

January to December 2017

Note: Destinations Showcase On-Site date subject to change.

Issue Date	Ad Deadline	Special Coverage
January 2	December 2, 2016	PCMA Preview
January 9	December 2	PCMA Emerging Leaders (2x) Austin
January 16	January 6, 2017	National News
January 23	January 13	National News
January 30	January 20	DMAI Destinations Showcase Preview
February 6	January 27	RCMA Emerge Preview
February 13	February 3	Going Green Eco-Friendly Hotels/Destinations
February 20	February 10	Florida Meetings
February 27	February 17	Destinations Showcase DC On-Site
March 6	February 24	Northeast Meetings
March 13	March 3	Southeast Meetings
March 20	March 10	Classic Resorts
March 27	March 17	National News
April 3	March 24	Gaming Venues
April 10	March 31	International Destinations
April 17	April 7	Mid-Atlantic Meetings
April 24	April 14	Caribbean & Resort Meetings
May 1	April 21	National News
May 8	April 28	MPI WEC Preview
May 15	April 14	ASAE XDP Preview
May 22	April 14	ASAE XDP On-Site, National Harbor
May 29	April 14	ASAE XDP Wrap-Up
June 5	May 26	USTA IPW On-Site, DC
June 12	June 2	IBTM America On-Site, Ft. Lauderdale
June 19	May 19	MPI WEC On-Site (2x) Las Vegas
June 26	June 16	Golf Destinations/Resorts
July 3	June 23	Midwest Meetings
July 10	June 30	DMAI On-Site, Montreal
July 17	July 7	National News
July 24	July 14	ASAE Preview
July 31	July 21	National News
August 7	July 28	National News
August 14	July 14	ASAE Show Daily (2x) Toronto
August 21	July 14	National News
August 28	August 18	HSMIA MEET East Preview
September 4	August 25	HSMIA MEET East On-Site
September 11	September 1	New & Renovated Hotels/Resorts
September 18	September 8	Classic Resorts
September 25	September 15	Mid-Atlantic Meetings
October 2	September 22	IMEX America Preview
October 9	September 29	IMEX America Issue
October 16	October 6	Florida Meetings
October 23	October 13	Second-Tier Cities/First Class Venues
October 30	October 20	Southeast Meetings
November 6	October 27	Holiday Showcase Preview
November 13	November 3	Caribbean Resort Meetings
November 20	November 10	Forty Under 40 Honors Issue
November 27	November 17	IAEE On-Site (2x) / Holiday Showcase On-Site
December 4	November 24	Western Meetings
December 11	December 1	National News
December 18	December 8	National News
December 25	N/A	NO ISSUE THIS WEEK

Welcome IAEE Expo! Expo!

THE WEEKLY COMMUNITY NEWSPAPER OF ASSOCIATIONS, CVBs AND HOTELS

USAE

VOLUME 34, ISSUE 48 NEWSSTAND PRICE: \$5.00 DECEMBER 1, 2015



IAEE's Expo! Docking in Baltimore

By Todd McIlwain

Oh, may you see IAEE's Expo! Expo! Annual Meeting & Convention is making the headlines of the Star Spangled Banner being raised across downtown Fort McHenry at the Baltimore Convention Center (BCC) from Dec. 1-3. Employing the tagline "Connect Here, Succeed Anywhere," IAEE has developed a comprehensive program promoting commerce, education, and networking. Last year's show in Los Angeles attracted more than 2,000 attendees, with this year's installment preparing 300 exhibitors during the holiday festivities.

"Our desired outcome is for attendees to leave Baltimore feeling like, 'wow, the East Expo! Expo! IAEE's Annual Meeting & Convention was and that they take away several great ideas, by attending our educational offerings, that will help them advance both their personal and professional skills,'" David Collins, CEO, President & CEO of IAEE, told iUSAE.

Collins said that IAEE's offerings were slightly reduced in order to enhance quality while maintaining previous commitments. IAEE's 70 educational offerings are designed to provide valuable ideas that can be implemented within one's professional or personal life, deliver a tailored learning experience, and create meaningful social connections, including networking.

Wes Moore, Army

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Destination DC's Elliott Ferguson in Paris During Terrorist Attacks

By Jonathan Tringer

His way to attend item world, a leading global exhibition, in Barcelona, Spain, instead, the Cuban chief of floor later self-trapped in the Pantheon city following the terrorist attacks that shocked the city and the world. After the report that down, Ferguson made his way to the city's W hotel. He then waited for the delegation led by U.S. Major Manuel Escobar. He was now traveling alone, on

"Watching the sadness and resilience of people there is a pretty defining moment," Ferguson said. "People point out that daily lives were very hard, and a message you can't keep you from living life and that's the message from Ferguson said many people have

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Forty Under 40 Alumni Retain Connection to Program

By Todd McIlwain

This year's Forty Under 40 class members are currently enjoying the spotlight celebrated with a reception at the Hyatt Regency Hotel in Chicago, recognized throughout the Association's Holiday Showcase and profiled within the pages of iUSAE.

Even though it is only three years old, however, the program still invites first members for the inaugural class of 2013, who feel its impact reverberating throughout their careers.

"Being selected as a 40 Under 40 honoree is a special honor," Carla Luchetti, CAE, Associate Director of Public Policy for ASAE, said iUSAE. "It has been a rewarding experience to bring attention to the skills and accomplishments of my honorees on both a personal and professional level. I now have an expanded network of colleagues and friends to please turn to page 6

Hilton Testing Cancellation Fee Policy at Some Properties

By Dan Bennett

Hilton Worldwide is following up its year-old cancellation fee policy by testing another new cancellation policy that will be piloted at 20 Hilton properties, with the company charging \$50 for cancellations made any time after booking. The fee applies to all general category Hilton properties, including the Hilton Garden Inn.

