

# USAE

## 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 the remainder of 2018 and all of 2019.

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

### 2018

Event	Remaining/Recommended 2018 E-Blast Dates
IMEX American On-Site	10/12
IAEE Expo! Expo!	12/3; 12/6; 12/10
Association Forum Holiday Showcase	12/12; 12/14

### 2019

Event	Remaining/Recommended 2019 E-Blast Dates
PCMA Convening Leaders	12/27; 12/28; 1/2; 1/3; 1/4
RCMA Emerge	1/22; 1/24; 1/28
DMAI Destinations Showcase	2/19; 2/20; 2/21; 2/26
ASAE XDP	4/2; 4/3; 4/4; 4/8; 4/9
IMEX Frankfurt 5-13	5/6; 5/7; 5/8; 5/9; 5/10
USTA IPW	5/28; 5/29; 5/30; 5/31
MPI WEC	6/10; 6/13; 6/14
ASAE Annual Meeting	8/1; 8/2; 8/5; 8/7; 8/8; 8/9
IMEX America	9/3; 9/4; 9/6
IAEE Expo! Expo!	11/18; 11/19; 11/20; 11/21; 11/22
Association Forum Holiday Showcase	12/3; 12/4; 12/5; 12/9; 12/10

# USAE

## First News Monday 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
IMEX American On-Site	10/9

### 2019

Event	Remaining/Recommended 2019 Turn-the-Paget Dates
PCMA Convening Leaders	1/8
RCMA Emerge	1/28
DMAI Destinations Showcase	2/25
ASAE XDP	4/8
IMEX Frankfurt	5/6
USTA IPW	5/27
MPI WEC	6/10
ASAE Annual Meeting	8/5
IMEX America	9/2
IAEE Expo! Expo!	11/18
Association Forum Holiday Showcase	12/9