



NORTHSTAR
Stella
Awards

**WINNER & FINALIST
TOOLKIT**

Find everything you need here to get started!

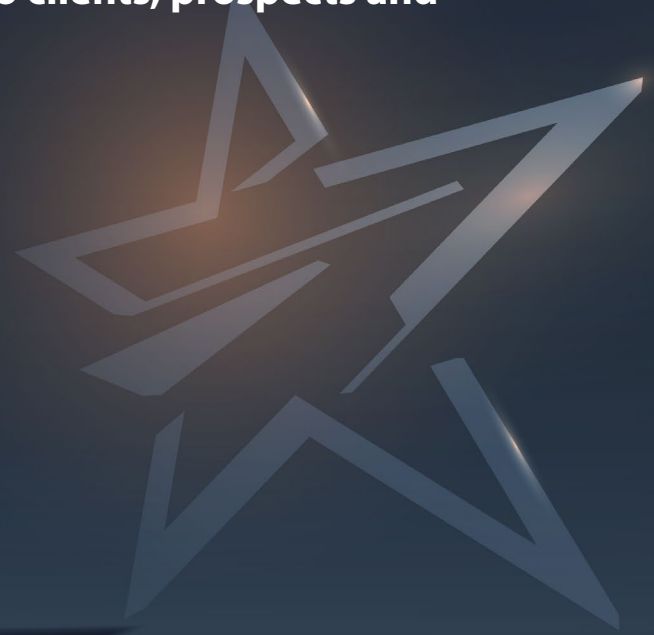


PARS International Corp. is the official content licensing agent of the 2024 Northstar Stella Awards.

The Stella Awards name the world's best organizations across all sectors of the meetings and events industry. Congratulations on being named to this elite class of organizations recognized for demonstrating consistently high levels of innovation and superlative service!

PARS International is the official content licensing agent for the 2024 Northstar Stella Awards. We stand ready to assist you with promoting your inclusion in this coveted class of industry leaders setting the benchmark for excellence. **This toolkit contains information about spotlight advertising, samples of the available assets as well as ideas and guidelines to help you boast your win to clients, prospects and staff.**

***We're here to help you
and we look forward to
working with you soon!***



SPOTLIGHT AD

Announce your **2024 Northstar Stella Award** directly to Northstar's audience via a custom content digital page. Visually appealing and content rich, your individual **Stella Awards Spotlight** page informs as well as directs readers to your brand website for potential event business partnerships.

Performance Indicators

Cumulative impressions of Email, Boosted Post, and Native promotions

Rate

\$8,500/net

Customers ordering both Licensing and a Spotlight Ad Package will receive a **15% discount!**



Norwegian Cruise Line Holdings Takes Gold in Northstar's Stella Awards for the Second Year in a Row

Norwegian Cruise Line Holdings is highly experienced in creating custom experiences on their ships. That is their passion and 100-percent focus. It is what has driven their growth and the reason why clients are choosing to renew year after year.

Package Includes

- ▶ Creation of custom ad and article for hosting on NMG.com
- ▶ Homepage teaser placement
- ▶ Promotional sponsored content Native Ads, served across the Northstar Meetings Groups network (Northstar Meetings Group, M&C, and Successful Meetings) promoting the sponsored page
- ▶ Organic + Boosted post of the article on social media
- ▶ One promotional e-mail blast, designed by Northstar, to 25,000-30,000 opt in subscribers promoting sponsored spotlight page, deployed twice (*second deployment uses alternate subject line*)
- ▶ Two featured placements in the Meeting News Daily eNewsletter
- ▶ All Spotlight Ads will be directly supplied and invoiced by Northstar.

ANNOTATED LOGOS

STANDARD LOGOS



ANNOTATED SOCIAL CARDS



STANDARD SOCIAL CARD



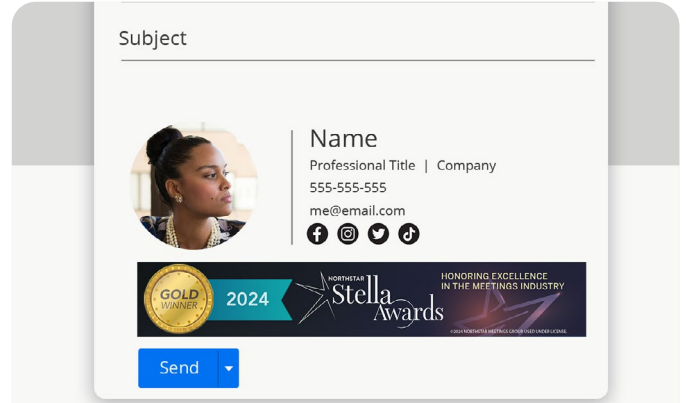
EMAIL SIGNATURES



SAMPLE USES



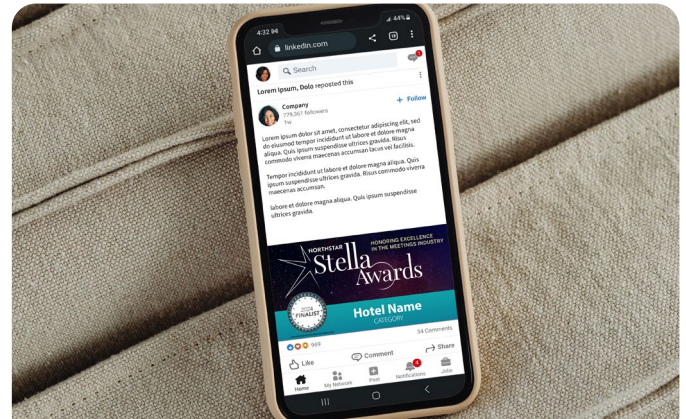
DO NOT DISTURB



E-MAIL SIGNATURES



HOTEL ROOM KEYS



SOCIAL MEDIA



OOH & DOOH



PRINT ADVERTISING

CUSTOM PRODUCTS AND MERCHANDISE LICENSING

Display Products



Up to 14" x 21"

