



*Designed to provide inspiration and information through education, "hands-on" best practices, experiential programs and networking opportunities.*

**December 11-14, 2016**

**Pebble Beach Resorts®**  
- CALIFORNIA -





Northstar Meetings Group's leading brands, **Meetings & Conventions**, **Successful Meetings** and **Incentive**, have collaborated to present the Northstar Meetings Leadership Forum, the premier summit for industry innovators and elite planners. Supported by our content partner, Meetings Mean Business, the event brings together leaders from all areas of the meetings industry (suppliers, planners and media) to review, discuss and develop strategies that will shape the future of our industry. This invitation-only event will include:

**PREMIER INNOVATIVE  
EDUCATION**

**NETWORKING  
EVENTS**

**FEATURED  
ACTIVITIES**

**BUSINESS  
EXCHANGE**

Participating suppliers may invite up to three select clients or prospects as their guests to experience three days of compelling education, leisure activities and valuable networking experiences – and to be part of this high-level industry summit.

Participate in the following premium activities:



Golf  
Event



Golf  
Activity



Wellness  
Spa



Horseback  
Riding



Cooking  
Lessons



Wine  
Tasting



**FORUM INCLUDES:**  
**Networking Events | Activities | Business Exchange**  
**Innovative Education**

## EDUCATION KEYNOTE ADDRESS

**“Shanghai, Mumbai, Dubai or Goodbye: the Emerging World Transformation and What It Means for Politics, Business, Travel and Our Future?”**



**Presenter:** Geo-economic analyst and Johns Hopkins University scholar Afshin Molavi will examine the five major trends reshaping our world, arguing that the rise of emerging markets, rapid urbanization and increasing physical and technological connectivity have dramatically altered our world and way of life.

These trends will only accelerate over the next decade, posing both tremendous opportunities for the firms, cities, states and individuals positioned to tap them as well as rising challenges in politics and society that could derail the progress of the past six decades. In a talk that ranges from Gangnam Style to the rise of ISIS, the New Silk Road of trade to the globalization of American brands, Molavi will outline the multiplicity of paths the world is taking at a critical inflection point in global history.

**Afshin Molavi** is a senior fellow at the Foreign Policy Institute of the Johns Hopkins University School of Advanced International Studies in Washington DC, where he writes broadly on emerging markets and global geo-political risk. A former journalist, his dispatches from Dubai, Riyadh, Cairo and Tehran have been published in dozens of publications globally, including The New York Times, The Financial Times, Foreign Affairs, The Washington Post and National Geographic.

Molavi is a regular speaker at investment conferences, universities, think tanks, and appears regularly on CNN and the BBC, and is currently a senior advisor for Oxford Analytica, the global analysis and advisory firm. He is also founder and editor of the New Silk Road Monitor, a blog that examines the growing commercial, political and economic ties between the Middle East, Asia and Africa.





“Your guest planners will receive complimentary accommodations, food & beverage, airfare, and CMP education credits.”







## PACKAGE OPTIONS:

### Event / Print / Digital

#### PARTY OF '4' PACKAGE: 🏴󠁧󠁢󠁥󠁮󠁧󠁿🏴󠁧󠁢󠁥󠁮󠁧󠁿🏴󠁧󠁢󠁥󠁮󠁧󠁿🏴󠁧󠁢󠁥󠁮󠁧󠁿

- 1 full-page, 4-color ad/advertorial in the December 2016 Guide to Meetings Excellence
- 4 invitations to Meetings Leadership Forum – including individual premium activity options for all 4 of your select group

**\$26,000**

## SPONSORSHIP OPTIONS:

*Upgrade your '4' or '2' group package for enhanced exposure.*

#### ALL ENHANCED SPONSORSHIPS INCLUDE:

- Exclusive sponsorship of selected function
- Logo, company description and key contacts displayed in the event program
- Logo, link and company description on event website
- Logo on-site event banner and at select function
- Full-Page ad in the event directory
- Right of first refusal for 2017
- Contact your sales rep for more details

