

Fulton Visibility Report

Marketing Reach & Brand Exposure for the Town of Fulton

Prepared for the Town of Fulton | June 2026

Overview

This report documents the scope and scale of marketing visibility currently being delivered to the Town of Fulton through the Rockport-Fulton CVB's integrated marketing program. While Rockport and Fulton are promoted together as a unified destination brand, Fulton receives substantial dedicated exposure across social media, website content, paid digital advertising, OTA placements, and statewide print and digital tourism publications. The sections below break down each channel and quantify Fulton's share of the overall marketing reach.

Social Media

The CVB's social media presence provides consistent and significant visibility to Fulton through several layers of exposure:

- **Page identity:** The social media page is titled “Explore Rockport-Fulton,” meaning every person who views the page, follows it, or encounters its posts is exposed to the Fulton brand name directly in the page identity.
- **Combined-destination posts:** The majority of posts reference “Rockport-Fulton” as a unified destination, giving Fulton consistent co-branded visibility in nearly all content.
- **Fulton-specific posts:** A minimum of one post per week is dedicated specifically to Fulton, focused on local landmarks and points of interest.
- **Photo and video content:** Dedicated photoshoots and video shoots have been produced specifically in Fulton, covering the Fulton Pier, Downtown Fulton, the Fulton Convention Center, and the Fulton Harbor area.
- **Influencer partnerships:** Over the past year, the CVB has worked with multiple influencers who created content and written features specifically about Fulton during their visits, in addition to broader Rockport-Fulton coverage.

Reach summary:

Metric	Figure	Fulton Relevance
Average <i>monthly</i> social media reach	700,000 people/month	(June 2025 – June 2026)
Page branding	“Explore Rockport-Fulton”	Fulton name visible on every impression
Fulton-specific posts & stories	1+ per week minimum	Pier, downtown, convention center, harbor, businesses
Influencer content	Multiple partners (past 12 months)	Fulton-specific filming and write-ups

Website – visitrockportfulton.com

The CVB's official tourism website, visitrockportfulton.com, launched in November 2025 and includes dedicated content for Fulton, including pages covering the Fulton Pier, Downtown Fulton, and a continually updated events listing populated by both Fulton-area event coordinators and CVB staff.

Metric	Detail
Launch date	November 2025
Dedicated Fulton content	Fulton Pier page, Downtown Fulton page, Fulton-area events
Event content sourcing	Submitted by event coordinators and CVB staff
Recent traffic (last 2 months)	12,000+ unique visitors per month
Trend	Traffic has been steadily ramping up since launch

Google Paid Search Campaign

The CVB's Google paid advertising campaign targets users actively searching for travel to Rockport, travel to Fulton, beach vacations, and related travel terms. This campaign reaches hundreds of thousands of Google users each month and is designed to capture high-intent travelers in the planning stages of a trip, directing qualified leads toward Rockport-Fulton as a destination — including those searching specifically for Fulton.

- Targeted search terms include Rockport, Fulton, beach vacations, and broader Texas travel-related queries.
- Monthly reach: hundreds of thousands of Google users.
- Purpose: drive qualified, in-market traveler leads to the Rockport-Fulton destination, including Fulton-specific searches.

OTA Campaigns – Expedia & TripAdvisor

The CVB maintains active online travel agency (OTA) advertising on Expedia and TripAdvisor, two of the most-used platforms by travelers in the final stages of trip planning. These campaigns reach thousands of potential travelers who are deep in the decision-making process, placing the Rockport-Fulton destination — and Fulton's attractions — directly in front of users actively booking accommodations and activities.

- Platforms: Expedia and TripAdvisor
- Audience: Thousands of travelers in active trip-planning and booking stages
- Value: High-intent exposure at the point of decision-making

Statewide Print & Digital – AJR Media Partnerships

Through its contract with AJR Media, the CVB secures advertising placements across several of the most influential Texas tourism publications and outlets, including Tour Texas, Texas Highways, AAA Explorer, and others. These partnerships span print, digital, and email marketing channels.

Channel/Partner	Fulton Visibility Highlights
AAA Explorer (print)	Reached 500,000 print subscribers; featured ad highlighted the community with a photograph of the Fulton Fishing Pier
Tour Texas	Statewide digital tourism exposure for Rockport-Fulton
Texas Highways	Statewide print and digital tourism exposure
Combined AJR Media network	Print, digital, and email channels reaching millions of travelers annually

Summary

Across social media, the official tourism website, paid search, OTA platforms, and statewide print and digital tourism publications, the Town of Fulton receives consistent, dedicated, and growing brand visibility. The combined Rockport-Fulton marketing program reaches millions of people annually who are planning travel in or to Texas, with Fulton specifically represented through dedicated content, imagery, video, influencer coverage, and featured placements such as the AAA Explorer Fulton Fishing Pier photograph.

Channel	Fulton Visibility Snapshot
Social Media	700,000 avg. monthly reach; page titled “Explore Rockport-Fulton”; 1+ Fulton-specific post/week; dedicated Fulton photo/video content; influencer coverage
Website	12,000+ unique visitors/month (last 2 months); dedicated Fulton Pier and Downtown Fulton pages; Fulton events listings
Google Paid Search	Hundreds of thousands of monthly searchers targeting Rockport, Fulton, and beach vacation terms
OTA (Expedia/TripAdvisor)	Thousands of high-intent travelers in active booking stages
AJR Media (Tour Texas, Texas Highways, AAA Explorer, etc.)	500,000 AAA Explorer print subscribers reached with a Fulton Fishing Pier feature; millions reached annually across print, digital, and email

Together, these channels demonstrate that Fulton is not an incidental beneficiary of Rockport-Fulton marketing, but an actively promoted and consistently featured part of the destination brand, receiving direct, measurable exposure to potential travelers across every major marketing channel operated by the CVB.

Rockport Convention and Visitors Bureau

Fulton Oysterfest Marketing Campaign Report

Prepared for: Rockport Convention & Visitors Bureau
Campaign Period: February – March 2026
Channels: Google Performance Max, OTT/Streaming TV, Social Media (Organic & Paid)

Campaign Overview

The Rockport Convention & Visitors Bureau ran a multi-channel digital campaign to build awareness and drive attendance for the Fulton Oysterfest. The campaign combined Google Performance Max, OTT/streaming television advertising, and organic and paid social media on Facebook and Instagram. This report summarizes results for each channel from February through March 2026.

Google

February – March 2026

Metric	Result
Ad Impressions	73,138
Clicks to fultonoysterfest.org	4,829
Click-Through Rate (CTR)	6.6% (vs. 2% national average)
Tracked Conversions	0

Top-performing Texas regions by engagement:

- Houston
- Dallas–Fort Worth
- San Antonio
- Austin
- El Paso
- Rio Grande Valley (RGV)

The campaign's click-through rate of 6.6% was more than three times the 2% national average, indicating strong ad relevance and creative performance. No conversions were tracked on the site during the period; this may reflect a conversion-tracking gap rather than a lack of on-site action, since ticket or attendance conversions are not always captured by default Performance Max tracking. Recommend confirming that conversion actions (e.g., ticket purchases, form submissions) are properly configured for future campaigns.

OTT / Streaming Television

February – March 2026

Metric	Result
Video Ad Impressions	33,813
Households Reached	27,193
Average Frequency	1.25
Video Completion Rate	99% (goal: 90%+)
Website Page Views	92

The OTT campaign exceeded its video completion rate goal, with 99% of viewers watching ads through to completion against a 90% target. The campaign reached over 27,000 unique Texas households. Frequency remained low at 1.25 plays per household, indicating the campaign prioritized reach over repetition. Website page views from this channel were modest relative to impressions, which is typical for OTT/CTV, as this channel is best suited to top-of-funnel brand awareness rather than direct response.

