

## EDITORIAL CALENDAR

# M&C



**YES**

GETTING  
**YES**  
How planners and  
suppliers are navigating  
negotiations today

# INCENTIVE

WHAT MOTIVATES



### Schedule

**March/April**

Sales Close:  
March 4

### Feature Stories

- Nature-Inspired Wellness
- Next-Level Productivity
- Working With Hotels
- Challenges in Contracting
- **Incentive:** New Incentive Hotels & Resorts

### Destination Guides

- Arizona
- Texas
- Las Vegas
- California
- Midwest
- Pacific Northwest
- Colorado
- **International:** Abu Dhabi/Dubai

### Special Sections

- Southeast Meetings w/Matching
- Passport (International)
- Convention Centers w/Matching

### Exclusive Positions

- Destinations: Stay Another Day
- Renovations w/Matching (Limit 3)
- 3 Days In

**May/June**

Sales Close:  
April 29

- Battling Burnout
- Convention Cities Index
- What's New in Gaming
- Sessions for Different Learning Styles
- **Incentive:** Trends Roundtable

- Arizona
- Atlantic City
- Carolinas
- Texas
- Orlando
- California
- **International:** Korea

- Nevada
- New York (NYC and State) w/Matching
- Midwest w/Matching
- Florida w/Matching
- Luxury & Wellness w/Matching

- Destinations: Stay Another Day
- Renovations w/Matching (Limit 3)
- 3 Days In

**September/October**

Sales Close:  
August 27

- Influential #Eventprofs
- Salary Survey
- Affordable & Sustainable F&B Ideas
- Unique event themes
- Planner Horror Stories
- **Incentive:** Ultimate Gift Guide

- Arizona
- Las Vegas
- California
- Pacific Northwest
- Texas/Dallas
- Colorado
- **International:** Singapore/Malaysia

- Hawaii
- Southeast Guide w/Matching
- Canada w/Matching
- All-Inclusive w/Matching
- IMEX America Show Report

- Destinations: Stay Another Day
- Renovations w/Matching (Limit 3)
- 3 Days In

**November/December**

Sales Close:  
October 1

- Forecast 2027
- Grand Openings/Renovations for the Coming Year
- Networking that Works
- **Incentive:** The Newest Cruise Ships

- Arizona
- Texas
- Phoenix/Scottsdale
- California
- **International:** UK

- Stella Awards
- Las Vegas (CAC)
- Northeast w/Matching
- Caribbean/Mexico w/Matching

- Destinations: Stay Another Day
- Renovations w/Matching (Limit 3)
- 3 Days In