



McQuaid Smith

COMMUNICATIONS INC

Custom Marketing Solutions for Incentive Travel + Global Events Professionals



THE
INCENTIVIST
McQuaid **FAM**Smart
COMMUNICATIONS

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Custom Marketing Solutions for Incentive Travel + Global Events Professionals

McQuaid Smith Communications Inc. is dedicated to helping incentive travel and global event buyers and suppliers connect through professional, compelling and consistent messaging. We know that one-size marketing does not fit all. We listen. We partner. We deliver through our 3 brands: **The Incentivist**, **McQuaid Communications** and **FAMSmart**.



McQuaid

COMMUNICATIONS

INTRODUCING INCENTIVE QUALITY (IQ)

Examine your Incentive Quality through a set of metrics we developed with input from experts across the industry.

We offer a comprehensive review of your brand positioning and how well your MICE messages meet the needs and interests of your audience. The review includes:

- In-depth evaluation of your marketing collateral for style, MICE language and terminology, visual appeal + image choice.
- A review of language translations to ensure correct spelling, grammar and intended meanings.
- Review how you are promoting your MICE product or service—media print/digital ads, trade shows, FAM trips + social media.
- Detailed summary showing how you measure up and a strategic marketing plan to help you raise your IQ score.

McQuaid Communication offers a range of creative, custom marketing services.

- Digital and print supplements and brochures
- Digital ads
- Press releases
- Digital invitations for client events or FAM trips
- Custom digital templates for itineraries, proposals, vetting forms and questionnaires



Website review

- Review, edit and rewrite your MICE-specific web pages to ensure your marketing message is clear and reflects MICE terminology
- Review imagery and style to reflect corporate sensibilities



Now read by MICE professionals on 5 continents!

Our exciting [new website](#) and free twice monthly [newsletter](#) bring inspiration, insights and intelligence to the incentive travel + global events community. Both feature industry news, people and events, destination reviews, FAM trip listings and opportunities, corporate gifting ideas, a global MICE events calendar + MORE!

RUN OF SITE (ROS) ADVERTISING targets most pages of our website and is an excellent choice for a strategic marketing campaign to create awareness and promote a new product, service, destination, venue or property.

Top X-Large Leaderboard	\$1,200/month	X-Large Big Box	\$1,050/month
Middle Standard Leaderboard	\$800/month	Standard Big Box	\$600/month

*All ROS Ads Rotate | Expect 3 to 5 (maximum) rotations per ad position.

NEWSLETTER ADVERTISING

The **Incentivist** Newsletter delivers current and relevant intelligence on important elements of incentive travel + global events, making it the ideal vehicle to deliver your MICE marketing message! Deploys twice a month.

Top X-Large Leaderboard	\$1,400/each	X-Large Big Box	\$1,200/each
Middle X-Large Leaderboard	\$1,100/each	Standard Big Box	\$800/each

SPECS

SIZE	DIMENSIONS (W X H)	MATERIAL DUE	FILE TYPES	FILE SIZE
X-Large Leaderboard	728 X 210 px	5 days prior to the deployment	Swf, Gif, jpg	Max: 40 k
Middle Standard Leaderboard	728 X 90 px			
Standard Big Box	300 X 300 px			
X-Large Big Box	300 X 600 px			

Rates are NET in Canadian dollars and applicable tax is not included. Bundles are available.

FAMSmart

Strategies to Achieve Optimal MICE FAM Trip Value

FAM TRIP ASSISTANCE AND COVERAGE OPPORTUNITIES

- We list your upcoming FAM trip in the **FAMSmart** section on TheIncentivist.com. – \$200
- We create brand sensitive compelling ads and digital invitations to inspire qualified planners to apply. – \$650
- We assist in vetting qualified potential participants from our VIP Incentivist members list. – Rate varies.
- We post a summary & images supplied by the FAM hosts under **FAMSmart**. – \$500+
- **SOMETHING SPECIAL**—a senior member of our team travels as part of the FAM* to write a report, including partner contact details, FAM highlights and images. This report will be posted on TheIncentivist.com and promoted via our enewsletter and social media channels. Optional: Our team member can conduct an on-site Q&A and/or debrief. Quotes on request.

**Our writer receives same complimentary inclusions as FAM participants i.e. air, hotel, transfers, f&b, activities, etc.*

THE INCENTIVIST DESTINATION DISCOVERY TRIPS

- As the exclusive media sponsor, we work with MICE suppliers like airlines, hotels, CVBs, and DMCs to deliver a minimum of 3 exceptional FAM trips a year.
- We choose from some of the world's most on-trend, exotic destinations and invite only well-vetted senior level planners from our VIP Incentivist members list.
- Our exclusive FAMS are expertly promoted through our distribution channels—website, newsletter and social media.
- Post-FAM coverage includes a comprehensive destination report, with partner contact details, FAM highlights and images.
- The report is posted on the **FAMSmart** section on **The Incentivist** + is prominently featured in the next available newsletter.

Contact Alanna McQuaid to discuss the suitability of your destination to be considered for this exciting opportunity.



FOR MORE INFORMATION ON OUR PRODUCTS AND SERVICES, PLEASE CONTACT

Alanna McQuaid

Publisher, TheIncentivist.com
Co-Founder & President
McQuaid Smith Communications Inc.
alanna@theincentivist.com
905.990.0659

Lori Smith

Editor-in-Chief, TheIncentivist.com
Co-Founder & Vice-President
McQuaid Smith Communications Inc.
lori@theincentivist.com