Social Media – Organic (Facebook & Instagram)

Post / Content	Reach	Engagements
Oysterfest is here (video)	48,300	736
Come on out to the Oysterfest	747	15
The wait is almost over	82,555	655
Rockport Fulton Spring Break/Oysterfest (video)	4,106	108
One of the biggest events of the year (announcement)	39,902	459
Discover Fulton	20,802	344
Spring Break/Oysterfest (video)	5,437	173
Big things coming to Rockport Fulton (video)	23,315	546
Total	225,164	3,036

Organic content generated a combined reach of 225,164 and 3,036 engagements across eight posts. “The wait is almost over” was the top-performing post by reach (82,555), while the “Oysterfest is here” video generated the highest engagement volume among video content (736). Video-format posts consistently outperformed static posts in engagement rate, supporting continued use of short-form video for future promotions.

Social Media – Paid Campaign

A combined Spring Break and Oysterfest video was run as a paid ad, reaching 73,000 users — supplementing organic reach with targeted paid delivery over the same period.

Campaign Summary

Channel	Primary Metric
Google	73,138 impressions / 4,829 clicks / 6.6% CTR
OTT / Streaming TV	33,813 impressions / 27,193 households reached
Social – Organic	225,164 reach / 3,036 engagements
Social – Paid	73,000 reach

Across all four channels, the Fulton Oysterfest campaign generated more than 400,000 combined impressions/reach in February and March 2026. Google Performance Max delivered strong click-through performance well above industry benchmarks, OTT exceeded its video completion goal, and organic social content — particularly video — drove the largest share of overall reach. The primary gap identified is conversion tracking on the Google Performance Max campaign, which should be addressed ahead of the next event cycle to better attribute ticket sales and site actions to paid media spend.

Nannette Eiland

From: Nannette Eiland
Sent: Wednesday, March 4, 2026 3:19 PM
To: Nannette Eiland
Subject: oysterfest coastl living

Follow Up Flag: Follow up
Flag Status: Flagged

47th Annual Fulton Oysterfest Returns March 5–8 with Oysters, Live Music & Family Fun

<https://www.kztv10.com/community/coastal-living/47th-annual-fulton-oysterfest-returns-march-5-8-with-oysters-live-music-family-fun>

Celebrate 47 years of coastal tradition at Fulton Oysterfest with fresh Gulf oysters, live entertainment, and family-friendly fun along the waterfront.



Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Account: 1201685385024252

Billing Report: 2/1/2026 - 3/1/2026

Meta Ads payment
Payment Method: Visa **** 5908

Date	Transaction ID	Amount	Payment Status
2/20/2026	26023914120627758-26118307574521743	\$306.04 USD	Paid
2/14/2026	25999120486440459-26065336653152169	\$900.00 USD	Paid
		Total Amount Billed	\$1,206.04 USD
		Total Funds Added	\$0.00 USD

Invoice

Invoice #: 00010460
Date: 04/01/2026
Account #: 00003537
Sales Rep: AJR Media Group

Rockport CVB

212 N Live Oak St
Rockport, TX 78382-

Advertiser: Rockport CVB
Your PO#:
Terms: Net 30

Amount

Publication:	AAA EXPLORER TEXAS	Rate:	TX29DI	Freq:	1	
Issue:	Apr/May/Jun 2026	Section:	Discover			
Ad Size:	1/2 Pg Ad + 1/2 Pg Advertorial	Caption:				7,500.00
Position:	Discover	Page #:				0.00
Colors:	4-Color					0.00

Sub Total: 7,500.00

Sales Tax:

Total:	7,500.00
Less Credits Applied:	0.00
Balance Due:	7,500.00

7,500 - Fulton

Please return this stub with your remittance
AAA EXPLORER TEXAS

Payment may be made by check or credit card.

If paying by check, please send your payment to: PO Box 25256 Santa Ana, CA 92799-5256

If paying by credit card, please email ACEPubInvoices@ace.aaa.com and a unique payment link will be sent to you.

Invoice #: 00010460
Date: 04/01/2026
Account #: 00003537

Bill To: **Rockport CVB**
Advertiser: Rockport CVB
Balance Due: 7,500.00

Amount Enclosed: _____

DISCOVER ROCKPORT-FULTON'S COASTAL CHARM

In Rockport–Fulton, the days feel lighter and the pace feels just right. Life here moves in time with the tide, inviting visitors to slow down and experience the Texas Coast at its most relaxed and welcoming.

Rockport's artful charm flows easily into Fulton's waterfront calm, where bay breezes, fresh seafood, and easy sunsets round out the experience.

Mornings often begin with sunrise over Aransas Bay, where calm waters and coastal

breezes set the tone for the day. By afternoon, explore colorful art galleries, coastal boutiques, and antique shops throughout the Rockport Cultural Arts District, or spend time outdoors along scenic trails and waterfront parks.

Rockport–Fulton is known worldwide for birding, with spring and fall migrations drawing nature lovers from across the globe. Others come for fishing adventures, beach walks, or quiet moments by the shore.

Rockport Beach — Texas' first Blue Wave-

certified beach — offers clean sands and gentle waves, perfect for families, couples, and solo travelers alike. Just minutes away, Goose Island State Park and local wildlife refuges provide opportunities to connect with nature, spot native species, and enjoy wide-open coastal landscapes.

As the day winds down, the destination comes alive with the flavors of the coast. Waterfront restaurants serve Gulf-fresh seafood, while local eateries offer laid-back dining with views worth lingering over. Sunset pier walks, evening breezes, and small-town hospitality round out the experience.

Whether you're drawn by outdoor adventure, creative energy, or the simple joy of an unhurried escape, Rockport–Fulton offers a coastal getaway that feels easy, authentic, and refreshing.



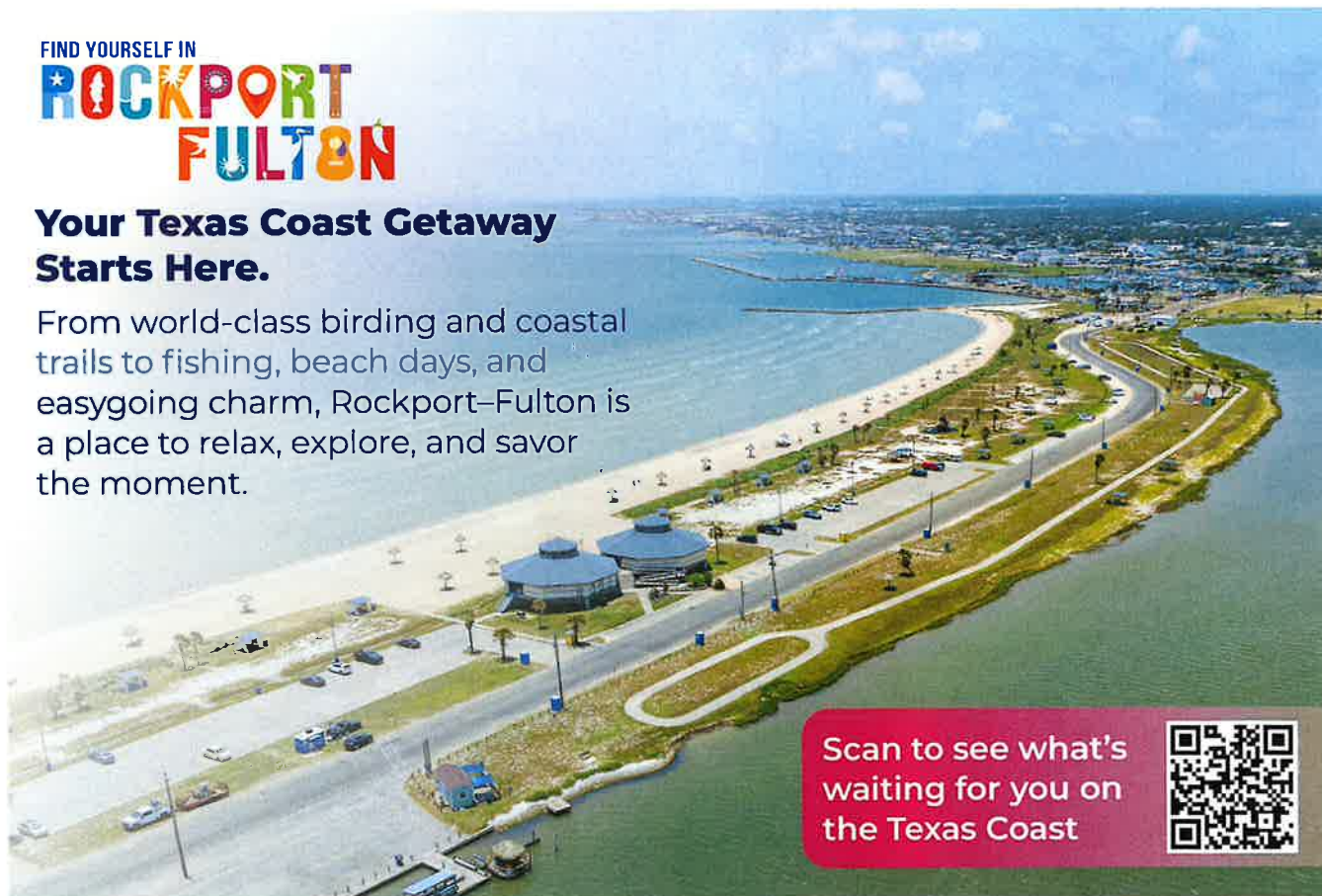
Your Texas Coast getaway starts here!
VisitRockportFulton.com

FIND YOURSELF IN

**ROCKPORT
FULTON**

Your Texas Coast Getaway Starts Here.

