: THRIVE PHYSICALLY, with three experiences inspired by Marina Bay Sands' in-house wellness program, and THRIVE INTELLECTUALLY, with five workshop experiences grounded in evidence-based theory and guided by a certified Positive Psychology Practitioner. One of the best features of THRIVE is that the experiences can be hosted at various spaces throughout Marina Bay Sands, from cozy, intimate venues like AVENUE Lounge to spacious zones like the foyer at Sands Theatre.

Headphones allow attendees to focus better during wellness experiences at Marina Bay Sands.

"Wellness tourism has been gaining traction in recent years," said Ong Wee Min, vice president of sales and MICE, Marina Bay Sands. "Similarly, the meetings and events industry has pivoted towards this trend, with delegates increasingly seeking wellness experiences during business travel. A simple sound meditation workshop or an energy forecasting session allow delegates to have a mental and physical reset, ultimately allowing them to think and function at a higher level."

Below is a list of THRIVE experiences available to groups meeting at Marina Bay Sands:

THRIVE PHYSICALLY

30- to 60-minute experiences designed for conference, plenary, or breakout sessions and groups of 10 attendees or more.

- **Sound Meditation** – A guided group meditation that uses the power of sound to facilitate a shift in consciousness.
- **Soul Flow** – A guided class that invites participants to explore the transfer of energy within their bodies through a series of grounding movements.
- **Revitalizing Stretch** – A guided class designed to build strength, coordination, and flexibility. Participants will focus on their breath and meditate while holding various poses.

THRIVE INTELLECTUALLY

90-minute experiences designed for conference, plenary, or breakout sessions and groups of 10 to 50 attendees.

- **Energy Forecasting** – In this guided workshop, participants will identify activities that fuel their passion as well as those that deplete their energy. Through practical exercises, they will learn to manage burnout and optimize productivity in daily life.

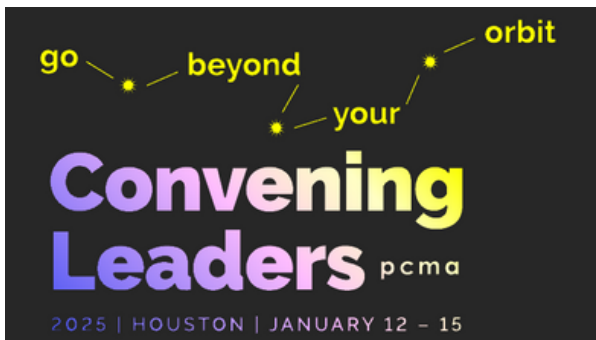
MARINA BAY SANDS SINGAPORE
ELEVATE YOUR NEXT EVENT [DISCOVER MORE](#)

Click [here](#) to view an archive of sponsored content articles.

Events Media

Engage face-to-face and digitally with PCMA event attendees through a variety of high-impact event media.

Event media opportunities are available at the following annual events:



Opportunities for event media include:

- E-Dailies
- Attendee E-newsletter
- Mobile App Banners
- Onsite Branding Opportunities

Convene Podcast

A fresh take on the business events industry.



The award-winning PCMA Convene Podcast is back with new episodes.

Promoted to over 51,000 subscribers and Convene followers.

www.pcma.org/convene/podcast

Podcast Sponsorship Available:

Weekly Format:

1. **Article** - longer articles, written and read by the author
2. **Talk** - editorial team discussing hot topics

Exposure & Promotion:

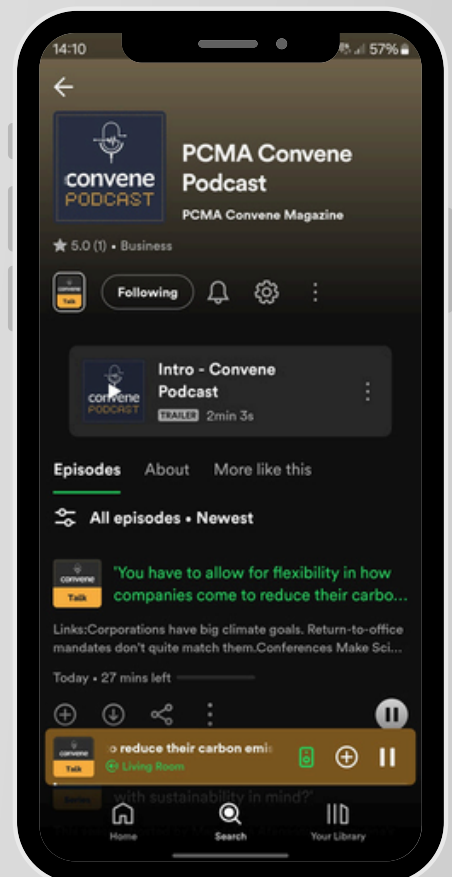
- Intro & outro mention: "This episode was brought to you by..." | "We want to thank our sponsor XX. Learn more why...at..."
- The sponsorship mention will appear in the pre-selected format/frequency
- Sponsor's target link will appear in the relevant show notes

Season:

Thematic seasons, usually recorded at or around key PCMA events

Exposure & Promotion:

- Intro & outro mention (as above)
- Middle: 30-sec ad
- The sponsorship mention will appear in all full season episodes
- Sponsor's target link will appear in the relevant show notes



Episode examples (click to listen)





Advertising Pricing and Editorial Calendar

Pricing Chart | PRINT

ADVERTISING

RUN OF BOOK	1X NET RATE	3X NET RATE	6X NET RATE
2 Page Spread	\$15,500	\$15,035	\$13,950
Full Page	\$10,000	\$9,700	\$9,500
2/3 Page	\$8,600	\$8,342	\$8,170
1/2 Page Spread	\$11,300	\$10,961	\$10,735
1/2 Page Island	\$8,500	\$8,245	\$8,075
1/2 Page Horizontal	\$8,050	\$7,809	\$7,648
1/3 Page	\$6,500	\$6,305	\$6,175

For quarter page rates and availability, please inquire with your business development director.

HIGH IMPACT POSITIONS	NET RATE
Front Cover - Post It Note	\$27,600
Front Cover - French Doors	\$35,200
Bellyband (one-sided/printed by PCMA)	\$32,500
Reverse Cover	\$34,500

PREMIUM POSITIONS	NET RATE
Inside Front Cover	\$12,500
Inside Front Spread	\$19,850
Outside Back Cover	\$12,500
Inside Back Cover	\$11,500
Across from President/CEO	\$11,500
Across from Editor	\$11,500
Across from Table of Contents	\$11,500
Across from Table of Contents 2	\$11,500
Before Plenary	\$16,180

CUSTOM PUBLISHING INSERT/SUPPLEMENTAL	NET RATE/ PROVIDED INSERT	NET RATE/CUSTOM PUBLISHING & PRINTING
4-Page Insert	\$15,500	\$22,100
8-Page Insert	\$20,000	\$32,100
12-Page Insert	\$24,000	\$42,400

See [SPECS HERE](#)



All rates noted are net and in \$USD.
Subject to availability at the time of booking.

Pricing Chart | PRINT

CONTENT

SPECIAL SECTIONS	NET RATE
Two Page Spread + Two Page Editorial	\$17,050
Full Page Ad + Full Page Editorial	\$12,500
Half Page Horizontal Ad + Half Page Editorial	\$8,855

ILLUSTRATED SERIES	NET RATE
Knowledge Economy	\$15,000
Planet + People	\$14,500
Places + Spaces	\$14,500
Out & About	\$14,500

INDUSTRY PROFILES	NET RATE
Leadership Profile	\$11,000
Case Study Profile (Supplied by Advertiser)	\$11,000
Wellness Study Profile (Supplied by Advertiser)	\$11,000
Sustainability Study Profile (Supplied by Advertiser)	\$11,000
Convene On Location	\$27,500*
Event Tech Profile	\$14,500

*Editor Travel Expenses (airfare, lodging, meals, transportation) are extra.

