



**EXACTLY who  
YOU want to  
TALK TO...**



- Corporate Meeting/Event Planner
- Manager, Events & Incentives
- Director, National Events
- VP Marketing
- Director of Trade Shows
- Special Events Planner
- Trade Show Planner
- Director, Communications & Corporate Events
- Director, Corporate Shows & Events
- VP Corporate Events & Planning
- VP Sales
- Director, Event Planning & Operations
- Corporate Meeting & Travel Planner
- Director, Corporate Events/Trade Shows

**We specialize in providing market intelligence  
for companies marketing to Meeting and Event Planning departments.**

- UNLIMITED use for **calling, mailing and emailing**...for one year.
- **Meeting Planner & Event Planner Decision Makers at America's TOP 1,850 Companies!**
- Guaranteed to be Precisely Targeted and Highly Accurate!
- All information built from scratch by telephone interview!
- Custom-built lists, updated every 4 months!
- Cut, dice and slice from the following:

- Vertical & Geographic Markets**
- Email-only Programs**
- FREE 4-month updates**

- Fortune 500 Companies**
- Large Companies – "Fortune 2000"**  
(\$675MM - Multibillion \$)
- Middle Market Companies**  
(\$200MM - \$675MM)
- Small Companies**  
(\$30MM - \$200MM)
- Public & Private Companies**

“Mentor Tech Group’s Meeting Planner list is one of the BEST we’ve ever used. Plus, we get to use it for the WHOLE YEAR. And since they constantly re-verify the accuracy of their list, we don’t ever have to worry about using stale information. The updates they provide allow us to run outbound campaigns and KNOW that our list is up-to-date at all times!”

**Tim Ryan  
VP Sales  
Pebble Beach Resort**



**Call now to begin saving time!**



## Why should you choose a MentorTech Group list?

MTG has truly created “first-of-its-kind” Market Intelligence for targeting Meeting/Event Planner and Trade Show executives. We specialize in developing highly accurate lists of the key decision makers you seek.

### What is the difference between MTG’s market intelligence and other “lists”?

#### Age of list

You need current information – for mailing, for calling and for emailing! People in this industry move around a lot. We complete major updates by calling and re-verifying information every four months. Our lists are current and accurate. We stake our name on it.

#### Custom-built list

Many list companies can’t even tell you exactly where their information came from. Those lists are often merely combinations of other lists comprised of old data, like someone who signed up for an industry magazine two years ago. What a waste! But rest assured, MTG’s database was **built from scratch** by having **personal conversations with each contact every 4 months**.

#### Opt-in

This is a permission-based list. We interview each contact over the telephone and, depending on the type of contact, they know they will be receiving information from a meeting/event planning vendor.

#### Quality of contacts and job functions

MTG’s Prospect Development Specialists have done all the digging for you. We identify decision makers through brief phone interviews identifying actual job responsibilities, not just titles. We have the expertise to build out this highly valuable, unique information, **ONLY** available through MTG.

#### Accuracy of information

As far as purchased lists go, it is considered EXCELLENT to have “only” a 20% error rate. And it is not uncommon to have 35% - 40%++ error rates. But MTG lists are different. The information in our database is **highly accurate – period**.

#### Who owns the list?

MTG’s licenses its database for unlimited use within your company for one year – with additional programs available to receive updated list information on an ongoing basis.

#### Does the producer of the list have expertise in the meeting/event planning industry?

They should, but the answer is probably no. MTG Prospect Development Specialists have worked as Meeting Planners in the past – and are in an excellent position to make a “judgment call” that the person with whom they are speaking merits membership in our database. So the question becomes: “Who is better equipped to provide you with meeting/event planner information?”

MTG clients include many well-known organizations like: Cirque du Soleil, Blue Man Group, Pebble Beach Resort, Balboa Bay Club & Resort, and Certain Software. These clients trust MTG to provide high quality marketing intelligence because our meeting/event planning lists are simply second-to-none.

**One way or the other, your company will spend money to find decision-makers to talk to. So, why not get it right the first time?**

#### Call us today to:

- Save money by calling and emailing the right prospects the first time
- Increase productivity and job satisfaction of those involved in the business development process
- Finally use an accurate list with the decision makers you want to talk to!



Empowering Enterprises Today –  
To Build the Sales Pipelines of Tomorrow