From world-class birding and coastal trails to fishing, beach days, and easygoing charm, Rockport–Fulton is a place to relax, explore, and savor the moment.



**Scan to see what's
waiting for you on
the Texas Coast**



Nannette Eiland

From: Nannette Eiland
Sent: Monday, September 15, 2025 10:06 AM
To: Melissa Pina
Subject: FW: We're Heading to College Station, TX this December!

Hi Melissa!

I will be attending this event to “sell” our destination to meeting planners, focusing on the need days/dates of Mon-Thursday's.

I'd like to take some information about the Convention Center with me so we can market it on your behalf.

Let me know if you have any questions.

The Northstar Meetings Group recruitment team qualifies the meeting planners who must have future meetings for the state of Texas.

These would be both corporate and association planners. The supplier (you all) choose those planners based on the criteria that they supply that you would like to meet with for the 21 (and vice versa) appointments while meeting everyone during the event at the meals, education, and networking functions.

The details to attend are below.

Destination Southwest - \$5,000

1/2 Fulton \$2500.

December 1-3, 2025 - College Station, TX

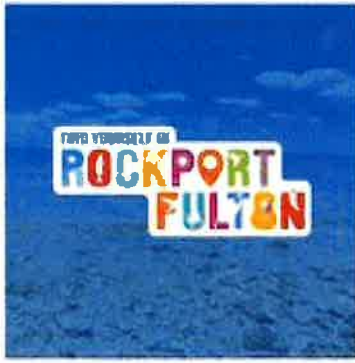
50 buyers from all over the US who have open RFPs for the Southwest. For Southwest suppliers only.

More information:

- All hosted buyers must apply and are pre-qualified by our strict recruitment staff, with histories vetted before we offer them a spot at the event.
- Repeat attendance is limited to ensure fresh prospects every year
- 1 to 1 buyer supplier ratio

All Registrations include:

- 6' appointment table with set of 22 one:one buyer/supplier prescheduled appointments (13 minute appointments)
- 6 fabulous food & beverage/networking events
- 2 accredited education sessions
- Planner profiles in digital format



Nannette Eiland
CVB TOURISM MANAGER

 neiland@rockporttx.gov

 361.557.7581

 212 N. Live Oak St.
Rockport, Tx 78382

From: Northstar Meetings Group <NorthstarMeetingsGroup@info.northstartravelgroupmail.com>

Sent: Wednesday, September 3, 2025 10:01:31 AM

To: Nannette Eiland <neiland@rockporttx.gov>

Subject: We're Heading to College Station, TX this December!

WARNING: This email is from an external source. Do not click links or open attachments without positive sender verification of purpose. Never enter Username, Password or sensitive information on linked pages from this email. If you are unsure about the message, please forward to itstaff@cityofrockport.com for assistance.



DESTINATION 
SOUTHWEST
BY NORTHSTAR

Visit **COLLEGE STATION** THEgeorge CAVALRY COURT

DEC. 1-3, 2025 • The George Hotel & The Cavalry Court Hotel • College Station, TX



Where Coastal Charm Meets Conference Comfort

Just a tank away from major Texas cities, Rockport–Fulton blends coastal beauty, artistic energy, and small-town hospitality — making it the perfect setting for meetings, retreats, and celebrations.

Whether you're planning a corporate conference or an intimate gathering, this seaside destination delivers spaces and experiences your attendees will remember.

Featured Venues:

The ROCC – Rockport Conference Center

106 S. Austin Street, Rockport, TX 78382

8,000 sq. ft. of modern, flexible space located just one block from Aransas Bay.



Highlights:

1. 4,400 sq. ft. main ballroom with capacity for 350 guests (theater), 280 (banquet), or 240 (wedding)
2. 1,300 sq. ft. foyer + four breakout rooms
3. Flexible catering kitchen
4. Complimentary Wi-Fi and advanced A/V system with built-in cameras and 13x9-ft projection screen
5. Integrated with the Rockport Center for the Arts campus, featuring galleries, workshops, and a 16,000-sq.-ft. sculpture garden — ideal for creative breaks or receptions



Perfect for meetings that inspire — surrounded by art, steps from the coast.

Fulton Convention Center

402 Fulton Beach Road, Fulton, TX

A waterfront favorite offering a relaxed coastal setting for large gatherings.

Highlights:

1. 10,113 sq. ft. of event space accommodating up to 575 guests
2. DIY setup — bring your own vendors
3. Simple, transparent pricing with no hidden fees
4. Ideal for weddings, community events, corporate functions, and private parties.

Spacious, flexible, and full of coastal character — with the bay right outside your door.

Photo Credit: Fulton Convention Center



Beyond the Meeting

Art & Culture

Rockport Center for the Arts • Downtown Galleries • State Designated Rockport Cultural Arts District • Texas Maritime Museum - Nationally and State Designated Historical Assets

Nature & Outdoors

Rockport Beach (Texas' first Blue Wave-certified beach) • Goose Island State Park • Connie Hagar Wildlife Refuge • Aransas Pathways

Fishing & Coastal Adventures

Sunset cruises, guided fishing trips, and birding tours — all within minutes of downtown.

Group Dining & Shopping

Waterfront restaurants, local seafood spots, and coastal boutiques offer endless options for connection and relaxation.

FIND YOURSELF IN

**ROCKPORT
FULTON**



Dive Deeper into Rockport-Fulton

Find more meeting venues, lodging, and itineraries at VisitRockportFulton.com



Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Account: 1201685385024252

Billing Report: 2/1/2026 - 3/1/2026

Meta Ads payment
Payment Method: Visa 5908

Date	Transaction ID	Amount	Payment Status
2/20/2026	26023914120627758-26118307574521743	\$306.04 USD	Paid
2/14/2026	25999120486440459-26065336653152169	\$900.00 USD	Paid
		Total Amount Billed	\$1,206.04 USD
		Total Funds Added	\$0.00 USD

Oysterden - FB Ads

meetings + events group



Insertion Order

9401 James Ave. S, Suite 152 • Bloomington, MN 55431 • (612) 371-5800

Insertion Order # 88961
12/4/2025

Advertiser:
Nannette Eiland
Visit Rockport Fulton CVB
212 North Live Oak Street
Rockport, TX 78382
Phone: (361) 729-2213
Fax:
Email: neiland@rockporttx.gov

Sales Rep Contact Information:
Rep: Ryan Miller
Phone: 214.789.7716
Fax: (612) 371-5801
Email: rmiller@greenspring.com

*Please sign/date below and send directly
to your sales rep.*

Production Contact: Nannette Eiland (361) 729-2213
neiland@rockporttx.gov

Billing Contact: Nannette Eiland, neiland@rockporttx.gov

Pub	Issue	Year	Ad Notes	Section	Ad Size	Frequency	Card Rate	Discounts	Net
Meet Texas	2026	2026	Display Ad	Gulf Coast	1/3 Page Horizontal		\$1,080.00	\$455.00	\$625.00
Meet Texas	2026	2026	Listing Ad	Gulf Coast	1/3 Page Horizontal Listing		\$1,080.00	\$455.00	\$625.00
								\$910.00	\$1,250.00

Total:	\$1,250.00
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\$625.00 Eiland

PAYMENT INFORMATION

ORIGINAL SIGNED PROPOSAL MUST BE SIGNED AND SUBMITTED TO GREENSPRING Media.