See [SPECS HERE](#)



planet & people

The Palm Beaches

Palm trees are plentiful throughout the 39 cities and towns that make up The Palm Beaches, an easily accessible and innovative part of South Florida. But other examples of natural beauty are just as evident and prolific — as are the ways the community bands together to preserve them. From clean energy initiatives at the airport, convention center, and other venues, to the work being done by several conservation organizations. When groups choose to infuse sustainability into their events with CSR projects focusing on protecting the natural habitat, they're doing more than checking a box on a to-do list — they're contributing to efforts to build a greener tomorrow.

Gold LEED certified
Palm Beach County is a leader in energy and environmental design.

PALM BEACH COUNTY CONVENTION CENTER (PBCCC)

GBAC STAR accredited

GETTING AROUND

Brightline High-Speed Rail — passenger train easily connecting The Palm Beaches with Boca Raton, Fort Lauderdale, Miami, and Orlando

Bicycles — Brightline's BrightBike bicycle sharing program is available in West Palm Beach, and many downtown hotels offer guests bike rentals.

PALM BEACH INTERNATIONAL AIRPORT (PBI/A)

230 solar panels form a solar parking array and, with 3 solar trees, produce more than 65 kilowatts of clean, zero-emissions energy.

Just 3 miles from PCCC

Delray Beach Freebee — free, on-demand, point-to-point ride service using 100% electric vehicles in and around downtown Delray Beach

Circuit — 100% electric local shuttle service to/from several locations

WILDLIFE CONSERVATION

Palm Beach County has nearly **40 natural areas** from the mangroves in the Loxley Worth Lagoon to the man-made South Cove Natural Area, preserving more than **41,000 acres of eco habitat**

Manatee Lagoon, a Florida Power and Light Eco-Discovery Center, is dedicated to the preservation of Florida's beloved sea mammal — the manatee — and other wildlife.

Palm Beach County was home to a record breaking **25,000+ sea turtle nests** in 2023, making it one of the world's most densely nested places for endangered Loggerhead sea turtles and justifying two marine conservation centers — **Loggerhead MarinLife Center** and **Gumbo Limbo Nature Center**

Busch Wildlife Sanctuary rescues, rehabilitates, and releases Florida's native wildlife.

THOUGHT LEADERS

Innovative companies headquartered in The Palm Beaches and local thought leaders can inspire, educate, and create hands-on experiences for attendees.

NextEra Energy is the world's largest producer of clean energy from solar and wind power and a force behind electric vehicle adoption.

Solar Tech Universal manufactures high-performance solar panels.

Blue Biofuels technology converts plant materials into clean biofuel for transportation and aviation.

Florida Crystals, America's 1st and only domestic producer of certified organic sugar, uses all parts of the sugarcane stalk to produce **compostable tableware** called Tulus Products.

4Ocean has removed **35,000,000+** pounds of trash from the world's oceans, rivers, and coastlines since 2017.

All rates net and in USD.
Subject to availability at the time of booking.