#### REGISTRATION: +\$7,500 (1 Exclusive)

- Sponsor logo displayed at registration
- Sponsor exclusive welcome table at registration
- Sponsor logo on registration bag
- Sponsor logo lanyard and name badge
- Sponsor may provide collateral in bags
- Opportunity for sponsor executive to address attendees

#### PARTY OF '2' PACKAGE: 🏴󠁧󠁢󠁥󠁮󠁧󠁿🏴󠁧󠁢󠁥󠁮󠁧󠁿

- 1/2 page, 4-color ad/advertorial in the December 2016 Guide to Meetings Excellence
- 2 invitations to Meetings Leadership Forum – including individual experiential activity options for both party members

**\$19,000**

#### EDUCATION SPONSOR: +\$7,500 EA. (1 Exclusive)

- Sponsor on site signage
- Option to provide gift at session
- Opportunity for sponsor executive to address attendees (5 min.)

#### DINNER SPONSOR, FINAL EVENING: +\$20,000

- All Enhanced Sponsorship elements
- Opportunity for sponsor executive to address attendees

#### BREAKFAST/LUNCH SPONSORS: +\$10,000 (2 AVAILABLE)

- Logo on the boxed lunch
- Item can be included in the actual box as well (golf ball sleeve-t-packets etc )
- Inclusion in the official welcome bag

#### AMENITY SPONSOR: +\$7,500 EA. (2 AVAILABLE)

- Sponsor logo displayed at registration
- Sponsor to have exclusive branding of amenity gift to attendees for one night room drop ( 100 rooms) to all buyers and suppliers of the event. Logo gift card included with personalized letter from client
- Amenity provided by Northstar TBD (Option B): Sponsor to provide gift: \$3,000
- One night room drop ( 100 rooms) to all buyers and suppliers





## 2016 FEATURE SUPPLEMENT: Guide to Meetings Excellence Presented in both **M&C** and **Successful Meetings**:

Reaching a wide audience beyond the event, the supplement will be distributed to subscribers of both magazines, reaching meeting planners and meeting owners at every company in the Fortune 1000. The guide is a year-long reference — complete with checklists, how-to and best practices articles and much more.

It's a unique showcase for your property or venue. Full page or half pages are available, plus advertorial coverage.

**DECEMBER 2016 ISSUE**

**CLOSE DATE: OCTOBER 17**

### **BONUS DISTRIBUTION: USTA**

Meetings Mean Business member distribution; digital edition sent to all current members.





# AGENDA

**Sunday**  
**DECEMBER 11, 2016**  
**4:00pm - 6:00pm**  
Registration

**6:30pm - 8:30pm**  
Welcome Reception

**Monday**  
**DECEMBER 12, 2016**  
**8:00am - 8:30am**  
Breakfast

**8:30am - 9:00am**  
Welcome Remarks and Meetings  
Mean Business

**9:00am - 10:00am**  
Keynote Speaker

**11:00am - 5:00pm**  
**Activities:** Golf Tournament,  
Golf Activity, Cooking Lessons,  
Horseback Riding

**Afternoon**  
Free Time (if not golfing or at the Spa)

**6:45pm - 10:00pm**  
Reception/Dinner

**Tuesday**  
**DECEMBER 13, 2016**  
**7:00am - 9:00am**  
Breakfast

**10:00am**  
**Activities:** Golf at Pebble Beach,  
Wine Experience, Spa Treatment

**7:00pm - 10:00pm**  
Closing Reception and Dinner

**Wednesday**  
**DECEMBER 14, 2016**  
**7:00am - 9:00am**  
Departures

**All DAY**  
Departures







## CONTACT

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# LEADERSHIP FORUM



[www.NMGLeadershipForum.com](http://www.NMGLeadershipForum.com)