All payment is due with order unless credit is established with Greenspring Media, in which case payment is due upon invoice. ACH/EFT is also an encouraged way to pay, please see page 3 for the banking information. Payment is non-refundable. Trade is due with order.

Billing Questions? Contact Austin Schmelzle at 248-691-1800 x 157 or aschmelzle@hour-media.com
Mail payments to: Greenspring Media • 5750 New King Dr. Ste 100 • Troy, MI 48098 • Fax 248.598.1869

Advertising Terms & Conditions

Greenspring Media reserves the right at its absolute discretion and at any time to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by Greenspring Media, advertising already run shall be paid for at the rate that would apply if the entire order were published. In addition, Publisher reserves the right to remove from selected copies of Greenspring Media publications advertisements containing matter the subscribers have deemed objectionable. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse Greenspring Media for the short-rate within 30 days of invoice therefore.

A Finance Service Charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days from the invoice date. No advertising cancellations will be accepted after the published ad close date. Any materials submitted that do not conform to material specifications are subject to additional charges. Orders that contain rates that vary from rates herein or not specified on a valid contract as deemed by Greenspring Media shall not be binding and may be inserted and charged for at the actual schedule of rates. Advertisements that simulate editorial content must be clearly defined and labeled ADVERTISEMENT and Greenspring Media may in its own discretion so label such copy. Orders for advertising containing restrictions or specifying positions or other requirements may be accepted and inserted but such restrictions or specifications are at Greenspring Media's sole discretion. Inserts: (1) A copy of any furnished insert must be submitted to Greenspring Media prior to printing of the insert. (2) Greenspring Media is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) Advertiser and/or Agency shall be responsible for any additional charges incurred by Greenspring Media arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to Greenspring Media's specifications. (4) In the event that Greenspring Media is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert. The Advertiser and its Agency, if there be one, each represents that it is fully authorized and licensed to use all materials within or related to advertising placed in Greenspring Media publication. As part of the consideration and to induce Greenspring Media to publish such advertisement, the Advertiser and/or Agency agrees to indemnify and save harmless Greenspring Media and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement. If an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that the contract will be binding on both Advertiser and Agency. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred. Advertiser authorizes Greenspring Media, and its election, to tender any bill to the Agency, and such tender

shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Greenspring Media. The rights of Greenspring Media shall in no way be affected by any dispute or claim between Advertiser and Agency. The Advertiser or Agency may only use the advertising space provided for the purpose for which that space was originally provided by Greenspring Media. Orders for cover and center spread positions are non-cancelable 15 days prior to space closing date. Supplied inserts are non-cancelable 60 days prior to the space closing date. In the event that the Advertiser's account is turned over to an attorney or collection agency for collections, the Advertiser shall pay, in addition to the total amount owed to the Publisher for advertising (hereafter referred to as the "Principal"), a sum of 33 1/3% of the Principal for attorneys' fees and expenses or collection agency fees. In addition, the Advertiser agrees to pay interest charges on the total balance due, including attorneys' fees or collection agency fees. Advertiser and Agency agree that any advertisement published in any of Greenspring Media's publications may, at the Publisher's option, be included in all media, whether now or in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed or transmitted, in whole or in part. All payment is due with order unless credit is established with Greenspring Media, in which case payment is due upon invoice. All advertisers that are required to supply a credit card to guarantee payment will have their credit card charged if payment is not received within 10 days of invoice date. If an Advertiser's account is 31 days or more delinquent, any contracted advertising will be put in a hold status until required payment is received. A finance charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days of invoice date and collection procedures will occur. The Advertiser/Agency is responsible for submitting complete advertising materials that conform to Greenspring Media's proper specifications by the published materials deadline date, or Greenspring Media reserves the right to publish the most recent in house advertising materials.

The foregoing terms and conditions shall govern the relationship between Greenspring Media and the Advertiser and/or Agency. Greenspring Media has not made any representations to Advertiser or Agency that are not contained herein. No waiver, alteration, modification or cancellation of any of the provisions of this Agreement shall be binding unless expressly agreed to by both parties in writing. This contract includes a year's subscription to the publication named above. We will mail your subscription to the address above unless different delivery instructions are provided. We will mail your subscription to the address above unless different delivery instructions are provided. Subscription offer is not valid with digital only ad buys. This contract includes a year subscription to the print publication(s) and addition to the publication's newsletter named above. We will mail your subscription to the address above unless different delivery instructions are provided. If you would like to opt-out of the newsletter, you may do so at anytime.

THANK YOU FOR YOUR BUSINESS!

Advertiser: Visit Rockport Fulton CVB

Date

Ryan Miller

Date

Check here if you need assistance designing your print or digital ad/s. Our staff will contact you to collect materials such as images and copy. Design fees may apply.

To pay via credit card, please fill out the fields below and return this contract.

Please fill out the information below and include with your Insertion Order to pay via credit card.

Or, if you prefer, you can contact Austin Schmelzle at 248-691-1800 x 157 and give him the information over the phone.

If you would like to pay via ACH/EFT with no fees please use:

Account Number - 1000047686

Routing Number - 074900657

*** When sending payment please provide a purpose of payment included in the description**

For payment of Insertion Order # 88961 dated 12/4/2025.

Name on Credit Card _____

Type of Card: Visa _____ Am. Exp _____ Discover _____ MasterCard _____

Card Number: _____

meetings + events group



Insertion Order

9401 James Ave. S, Suite 152 • Bloomington, MN 55431 • (612) 371-5800

Insertion Order # 88918
11/13/2025

Advertiser:
Nannette Eiland
Visit Rockport Fulton CVB
212 North Live Oak Street
Rockport, TX 78382
Phone: (361) 729-2213
Fax:
Email: neiland@rockporttx.gov

Sales Rep Contact Information:
Rep: Ryan Miller
Phone: 214.789.7716
Fax: (612) 371-5801
Email: rmiller@greenspring.com

Please sign/date below and send directly
to your sales rep.

Pub	Issue	Year	Ad Notes	Section	Ad Size	Frequency	Card Rate	Net
M+E Texas	Winter 2026	2025	Display Ad	Meetings by the Water	1/4 Page Vertical	1 X	\$1,670.00	\$1,670.00
M+E Texas	Winter 2026	2025	SPONSORED Content	Meetings by the Water	Sponsored Content – 1/4 Page	1 X	\$0.00	\$0.00
								\$1,670.00

Total:								\$1,670.00
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1/2 FULTON #835.0

PAYMENT INFORMATION

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ACH/EFT is also an encouraged way to pay, please see page 3 for the banking information. Payment is non-refundable. Trade is due with order.

Billing Questions? Contact Austin Schmelzle at 248-691-1800 x 157 or aschmelzle@hour-media.com

Mail payments to: Greenspring Media • 5750 New King Dr. Ste 100 • Troy, MI 48098 • Fax 248.598.1869

Advertising Terms & Conditions

Greenspring Media reserves the right at its absolute discretion and at any time to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by Greenspring Media, advertising already run shall be paid for at the rate that would apply if the entire order were published. In addition, Publisher reserves the right to remove from selected copies of Greenspring Media publications advertisements containing matter the subscribers have deemed objectionable. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, Advertiser and/or Agency must reimburse Greenspring Media for the short-rate within 30 days of invoice therefore.

