

# SPOTLIGHT17

## Spotlight Onsite: A Unique E-News Broadcast

### **CIRCULATION TARGETING:**

### **2000 Leading Corporate Meeting, Event, Hospitality and Business Travel Buyers by Region.**

Spotlight Onsite, introduces an innovative approach to e-news broadcasting for the meeting and event industry, strategically targeting corporate and association buyers within your catchment area. Through weekly regional focused distribution e-news, we aim to connect your venue with local, potential clients. Our partnership with a leading researcher of data of meeting, event, hospitality and business travel buyers, ensures access to a high-profile audience.

Spotlight Onsite, our flagship offering, limits promotions to just 10 per e-news region, reaching out to 2000 of the most influential and local corporate and agency meeting and event buyers/planners. Your promotional article will feature a captivating image, links to your website, an RFP form, and a concise 60-word service description.

Spotlight Onsite, what sets us apart is our comprehensive follow-up strategy. Post-despatch, RGA's dedicated telemarketing team will contact 100 potential clients to extend personal invitations for onsite show-rounds or appointments, maximizing your chances of engagement and securing business opportunities.

Spotlight Onsite, combines cutting-edge e-news broadcasting with targeted regional outreach and personalized telephone follow-ups. Spotlight Onsite promises to elevate your venue's visibility and connectivity within the dynamic meeting and event industry. Join us in this groundbreaking initiative to showcase your offerings to a discerning audience and drive business success.

**Price £89 + vat** (£99 + vat on invoice)

**price per INSERT – book NOW**

### **2024 Despatch Dates and Distribution Region:**

30<sup>th</sup> April: Northern and Midlands Powerhouse Companies

16<sup>th</sup> May: London West End & City, Financial, Retail & Media Companies