



Meeting Planner Masterfile from Penton

Published by Penton. The Meeting Planner Masterfile reaches individuals who subscribe to one or more of the following Penton titles: Association Meetings, Special Events, Medical Meetings, Financial & Insurance Meetings, and Corporate Meetings & Incentives.

SEGMENTS

146,297	Total Universe / Universe Rate	\$150.00/M
104,192	Phone	+ \$60.00/M
23,030	Email	\$375.00/M
	Transmission	+ \$50.00/M

MEDIA TYPE

Business



SOURCE

Attendees, Controlled circulation, Direct response

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/28/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

New To System	07/28/2015
Last Update	07/28/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Published by Penton

Tap into the MeetingsNet masterfile. MeetingsNet leads the meeting industry by providing award-winning, engaging content for market-segmented meeting decision-makers planning meetings, incentives and events through integrated solutions. Readers rely on content from Association Meetings, Special Events, Medical Meetings, Financial & Insurance Meetings, and Corporate Meetings & Incentives.

Primary Business	Postal	Email
Association Management Firm	1873	392
Educational Or Research	3505	701
Fraternal / Ethnic / Veteran	316	52
Government / Military / Civic	1322	236
Other	3435	1245
Professional Association	10340	1720
Religious Groups	575	130
Social / Hobby / Sports	957	155
Third Pty Mtg Mgmt/trvl Ag	5572	1340
Trade Association (insurance)	6979	1122
Trade Show Management Comp	957	225
Agriculture / Forestry	2250	479
Finance / Insurance	4834	1092
Incentive Travel	716	194
Manufacturing-other	15081	2492
Medical/healthcare	2214	497
Medical/pharma/surgical	2272	479
Prof Services	9559	2192

Technology Manufacturer	3772	750
Technology Service	1167	282
Transportation / Telecom	3414	679
Wholesale Or Retail	5155	1200
Full Service Investment Or Securities Firm	1089	129
Independent Meeting Planning Company	502	89
Life/health Insurance	839	129
Multiple Lines Insurance	352	56
Property/casualty Insurance	733	98
Architectural/designing/planning	17	4
Construction/building/engineering	6	4
Consulting	7	3
Development	36	7
Financial Advising	1	0
Hotel/resort/casino	2963	980
Investment Banking	10	3
Management Company	9	4
Vacation Ownership/timeshare Development Operation	1	0
Healthcare/scientific Educ	1107	228
Hospital Or Medical Center	1763	282
Insurance Organization	164	34
Medical Ed/comm/mktg Co	1110	273
Natl/internatl Med Assn	1179	231
Pharmaceutical/biomedical	5620	891
Private Hlthcr/scientific	374	80
Reg/st/cnty/lcl Med/scien	465	66
Scientific Hlthcr/gov't Ag	256	50
Club	7	3
Corporate Planning	106	33
Decor/design	260	131
Equipment Rental/sales	1689	617
Event Site/banquet Fac/con	134	54
Ises Memebbers	614	169
Off-premise Catering	956	393
Computer Service Company	706	27
Destination Management	79	19
Exposition Management Company	46	4
Incentive Program Packager	30	2
Internet Company	519	19
Manufacturing-communication		

Equipment	272	3
Manufacturing-computer & Other Tech Equipment	963	12
Manufacturing-electronic Components & Accessories	437	8
Meeting Planner Company	491	22
Software	1217	39
Telecommunications Company	1263	21
Association/non-profit Planning	43	15
Caterer	125	55
Convention Or Meeting Center	18	5
Entertainment	3	0
Entertainment Company	86	31
Event Equipment Rental/sales	11	4
Event Planning/producing/consulting	8957	3428
Fabrics/linens	11	4
Floral	66	35
Furniture	5	4
Golf/country Club	30	15
Manufacturer/supplier	138	62
Premium Incentives/specialty Advertising	2	1
Press	59	19
Production Equipment (lighting, Audio, Projection)	1	0
Special Effects	1	0
Student	13	7

Title Category	Postal	Email
Top Management	66609	14137
Middle/administrative Management	34801	8032
Financial Management	3634	680
Sales & Marketing Management	11887	2657
Information Technology (it) Professionals	944	209
Production Management	1073	197
Engineering Management	2158	625
Professionals	6634	1684
All Other Management	538	148
Vp-level	10210	1848
Director-level	15559	3129

Year Started	Postal	Email
Prior To 1900	442	55
1901-1950	1829	251
1951-1975	3602	463
1976-1990	6390	925
1991-2000	6685	1093
2001-2005	4327	742
2006-2010	8146	1559
2011+	12014	1856

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(tradeshow, convention, employees, corporate)

https://app.nextmark.com/market?page=media/media_print&client=true&id=442882&orgReportOrgId=25999

be accepted after the live blast has deployed.

GENDER		KEY CODING	
Male	%	Key Coding is not available	
Female	%		
		ADDRESSING	
		A/B SPLIT	\$150.00/F
		Set Up Fee	\$150.00/F
		Personalization	\$150.00/F
		Suppression	\$150.00/F
		Transmission	\$50.00/M
		RUSH FEE	\$150.00/F
		SPECIAL INSTRUCTIONS	