A Finance Service Charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days from the invoice date. No advertising cancellations will be accepted after the published ad close date. Any materials submitted that do not conform to material specifications are subject to additional charges. Orders that contain rates that vary from rates herein or not specified on a valid contract as deemed by Greenspring Media shall not be binding and may be inserted and charged for at the actual schedule of rates. Advertisements that simulate editorial content must be clearly defined and labeled ADVERTISEMENT and Greenspring Media may in its own discretion so label such copy. Orders for advertising containing restrictions or specifying positions or other requirements may be accepted and inserted but such restrictions or specifications are at Greenspring Media's sole discretion. Inserts: (1) A copy of any furnished insert must be submitted to Greenspring Media prior to printing of the insert. (2) Greenspring Media is not responsible for errors or omissions in, or the production quality of, furnished inserts. (3) Advertiser and/or Agency shall be responsible for any additional charges incurred by Greenspring Media arising out of Advertiser and/or Agency's failure to deliver furnished inserts pursuant to Greenspring Media's specifications. (4) In the event that Greenspring Media is unable to publish the furnished insert as a result of such failure to comply, Advertiser and/or Agency shall remain liable for the space cost of such insert. The Advertiser and its Agency, if there be one, each represents that it is fully authorized and licensed to use all materials within or related to advertising placed in Greenspring Media publication. As part of the consideration and to induce Greenspring Media to publish such advertisement, the Advertiser and/or Agency agrees to indemnify and save harmless Greenspring Media and its employees and representatives against any and all claims, errors, omissions, liability, loss, damage and expense of any nature, including attorney's fees, arising out of the copying, printing, publishing, distribution or transmission of such advertisement. If an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that the contract will be binding on both Advertiser and Agency. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred. Advertiser authorizes Greenspring Media, and its election, to tender any bill to the Agency, and such tender shall constitute due notice to Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser's liability to Greenspring Media. The rights of Greenspring Media shall in no way be affected by any dispute or claim between Advertiser and Agency. The Advertiser or Agency may only use the advertising space provided for the purpose for which that space was originally provided by Greenspring Media. Orders for cover and center spread positions are non-cancelable 15 days prior to space closing date. Supplied inserts are non-cancelable 60 days prior to the space closing date. In the event that the Advertiser's account is

turned over to an attorney or collection agency for collections, the Advertiser shall pay, in addition to the total amount owed to the Publisher for advertising (hereafter referred to as the "Principal"), a sum of 33 1/3% of the Principal for attorneys' fees and expenses or collection agency fees. In addition, the Advertiser agrees to pay interest charges on the total balance due, including attorneys' fees or collection agency fees. Advertiser and Agency agree that any advertisement published in any of Greenspring Media's publications may, at the Publisher's option, be included in all media, whether now or in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed or transmitted, in whole or in part. All payment is due with order unless credit is established with Greenspring Media, in which case payment is due upon invoice. All advertisers that are required to supply a credit card to guarantee payment will have their credit card charged if payment is not received within 10 days of invoice date. If an Advertiser's account is 31 days or more delinquent, any contracted advertising will be put in a hold status until required payment is received. A finance charge of 1.5% per month will be charged to all invoice amounts not paid within 30 days of invoice date and collection procedures will occur. The Advertiser/Agency is responsible for submitting complete advertising materials that conform to Greenspring Media's proper specifications by the published materials deadline date, or Greenspring Media reserves the right to publish the most recent in house advertising materials.

The foregoing terms and conditions shall govern the relationship between Greenspring Media and the Advertiser and/or Agency. Greenspring Media has not made any representations to Advertiser or Agency that are not contained herein. No waiver, alteration, modification or cancellation of any of the provisions of this Agreement shall be binding unless expressly agreed to by both parties in writing. This contract includes a year's subscription to the publication named above. We will mail your subscription to the address above unless different delivery instructions are provided. We will mail your subscription to the address above unless different delivery instructions are provided. Subscription offer is not valid with digital only ad buys. This contract includes a year subscription to the print publication(s) and addition to the publication's newsletter named above. We will mail your subscription to the address above unless different delivery instructions are provided. If you would like to opt-out of the newsletter, you may do so at anytime.

THANK YOU FOR YOUR BUSINESS!

Advertiser: Visit Rockport Fulton CVB

Date

Ryan Miller

Date

[Check here if you need assistance designing your print or digital ad/s.](#) Our staff will contact you to collect materials such as images and copy. Design fees may apply.

To pay via credit card, please fill out the fields below and return this contract.

Please fill out the information below and include with your Insertion Order to pay via credit card.

Or, if you prefer, you can contact Austin Schmelzle at 248-691-1800 x 157 and give him the information over the phone.

If you would like to pay via ACH/EFT with no fees please use:

Account Number - 1000047686

Routing Number - 074900657

*** When sending payment please provide a purpose of payment included in the description**

For payment of Insertion Order # 88918 dated 11/13/2025.

Name on Credit Card

Type of Card: Visa Am. Exp. Discover MasterCard

Card Number:

Exp. Date / Zip Code CSV#

Amount Paid Signature

Insertion Order

9401 James Ave. S, Suite 152 • Bloomington, MN 55431 • (612) 371-5800

Insertion Order # 89011
1/5/2026

Advertiser:
Nannette Eiland
Visit Rockport Fulton CVB
212 North Live Oak Street
Rockport, TX 78382
Phone: (361) 729-2213
Fax:
Email: neiland@rockporttx.gov

Sales Rep Contact Information:
Rep: Ryan Miller
Phone: 214.789.7716
Fax: (612) 371-5801
Email: rmiller@greenspring.com

*Please sign/date below and send directly
to your sales rep.*

Production Contact: Nannette Eiland (361) 729-2213
neiland@rockporttx.gov

Billing Contact: Nannette Eiland, neiland@rockporttx.gov

Product	Issue	Material Deadline	Item Notes	Position	Start Date	Files Shipped	Card Rate	Discounts	Net
Texas MeetingsMags.com	February	1/9/2026	Runs Feb 1, 2026 - April 30, 2026	M+E-Web-Run of Site Advertising	2/1/2026		\$1,500.00	\$700.00	\$800.00
Texas MeetingsMags.com	February	1/9/2026	Post February 10, 2026	Sponsored Content - written by advertiser	2/1/2026		\$2,800.00	\$1,905.00	\$885.00
Texas MeetingsMags.com	February	1/9/2026	Mails the first Thursday of the month	M+E-Enews-Featured Vendor (300x200)	2/1/2026		\$200.00	\$100.00	\$100.00
Texas MeetingsMags.com	March	2/13/2026	Mails the first Thursday of the month	M+E-Enews-Featured Vendor (300x200)	3/1/2026		\$200.00	\$100.00	\$100.00
Texas MeetingsMags.com	April	3/13/2026	Mails the first Thursday of the month	M+E-Enews-Featured Vendor (300x200)	4/1/2026		\$200.00	\$100.00	\$100.00

Total: **\$1,995.00**

112 - 917.50 Free

PAYMENT INFORMATION

ORIGINAL SIGNED PROPOSAL MUST BE SIGNED AND SUBMITTED TO GREENSPRING Media.

All payment is due with order unless credit is established with Greenspring Media, in which case payment is due upon invoice. ACH/EFT is also an encouraged way to pay, please see page 3 for the banking information. Payment is non-refundable. Trade is due with order.

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THANK YOU FOR YOUR BUSINESS!

Advertiser: Visit Rockport Fulton CVB

Date

Ryan Miller

Date

_____ **Check here if you need assistance designing your print or digital ad/s. Our staff will contact you to collect materials such as images and copy. Design fees may apply.**

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If you would like to pay via ACH/EFT with no fees please use:

Account Number - 1000047686

Routing Number - 074900657

*** When sending payment please provide a purpose of payment included in the description**

For payment of Insertion Order # 89011 dated 1/5/2026.

Name on Credit Card _____

Nannette Eiland

From: Texas Meetings + Events <info@greenspring.com>
Sent: Thursday, February 12, 2026 1:00 PM
To: Nannette Eiland
Subject: Exciting Developments in Fort Worth

Follow Up Flag: Follow up
Flag Status: Completed

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Credit: City of Fort Worth

NEWS

Big Moves in Fort Worth

The convention center announces Phase 2 renovation plans and several industry professionals take on new roles.

[READ MORE](#)



Credit: Laredo Convention and Visitors Bureau

SPONSORED CONTENT

Reimagine Your Next Meeting in Laredo, Texas

Laredo, Texas, is a convenient, affordable, and inspiring meeting destination that combines accessible location, versatile venues, strong planning support, and a rich cultural experience—transforming business events into productive, memorable gatherings that foster connection, collaboration, and lasting impact.

