

# USAE

## 2018/2019 E-Blast & “Turn the Page” Hot Dates

### E-Blast Hot Dates

USAE E-Blasts can be sent on *any* date. Our guaranteed rate base is 48,000 association and meetings industry executives.

Here’s a list of recommended USAE-Blast “hot dates” for the 7-10 business days prior to major industry events for all of 2018 and early 2019.

To provide exclusivity, USAE sends only ONE E-Blast per day to its list.

### 2018

<b>Event</b>	<b>Recommended 2018/19 E-Blast Dates</b>
IMEX Frankfurt	5/7; 5/8; 5/11; 5/14
USTA IPW	5/11; 5/14; 5/18
MPI WEC	5/25; 5/28; 5/29; 6/1
ASAE Annual Meeting	8/10; 8/13
IMEX America	10/5; 10/8; 10/11; 10/12; 10/15
IAEE Expo! Expo!	12/3; 12/4; 12/5; 12/6; 12/7; 12/10
Association Forum Holiday Showcase	12/10; 12/11; 12/13; 12/14

### Early 2019

PCMA Convening Leaders	12/26; 12/27; 12/28; 12/31; 1/2/19 1/3; 1/4
RCMA Emerge	1/22; 1/23; 1/24; 1/25
Destinations Showcase	Dates TBD when event date confirmed

## “Turn-the Page” Hot Dates

Be the **exclusive** sponsor of the email containing link to turn-the-page edition of *USAE* sent each Monday to 48,000 print and ‘e’ subscribers. All are association and non-association meeting planners or other industry executives.

“Hot Dates” are the week **prior** and the week **of** major industry events.

### 2018

Event	Remaining/Recommended 2018.2019 Turn-the-Page Dates
USTA IPW	5/21
MPI WEC	5/28; 6/4
IMEX America	10/1; 10/8
IAEE Expo! Expo!	12/10
Association Forum Holiday Showcase	12/10; 12/17

### Early 2019

PCMA Convening Leaders	12/24/18; 1/7/19
RCMA Emerge	1/21; 1/28
Destinations Showcase	Dates TBD when event date confirmed