



Sample Community Advertisement

The sample ad copy below is an example of how a local advertisement can be developed using general information, and inserting local names and figures as appropriate.

Meetings Mean Progress

In our community. In our country. Anywhere in the world. When meetings, conventions and exhibitions are taking place, good things are happening. And one way or another, most of them benefit you!

Meetings, conventions and exhibitions—what we refer to collectively as the Meetings Industry - attract big money to a community. Delegates are amongst the biggest spenders of any visitors, and the benefits of their spending are widely distributed throughout the entire economy. Not only hotels and restaurants but retailers, attractions, taxis, entertainment facilities and a host of service suppliers share in the resulting benefits.

And this isn't just about money. By bringing a world of knowledge to our doorstep, meetings also improve the level of expertise available in the community in such important areas as technology and medicine. At the same time, they create a whole new audience for showcasing local products and services.

To our country, meetings can bring everything from international exposure and prestige to an important source of foreign revenue. And the incremental tax revenues that meetings generate help support a wide variety of public programs and benefits that wouldn't otherwise be possible.

Around the globe, meetings help people share information and advance scientific, economic and professional development. They're the way the world gets together to compare notes, address common issues and resolve international differences—and that helps make our world a better place to live.

Here in (City name), meetings, conventions and exhibitions create over (economic impact figure) in economic benefits every year. As the people involved in making these kinds of events happen, we're proud of what this means to our community—and we want you to know you have a stake in what we're doing.

So think of us the next time you hear about meetings, conventions or exhibitions going on in your community. And remember—you're sharing in the benefits!

The Meetings Industry
Meetings—Conventions—Exhibitions

How the World Gets Together

(add names and/or logos to identify industry sponsor/participants in your community)