[READ MORE](#)



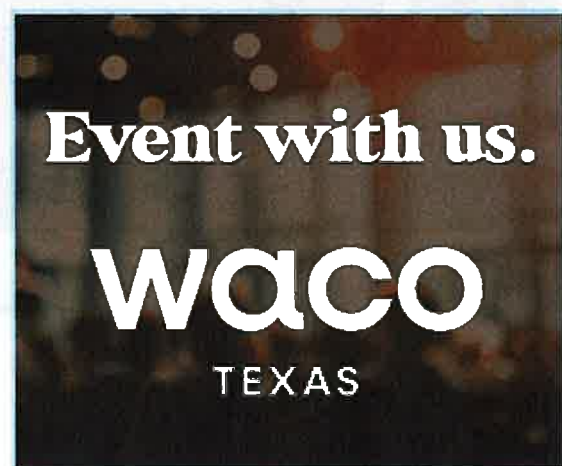
Credit: Legendary Western Events

TREND REPORT

Best Practices for Crafting Immersive Texas Meetings

Western-themed activations remain a top engaging event trend in the Lone Star State.

[READ MORE](#)





Credit: Austin Convention Center

SPONSORED CONTENT

Austin Convention Center: A Bold New Era Underway

With a bold \$1.6 billion transformation underway, the Austin Convention Center is becoming a vibrant space where the world comes together to share, connect, and celebrate. This isn't just a renovation—it's a complete overhaul, built to raise the bar and set new global standards for unforgettable events.

[READ MORE](#)



Credit: Shane Ware

VENUE REPORT

Convene on the Shore at Lakefront Venues

Across Texas, lakefront venues turn meetings and events into distinctive experiences at the water's edge.

[READ MORE](#)



Credit: Grapevine Convention & Visitors Bureau

SPONSORED CONTENT

Simplify Your Meetings in Grapevine

Host your meeting in Grapevine, a charming destination located near Dallas and Fort Worth. With big-city amenities and small-town hospitality, Grapevine offers the access, venues, and experiences that make meetings stand out.

[READ MORE](#)

Must-Reads

// [San Antonio: Where Meetings Thrive](#)

// [PCMA Convening Leaders 2026 Concludes on a High Note](#)

// [High-Tech Bonding at Immersive Gamebox](#)

// [Top Tech To Watch From CES 2026](#)

// [All in Good Fun in Arlington](#)

Our Featured Vendors



Visit Nacogdoches

Discover Nacogdoches, “The Oldest Town in Texas,” where historic charm meets modern hospitality. The team at Visit Nacogdoches ensures seamless events set amid brick streets, restored landmarks, and exceptional venues like The Fredonia Hotel. Connect with the Visit Nacogdoches team today to explore how they can bring your vision to life.



Visit Lubbock

From corporate events to reunions and weddings, Lubbock knows meetings. Discover world-class venues, a vibrant cultural scene, and unparalleled hospitality in “The Capital of West Texas.”



Meet Outside the Lines In Waco

Flip the script on ordinary business meetings and go beyond the boardroom in Waco. With flexible venues, a walkable downtown, and real Texas hospitality, Waco will leave attendees with stronger connections and bigger ideas—and they’ll have plenty of fun along the way.



JW Marriott Houston by The Galleria

JW Marriott Houston by The Galleria offers 41,500 square feet of newly renovated event space in the heart of Uptown Houston. Enjoy seamless service, modern meeting rooms, and elegant ballrooms, steps from luxury shopping. Enhance gatherings with rooftop views, private cabanas, and elevated dining at Stray Horse.



Discover Wichita Falls

Plan your next event in Wichita Falls—where convenience meets quality. The Multi-Purpose Events Center and Delta Hotels by Marriott Wichita Falls Convention Center offer convenient event and lodging experiences just steps apart. Enjoy over 160,000 square feet of versatile space; modern amenities; and a charming, walkable downtown perfect for dining, networking, and unwinding after meetings.



Visit Rockport-Fulton

Visit Rockport-Fulton is the official destination marketing organization for a welcoming Texas coastal community offering waterfront meeting venues, walkable charm, and built-in off-site experiences. Just a short drive from Corpus Christi and less than 3 hours from San Antonio, the Rockport-Fulton area delivers affordable, memorable meetings where professional spaces meet coastal relaxation, making events both productive and truly refreshing.



Austin Convention Center

Big things are happening in Austin! A \$1.6 billion reinvention of the Austin Convention Center is underway—making it bigger, smarter, and more electrifying than ever. Opening in 2029 with 620,000 square feet of cutting-edge, sustainable space, it's the future of global events. Book now and be part of Austin's bold new chapter!



Capture Your Share Today

Advertise with the Meetings + Events Group! In print and online, there's no greater breadth and depth of reach.

Where do you plan?

We're there with dynamic regional coverage & comprehensive resources.

SUBSCRIBE FOR FREE



Meetings + Events Media, 9401 James Ave S, Suite 152, Bloomington, MN 55431

Nannette Eiland

From: Texas Meetings + Events <info@greenspring.com>
Sent: Thursday, March 12, 2026 1:00 PM
To: Nannette Eiland
Subject: Events Prosper in San Antonio

Follow Up Flag: Follow up
Flag Status: Flagged

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Credit: Pocketalk

NEWS

Advanced Translation Tech Boosts Inclusivity at San Antonio Conference

The Texas Computer Education Association's 2026 conference employed Sentio multilingual translation technology to expand accessibility.

[READ MORE](#)



Credit: Visit Frisco

SPONSORED CONTENT

An Award-Winning Playbook for Meetings in Frisco, Texas

With rewarding incentives and a team ready to assist you every step of the way, 'The City That Plays' is a guaranteed home run for meetings.

[READ MORE](#)



Credit: Visit San Antonio

DESTINATION

San Antonio: Where Meetings Thrive

Planners will find success in San Antonio, with its flourishing events landscape and earnest sense of place.

[READ MORE](#)





Credit: Visit Midland

SPONSORED CONTENT

Midland: Warm, Inviting, and Easily Accessible

At the convergence of grit and luxury, Midland offers a perfect setting for meetings and events, where you can get down to business and have a little fun afterward!

[READ MORE](#)



Credit: American Airlines

NEWS

American Airlines to Debut Larger O'Hare Admirals Lounge

The Fort Worth-based airline will keep its existing American Airlines Admirals Club lounge open at the Chicago airport's Concourse L during construction.

[READ MORE](#)

SPONSORED CONTENT

Where West Texas Meets: Top Meeting & Event Spaces in Lubbock

In the heart of West Texas, Lubbock has quietly become one of the region's most versatile and welcoming destinations for meetings, conferences, and large-scale gatherings.

[READ MORE](#)

Must-Reads

// [Big Moves in Fort Worth](#)

// [PCMA Convening Leaders 2026 Concludes on a High Note](#)

// [Best Practices for Crafting Immersive Texas Meetings](#)

// [Katie Day Operates Where Drive & Joy Converge](#)

// [High-Tech Bonding at Immersive Gamebox](#)

Our Featured Vendors



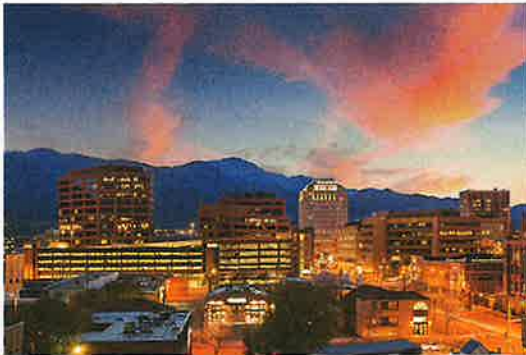
It's Dallas Deals Season

Dallas knows how to host. And when you take advantage of Visit Dallas' limited-time deals, you're unlocking more than just space—you're getting the kind of hospitality that turns attendees into loyalists. The city has more flavor, more culture, and more energy than you'll find anywhere else—plus, it offers a walkable downtown, thriving dining scene, and unique experiences that spark connection beyond the ballroom. So, come on—make a deal with Dallas.