PCMA

convene®

36,000 subscribers +
each issue distributed via email @ 20,000+

EDITORIAL CALENDAR 2025

2025	WITHIN FEATURE ARTICLES Full or Half Page ad	WITHIN SPECIAL SECTIONS Full or Half Page ad AND matching advertorial	BONUS DISTRIBUTION *	DEADLINES
Issue: FEBRUARY	PCMA CL25 RECAP MEDICAL MEETINGS	CONVENTION CONNECTIONS Special Two-page Advertorial Profile (no ad) NORTHEAST US NORTHWEST US	Convening Leaders 2025 (Digital Only)	Space close: 12/02/2024 Material close: 12/30/2024 PUBLISHES: 2/07/2025
Issue: APRIL	HOTEL TRENDS EVENT TECHNOLOGY	THE TOP TEN REASONS TO MEET IN... SOUTHEAST US	Business Events Industry Week (Digital Only)	Space close: 2/01/2025 Material close: 2/28/2025 PUBLISHES: 4/04/2025
Issue: JUNE	DMO/CVB UPDATE PCMA 2025 EDUCON PREVIEW	GAMING DESTINATIONS DESTINATION SPOTLIGHT Special Two-page Advertorial Profile (no ad)	CEMA Summit EduCon	Space close: 4/01/2025 Material close: 4/25/2025 PUBLISHES: 5/29/2025
DIGITAL ONLY Issue:	TBD	Special Digital Edition - EduCon 2025 ReCap - PENDING		TBD
Issue: AUGUST	CORPORATE MEETINGS MEDICAL MEETINGS ALSO IN THIS ISSUE: PCMA ANNUAL DIRECTORY* <i>IS THE REVERSE BACK COVER</i>	PCMA ANNUAL DIRECTORY OF EVENT DESTINATIONS, VENUES, AND TECHNOLOGY		Space close: 5/30/2025 Material close: 7/01/2025 PUBLISHES: 8/05/2025 <small>* ANNUAL DIRECTORY DIGITAL EDITION INCLUDES: 230,000 RETARGETING IMPRESSIONS</small>
Issue: OCTOBER	CONVENTION CENTERS GLOBAL MEETINGS ANNUAL SALARY RESEARCH	RESORT, GOLF, & SPA MEETINGS MIDWEST US SOUTHWEST US RENOVATIONS, EXPANSIONS, NEW BUILDINGS	Convening EMEA IMEX America	Space close: 7/01/2025 Material close: 8/28/2025 PUBLISHES: 9/30/2025
Issue: DECEMBER	ANNUAL MEETINGS INDUSTRY FORECAST MEETINGS MARKET SURVEY PCMA 2026 CONVENING LEADERS PREVIEW	CANADA EMEA APAC MEXICO, CARIBBEAN and LATIN AMERICA	Convening Leaders 2026	Space close: 10/01/2025 Material close: 11/01/2025 PUBLISHES: 12/12/2025

*Bonus distribution either digital and/or print

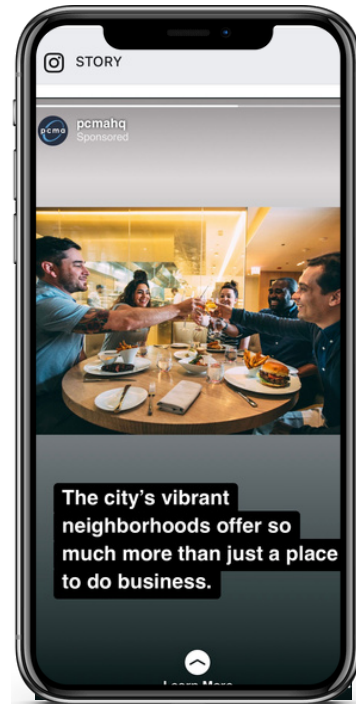
Pricing Chart | DIGITAL

ADVERTISING

CONVENE	SPONSORSHIP	NET RATE
PODCAST	Week Season	\$1,000 10,000

PCMA.ORG WEBSITE BANNERS	NET RATE
Homepage Top Pushdown	\$8,500
Homepage Interstitial	\$6,500
Homepage Anchor	\$4,500
Run-of-Site Top Pushdown	\$7,500
Run-of-Site Anchor Leaderboard	\$4,500

RETARGETING	NET RATE
50,000 Impressions	\$2,500
100,000 Impressions	\$3,000
200,000 Impressions	\$4,500
300,000 Impressions	\$5,500
Video Retargeting - 30,000 Impressions	\$3,000