Wood Plaque



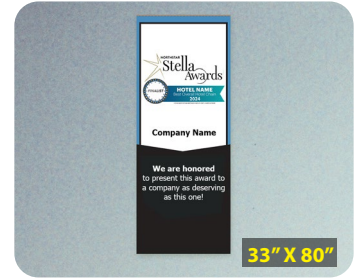
11.25" x 16"

Metal Plaque



9" x 12"

Bamboo Plaque



33" X 80"

Pop-up Banner



12" x 15"

Framed Print



4" x 6"

Crystal Award



4.5" x 9"

Bamboo Desktop Award

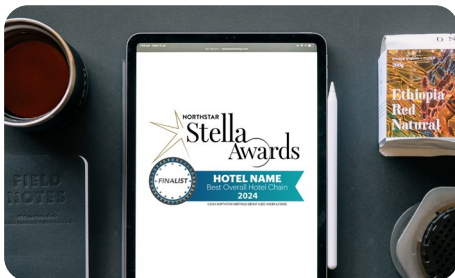


Up to 5" x 7"

Door/Window Clings

All sizes noted are close approximations.

Digital Products



PDF

PDF layout includes relevant content featuring your company and has low-res print capability and is authorized for posting to corporate website.



E-Print

E-PRINT layout includes relevant content featuring your company and is authorized for posting on corporate website and distribution via e-mail for up to 12 months.



Virtual Background

VIRTUAL BACKGROUND Includes .jpg file supply of custom-designed virtual meeting background featuring the Content, your name and company. Authorized for use exclusively in virtual meeting backgrounds for up to 12 months.

Merchandise Licensing [Shirts, tote bags, mugs, and more!] Contact us for info!



PROMOS & PRESS RELEASES

The 2024 Northstar Stella Awards are CONFIDENTIAL & UNDER EDITORIAL EMBARGO until the awards' program winners are announced on October 1, 2024. Your status is strictly embargoed, and you may not communicate it internally, alert any press, conduct any media efforts or use the logo in any promotional material until the embargo is lifted.

SUGGESTED PROMOTIONAL COPY

Once you have secured your logo license all of the copy below may be used or repurposed in company emails, blog articles, eNewsletters, your website, social media or other marketing materials according to the terms of your license agreement.

SHORT VERSION COPY *(suggested use: social media, website and/or newsletter blurb, personal email signature)*

- We're a #StellaAwards2024 winner and among the best of the best! #Meetingprofs #Eventprofs @northstarmetingsgroup
- We're thrilled to be a 2024 Stella Award winner, as being acknowledged with a Stella is a seal of excellence, signifying that we help deliver an exceptional meetings experience.
- The Stella Awards honor excellence in the meetings industry. The program distinguishes suppliers from around the globe that consistently deliver quality service and innovation to meeting and event professionals.
- To view this year's Stella Award winners, click here. In addition, all Stella Award winners and finalists are featured in a special section in the November/December 2024 issue of Meetings & Conventions.
- Celebrating the people and places that make the meetings industry great.

LONG VERSION COPY *(suggested use: social media, website and/or newsletter blurb)*

- "The meetings industry in the U.S. and around the world has come back in a big way, due in large part to the commitment to excellence demonstrated by the 2024 Stella Award winners and finalists," said Loren Edelstein, vice president and content director for Northstar Meetings Group. "Congratulations to all of our nominees who are delivering the kind of return on experience meetings industry stakeholders require."
- [Insert your company name] is proud to be a winner of the prestigious 7th Annual Stella Awards (#StellaAwards2024) from the Northstar Meetings Group! We won in the category of [or change to "categories," if you're a winner in other categories] [list winning category or categories here].
- We're thrilled to be a winner, as being acknowledged with a Stella Award is a seal of excellence, signifying that we deliver an exceptional meetings experience.
- Thank you to our customers and the panel of judges for recognizing [Insert your company name] in this year's Stella Awards (#StellaAwards2024) from the Northstar Meetings Group!
- The Stella Awards are the meetings industry's highest honor, recognizing hotels, convention centers, conference centers, airlines, cruise lines, DMOs/CVBs and DMCs that consistently deliver quality service and innovation to meeting and event professionals.
- The Stella Awards honor excellence in the meetings industry. The program distinguishes suppliers from around the globe that consistently deliver quality service and innovation to meeting and event professionals. Winners include the very best hotels, convention centers, conference centers, convention and visitor bureaus, destination marketing organizations, destination management companies, airlines and cruise lines.
- Winners were recognized for achieving overall excellence, superb food and beverage, forward-leaning sustainability initiatives and event design, professionalism of staff, and other critical aspects of the meetings and event experience.
- This year, nearly 10,000 votes were cast from around the world for the 770 destinations, hotels and service providers nominated in 16 categories in six regions in the United States and worldwide.
- After nominations closed in 2024, finalists in each category were determined by meeting planners during an open voting period. Winners were then selected by an expert panel of judges overseen by the editors of Northstar Meetings Group's leading brands, Meetings & Conventions and Successful Meetings.

PRESS RELEASE

Click [here](#) to download a copy of the Press Release. Please note that a one-time text only press release is gratis. Extended press release use or inclusion of the Stella Awards logo in your press release requires proper licensing through PARS.

**WE'RE READY TO WORK WITH YOU
SO LET'S GET STARTED!**