Visit Rockport-Fulton

Visit Rockport-Fulton is the official destination marketing organization for a welcoming Texas coastal community offering waterfront meeting venues, walkable charm, and built-in off-site experiences. Just a 30-minute drive away from Corpus Christi and less than three hours from San Antonio, the Rockport-Fulton area delivers affordable, memorable meetings where professional spaces meet coastal relaxation, making events both productive and truly refreshing.



Visit Colorado Springs

Looking for mountain views, 300 days of sunshine, and an award-winning sales team? Colorado Springs has all of the above! At the base of Pikes Peak lies the perfect blend of urban comforts and natural splendor. This city's unique amenities, fabulous venues, and small-town feel will bring your meetings to new heights!



Round Rock Convention and Visitors Bureau

Located in central Texas, Round Rock is a premier destination for your next meeting. Enjoy easy access to the nearby international airport, over 5,000 hotel rooms, and event space for up to 5,000. After meetings, explore all the restaurants, shopping, and memorable experiences Round Rock has to offer.



Visit Huntington Beach

Huntington Beach, California, boasts a vibrant, yet relaxed atmosphere where meetings spark momentum. Surf City USA offers 10 miles of uninterrupted coastline with a one-mile walkable beachfront, part of the footprint for the HB Collection of oceanfront resorts. Here, regional cuisine fuels ideas, salty air clears minds, and bonfires spark connection. With three nearby airports, inspiration is always within reach.



Meet in Michigan

Michigan offers many advantages for hosting meetings or events, making it an enticing destination for planners. With its diverse landscapes ranging from serene lakeshores to vibrant urban areas, there are endless options for ensuring attendees have a memorable experience. The Michigan Association of Convention and Visitors Bureaus Meeting Planners Guide is the ultimate resource for planning your next meeting or event in Michigan.

Where do you plan?

We're there with dynamic regional coverage & comprehensive resources.

[SUBSCRIBE FOR FREE](#)



Meetings + Events Media, 9401 James Ave S, Suite 152, Bloomington, MN 55431

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Nannette Eiland

From: Texas Meetings + Events <info@greenspring.com>
Sent: Thursday, April 9, 2026 3:30 PM
To: Nannette Eiland
Subject: Meet Albert Hotel's New Leaders

Follow Up Flag: Follow up
Flag Status: Flagged

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Credit: Albert Hotel

PEOPLE

Fresh Leadership for the Albert Hotel

The Fredericksburg property welcomed a new general manager and director of sales and marketing in early March.

[READ MORE](#)



Credit: Karl Hattman

SPONSORED CONTENT

A Fresh Take on Texas Meetings

The Rockport-Fulton area is a charming, coastal destination known for waterfront venues, arts, and authentic small-town hospitality.

[READ MORE](#)



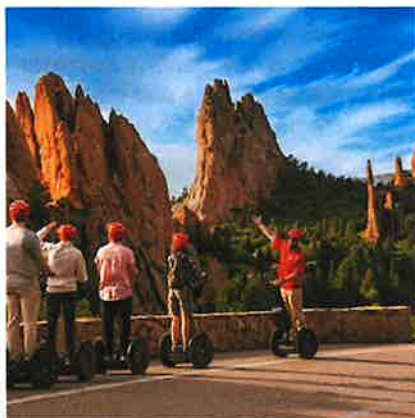
Credit: Chase Hall

NEWS

Transformed Eatery Debuts at The Joule

The refined culinary outlet CBD Provisions blends French techniques with classic Texan plates at the downtown Dallas hotel.

[READ MORE](#)



Credit: Visit Colorado Springs

SPONSORED CONTENT

Meet at the Base of Pikes Peak

Looking for stunning mountain views, 300 days of annual sunshine, plus incredible indoor and outdoor venues? Colorado Springs has all of the above!

[READ MORE](#)



Credit: Visit El Paso

VENUE REPORT

Conference & Convention Centers: Where Events Excel

These expansive venues statewide fulfill planners' checklists and turn meetings into comprehensive experiences.

[READ MORE](#)



Credit: Visit Huntington Beach

SPONSORED CONTENT

Visit Huntington Beach for Coastal Connections

Find a walkable downtown and meeting spaces by the sea in Surf City USA.

[READ MORE](#)

Must-Reads

// [Gold-Star Tranquility at Spa Resorts](#)

- // [Wyndham Hotels Ramps Up Group Booking Platform](#)
- // [Make a Splash at Waterfront Destinations](#)
- // [AHLA Leaders Convene for Sustainability Summit](#)
- // [Events Industry Council Launches Business Events Planner Survey](#)

Our Featured Vendors



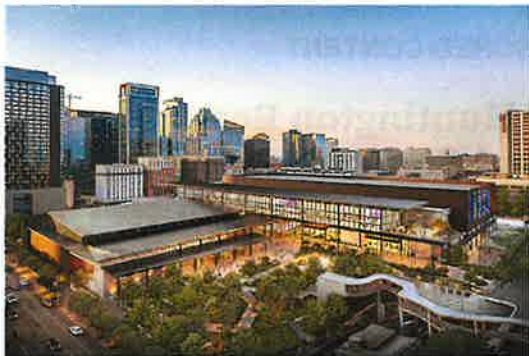
Visit Midland

Host your next event in Midland, where West Texas energy meets refined hospitality. With welcoming venues, vibrant events, and a community known for its hospitality, Midland makes hosting easy and memorable. From concerts to conferences, your attendees will experience big skies, bold experiences, and a community ready to make every event unforgettable.



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Visit Lubbock

Host your next small corporate meeting in Lubbock, where convenience meets West Texas hospitality. With flexible venues, easy access, and a welcoming community, Lubbock makes it simple to connect, collaborate, and get down to business—all while enjoying great dining, entertainment, and culture.



Business Outside the Lines

Business as usual rarely inspires creativity. Business outside the lines? That's a culture worth meeting in. Dynamic event spaces and premier lodging give attendees the tools they need to bring their ideas to life, but Waco's character is what pushes them to think differently.



Discover Wichita Falls

Plan your next event in Wichita Falls—where convenience meets quality. The Multi-Purpose Events Center and Delta Hotels by Marriott Wichita Falls Convention Center offer seamless event and lodging experiences just steps apart. Enjoy over 160,000 square feet of versatile space, modern amenities, and a charming, walkable downtown perfect for dining, networking, and unwinding after meetings.



Visit Rockwall

Just 25 miles east of Dallas, Rockwall offers the ideal mix of convenience, charm, and opportunity for your next meeting, conference, or retreat. Overlooking the beautiful Lake Ray Hubbard, Rockwall features unique venues, exceptional hospitality, and memorable entertainment experiences that keep attendees engaged and inspired.



Visit Nacogdoches

Discover Nacogdoches, the "Oldest Town in Texas," where historic charm meets modern hospitality. The team at Visit Nacogdoches ensures events run smoothly while set amid brick streets, restored landmarks, and exceptional venues like The Fredonia Hotel. Connect with the Visit Nacogdoches team today to explore how they can bring your vision to life.



Devil's Thumb Ranch Resort & Spa



Visit Colorado Springs

Retreat to 6,500 pristine acres in the Rocky Mountains, located only 75 miles from Denver, to refocus and reinvigorate your team. Productive seclusion, adventurous team-building activities, indulgent amenities, world-class trails, and succulent culinary experiences set the stage for the perfect corporate gathering. Unparalleled mountain views come standard at Devil's Thumb Ranch Resort & Spa.

Looking for mountain views, 300 days of sunshine, and an award-winning sales team? Colorado Springs has all of the above! At the base of Pikes Peak lies the perfect blend of urban comforts and natural splendor. This city's unique amenities, fabulous venues, and small-town feel will bring your meetings to new heights!



Meet in Michigan

Michigan offers many advantages for hosting meetings or events, making it an enticing destination for planners. With its diverse landscapes ranging from serene lakeshores to vibrant urban areas, there are endless options for ensuring attendees have a memorable experience. The Michigan Association of Convention and Visitors Bureaus Meeting Planners Guide is the ultimate resource for planning your next meeting or event in Michigan.