E-NEWSLETTERS	SCHEDULE	BANNERS	NET RATE
ThisWeek@PCMA	Weekly-Tuesday	Top Interstitial Anchor	\$3,250 \$2,500 \$1,375
News Junkie	Daily-Monday-Friday	Top Anchor	\$4,000 \$1,375
The Raise	Weekly-Thursday	Top Interstitial Anchor	\$2,500 \$2,000 \$1,250
EMEA Connect	Bi-Monthly	Top In-Story Reel	\$1,500 \$1,200 \$750
EMA Insights	Bi-Monthly	Top In-Story Reel Interstitial Anchor	£1,500 £1,000 £500 £700 £600
APAC Exchange	Bi-Monthly	Top Sponsored Content Interstitial Anchor	\$1,500 \$1,200 \$850 \$650
LATAM CONECTA	Bi-Monthly	Top Sponsored Content Interstitial Anchor	\$1,500 \$1,200 \$850 \$650
Convene Digital Edition	Bi-Monthly	Top	\$3,000
What Will You Learn Next	Monthly	Top Interstitial Anchor	\$3,250 \$2,500 \$1,375
ELI Insider	Monthly	Top Interstitial Anchor	\$3,250 \$2,500 \$1,375

SPONSORED CONTENT

ENGAGE CAMPAIGN	30-Day 5 States Net Rate	60-Day 5 States Net Rate	90-Day 5 States Net Rate	30-Day National Net Rate	Estimated Impressions
Engage Article + Graphic	\$4,500	\$8,000	\$10,500	\$10,500	30 Days - 60,000
Listicle	\$4,500	\$8,000	\$10,500	\$10,500	60 Days - 120,000
Infographic	\$4,500	\$8,000	\$10,500	\$10,500	90 Days - 180,000
Video	\$4,500	\$8,000	\$10,500	\$10,500	National - 215,000



NATIVE CAMPAIGN	30-Day Campaign Net Rate
Native Sponsored Content + 300,000 Retargeting Impressions	\$9,500

[See SPECS HERE](#)

All rates noted are net and in \$USD.
Subject to availability at the time of booking.

Other Ways to Work With PCMA

Get Involved

OPPORTUNITIES BEYOND MEDIA SOLUTIONS



Meet Face-To-Face

PCMA EVENTS

Additional events include, Visionary Awards, EduCon, Convening EMEA, Convening Asia Pacific and more.



Create omni channel content and advertising campaigns

MEDIA SOLUTIONS

Advertise with Convene Magazine, our award-winning publication through print and digital advertising and content campaigns. Keep your brand in front of PCMA's highly engaged audience of 36,000 readers.



Lead as a PCMA Partner

PARTNERSHIP PROGRAM

PCMA's Partnership Program is based on developing strategic relationships with organizations that are aligned with PCMA's Mission and Vision. Partners leverage PCMA's portfolio of face-to-face events, thought leadership platforms, and exclusive member programs. This exposure gives partnering organizations priority access to the PCMA community of event strategist leaders.



Align with thought leadership by funding industry insights

RESEARCH

Align with PCMA's thought leadership by funding upcoming research projects.



Support the business events community

PCMA FOUNDATION

The road to greatness is not always paved with equal opportunity. The PCMA Foundation's aim is for our community to own that road for the meetings and business events industry. Help us support educational scholarships for promising individuals and fund critical projects to lead this great industry into an incredible future.

Contact Us

Thank you for your interest PCMA's media solutions. We look forward to building a package that aligns with your strategic initiatives and ROI objectives.

Meet the Team



Katie Morrison
Strategic Business Development
Director - Canada, East Coast USA
+1 312-423-7256
kmorrison@pcma.org



Claudia Urrutia, CMP
Strategic Business Development
Director - West Coast USA, Caribbean
+1 312-423-7257
currutia@pcma.org



Susan Ayala
Business Development
Associate - LATAM
+57 3016481694
sayala@pcma.org



Chitra Ram
Head of Business Development
& Growth - EMEA & EMA
+44(0)7803 212100
cram@pcma.org



Cara Puah
Head of Business Development -
APAC
+65 9182 6694
cpuah@pcma.org

Junior Tauvaa
Chief Business Officer
jtauvaa@pcma.org

Marco Bloemendaal
Global VP, Business Development
mbloemendaal@pcma.org

Convene Production + Circulation

Kathleen Mulvihill
Print Advertising
kmulvihill@pcma.org

Alexandra Gliga
Digital Advertising
agliga@pcma.org