

USAE

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.

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

2018

Event	Recommended 2018 E-Blast Dates
RCMA Emerge	1/22; 1/23; 1/24; 1/26
DMAI Destinations Showcase	2/5; 2/6; 2/7; 2/8; 2/9; 2/12
ASAE XDP	4/10; 4/12; 4/13; 4/17; 4/18
IMEX Frankfurt	5/7; 5/8; 5/10/ 5/11; 5/14
USTA IPW	5/10; 5/11; 5/14; 5/15; 5/16; 5/17; 5/18
MPI WEC	5/24; 5/25; 5/28; 5/29; 5/31; 6/1
ASAE Annual Meeting	8/8; 8/9; 8/10; 8/13; 8/14
IMEX America	10/4; 10/5; 10/8; 10/9; 10/10; 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

“Turn-the Page” Hot Dates

Be the **exclusive** sponsor of 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 Turn-the-Paget Dates
RCMA Emerge	1/29
DMAI Destinations Showcase	2/5; 2/12
USTA IPW	5/14; 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