The new policy expands on a cancellation fee that took effect on Jan. 1, where guests who don't give at least one day's notice were charged for a full one-day rate. Guests who previously had until 6 p.m. the day they were scheduled to check in must now cancel by 11:59 p.m. the previous night to

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USAE 2017 Editorial Calendar

January to December 2018

Issue Date	Ad Deadline	Special Coverage
January 1	December 2, 2017	PCMA Preview
January 8	December 2	PCMA Show Daily On-Site (2x) Nashville
January 15	January 5, 2018	National News
January 22	January 12	RCMA EmERGE Preview
January 29	January 19	DMAI Destinations Showcase Preview
February 5	January 26	DMAI Destinations Showcase On-Site
February 12	February 2	Going Green Eco-Friendly Hotels/Destinations
February 19	February 9	Florida Meetings
February 26	February 16	Classic Resorts and Florida Meetings
March 5	February 23	Northeast Meetings
March 12	March 2	Southeast Meetings
March 19	March 9	International Destinations
March 26	March 16	Mid-Atlantic Meetings
April 2	March 23	Gaming Venues
April 9	March 30	ASAE XDP Preview
April 16	April 6	ASAE On-Onsite
April 23	April 13	ASAE Wrap-up
April 30	April 20	National News
May 7	April 27	MPI WEC Preview
May 14	May 4	IMEX Frankfurt Issue
May 21	May 11	USTA IPW Week
May 28	May 18	Caribbean & Resort Meetings
June 4	May 25	MPI WEC On-Site (2x) Indianapolis
June 11	June 1	National News
June 18	June 8	IBTM America Issue
June 25	June 15	Golf Destinations/Resorts
July 2	June 22	Midwest Meetings
July 9	June 29	National News
July 16	July 6	DMAI On-Site
July 23	July 13	ASAE Preview
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August 20	August 10	ASAE Show Daily (2x) Chicago
August 27	August 17	HSMIAI MEET East Preview
September 3	August 24	HSMIAI MEET East On-Site
September 10	August 31	National News
September 17	September 7	Resort Meetings
September 24	September 14	Mid-Atlantic Meetings
October 1	September 21	IMEX America Preview
October 8	September 28	IMEX America Issue
October 15	October 5	Florida Meetings
October 22	October 12	Second-Tier Cities/First Class Venues
October 29	October 19	Southeast Meetings
November 5	October 26	New & Renovated Hotels/Resorts
November 12	November 2	Caribbean Resort Meetings
November 19	November 9	Forty Under 40 Honors Issue
November 26	November 16	Holiday Showcase Preview
December 3	November 23	Western Meetings
December 10	November 30	IAEEOn-Site(2x) New Orleans/Hol.Showcase On-Site
December 17	December 7	National News
December 24	December 14	National News
December 31	N/A	NO ISSUE THIS WEEK

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Every Week; Every Major Meeting; *USAE!*

USAE: the weekly newspaper for and about the national association, CVB and hospitality sales communities. *USAE* on-site, preview and other editions in conjunction with association industry conventions.

Special Note

"Forty Under 40®" Honors Issue
Buy One; Get One Free
November 20, 2017 "Forty Under 40" Advertisers
Receive a FREE 2018 ad*.

Show Daily Editions

USAE Show Daily & On-Site editions will be published throughout 2017 and 2018. Circulation includes paid print and "e" subscribers, on-site readers, and e-turning page availability to 38,000 association and industry executives nationwide. There will be on-site issues at PCMA, RCMA, MPI-WEC, ASAE and IAEE. Also Destinations Showcase DC, IPW, IBTM America, MEET East, ASAE XDP and Association Forum Holiday Showcase.

Preview, Wrap-Up Issues

Circulation of each show preview and/or wrap-up includes paid print and "e" subscribers and e-turning page availability to 38,000 association and industry executives nationwide. Previews will be produced in connection with PCMA, MPI-WEC, ASAE XDP, MEET East, IMEX America, Holiday Showcase and Destinations Showcase DC. A wrap-up issue summarizes ASAE XDP.

Focus Issues (Listed in alphabetical order.)

- 2nd Tier City, First Class Venue: October
- Classic Resorts: February
- Caribbean & Resorts Meetings: April and November
- Forty Under 40 Honors Issues: November
- Gaming Venues and Destinations: May
- Going Green, Eco-Friendly Hotels/Destinations: February
- Golf Destinations and Resorts: June
- Florida Meetings: February, October
- IMEX America Preview: October
- Mid-Atlantic Meetings: April
- Midwest Meetings: June
- New & Renovated Hotels: November
- Northeast Meetings: March
- Southeast Meetings: March, October
- Southwest Meetings: October
- Western Meetings: December

Color Key

Red Special advertiser bonuses. See above. Circulation: Paid subscribers + minimum 38,000 turning page "e" circulation.

Gold Stripe Show Dailies. Circulation: Paid subscribers + on-site bonus circulation+ minimum 38,000 turning page "e" circulation.

Blue Premier Bonus Circulation: Paid subscribers + minimum 38,000 turning page "e" circulation.

* "Buy One, Get One Free" ads can only run in "regular" non-show daily or on-site issues.