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Billing: (888) 794-4875

INVOICE

Property	KRIS		
Invoice #	1446397-5	Order #	1446397
Invoice Date	02/28/26	Alt Order #	AdBook_221100
Invoice Month	February 2026	Deal #	
Invoice Period	02/01/26 - 02/28/26	Flight Dates	10/03/25 - 09/30/26
Advertiser	City of Rockport - Direct		
Product	KRIS Digital - City of Rockport - Rockport CVB Goo		
Estimate #			
Account Executive	Daniel King		
Sales Office	Local Corpus Christi		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Calendar		
Billing Type	Cash		
Special Handling			
Agency Ref	157105		
Advertiser Ref	282782		
Product 1			
Product 2			

Billing Address:

City of Rockport - Direct
Attention: City of Rockport - Direct AP
2751 SH Bypass
Rockport, TX 78382

Send Payment To:

KRIS
Scripps Media, Inc.
PO Box 203584
Dallas, TX 75320-3584

Accepted
4/23/26

WO Payments Quick Pay Link: payments.wocentral.com/find

Quick Pay Code: **D3MA7WAJYF**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	02/28/26	02/28/26	Scripps Octane-Ads+		-----1-	:00	1	\$2,000.00	NS
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/23/26 03/01/26 -----1- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KRIS Sa 02/28/26 Scripps Octane-Ads+ :00 \$2,000.00 NS									
21	02/28/26	02/28/26	PPC Google Search		-----1-	:00	1	\$1,000.00	NS
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/23/26 03/01/26 -----1- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KRIS Sa 02/28/26 PPC Google Search :00 \$1,000.00 NS									
30	02/28/26	02/28/26	Aud Ext-G 300x250		-----1-	:00	1	\$6,700.00	NS
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 02/23/26 03/01/26 -----1- 1 \$6,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KRIS Sa 02/28/26 Aud Ext-G 300x250 :00 \$6,700.00 NS									
Total Spots							3		

Payment Terms 30 Days

Net Total \$9,700.00

Invoice Balance as of 03/02/26 12:20:49 PM ET \$9,700.00

Pay at <https://payments.wocentral.com/> via ACH or credit card. We apply a 2.7% surcharge to all payments made using a credit card. Scripps does not receive any portion of this fee. We do not accept prepaid cards.

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Oxygen Fest



Rockport CVB DIGITAL REPORTING

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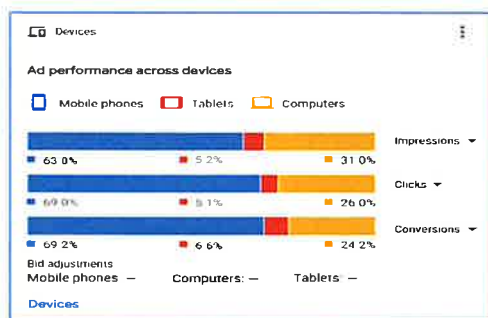
FIND YOURSELF IN
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FULTON

Google SEM/ Branding – February 2026



THE CAMPAIGN GENERATED:

- 3,520 potential visitors viewed your SEM ad and **728** clicked through to <https://www.visitrockportfulton.com/> generating **20%** Click Thru Rate, well above the 2% National avg.
- **120 Conversions** from the Google SEM were tracked. 12.5% Conversion rate.
- **Less than 10%** of the search impression in Texas markets outside of the Corpus Christi market.
- **68%** of ad have shown up in the top search ad positions on Google. **36% in 1st spot.**
- **Top performing keywords:** Rockport Beach, Rockport, Texas, Things to do in Rockport, Texas Beaches...
- **Top Audiences:** Women 55+ in the top 10% of Household Income.
- **Top Performing TX Regions:** San Antonio, Houston, Austin, Dallas, Fort Worth...



Fulton Texas | Rockport Beach | Beach Houses

www.visitrockportfulton.com

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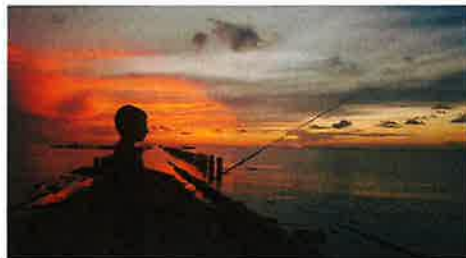
Google Performance MAX/ Branding - February 2026



THE CAMPAIGN GENERATED:

- 52,110 potential visitors viewed your digital ads on Google Performance MAX and 3,824 clicked through to <https://www.visitrockportfulton.com/> generating 7.3% Click Thru Rate, above the 2% National avg.
- 1,790 Conversions from the campaign were tracked during the month. 46% conversion rate!
- Top Performing TX Regions: Houston, Dallas Ft Worth, San Antonio, Austin, El Paso & RGW

Top Performing Assets



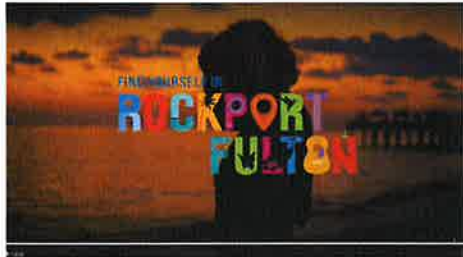
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Scripps Ads+ OTT/ Branding – February 2026



FROM THIS CAMPAIGN STRATEGY:

- 47,324 OTT video ad impressions delivered.
- Reached 31,085 households with a frequency of 1.5.
- 99% Video Completion Rate. Goal is to be at 90% or higher.
- 436 website page views..



Delivery by region

Region	Total Impressions
Dallas - Fort Worth	13847
Houston	12002
San Antonio	4419
Austin, TX	2782
Tyler - Longview (Lufkin & Nacogdoches)	2402
Waco - Temple - Bryan	2179
Beaumont - Port Arthur	1458
Harlingen - Weslaco - Brownsville - McAllen	1340
Lubbock	900
Shreveport	867

Delivery by channel

OTT Channel	Total Impressions
ION Television	21656
ION Mystery	10458
Grit Xtra	4459
Court TV	3453
Bounce XL	2215
Scripps News	2117
ION Plus	1984
Laff More	472
Laff	294
Tablo TV	86



Google Performance MAX/Fulton Oysterfest: 2/16 – 3/5



THE CAMPAIGN GENERATED:

- 73,138 potential visitors viewed your digital ads on Google Performance MAX and 4,829 clicked through to <https://fultonoysterfest.org/> generating 6.6% Click Thru Rate, above the 2% National avg.
- 0 Conversions from the campaign were tracked during the month.
- Top Performing TX Regions: Houston, Dallas Ft Worth, San Antonio, Austin, El Paso & RGW

Top Performing Assets



FIND YOURSELF IN
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FULTON**

Scripps Ads+ OTT/Fulton Oysterfest: 2/16 – 3/5



FROM THIS CAMPAIGN STRATEGY:

- 33,813 OTT video ad impressions delivered.
- Reached 27,193 households with a frequency of 1.25.
- 99% Video Completion Rate. Goal is to be at 90% or higher.
- 92 website page views.



Delivery by region

Region	Total Impressions
Dallas - Fort Worth	10,023
Houston	8,246
San Antonio	3,461
Austin, TX	2,201
Waco - Temple - Bryan	1,788
Tyler - Longview (Lufkin & Nacogdoches)	1,634
Harlingen - Weslaco - Brownsville - McAllen	1,057
Beaumont - Port Arthur	919
Odessa	583

Delivery by channel

OTT Channel	Total Impressions
ION Television	15,002
ION Mystery	6,608
Grit Xtra	3,014
Scripps News	2,748
ION Plus	2,170
Bounce XL	1,599
Samsung TV Plus	1,113
Laff More	455
Laff	346
Court TV	131



Google Performance MAX Campaign Summary & Key Insights



Google Search & Performance MAX & Streaming – February 2026

- Added Spring Break Keywords and updated elements to Rockport Vacation Branding campaign.
- Added Rockport Fulton Google PMAx campaign to run 2/16 – 3/5.
- Rockport Vacation SEM delivered 3,520 SEM ad impressions and received 728 website visits and 120 website conversions. 474 visits and 71 conversions last month.
- Rockport Vacation Performance MAX campaign delivered over 52K impressions with 3,824 website visits and 1,790 conversions. 5,526 website visits and 1,060 conversions last month.
- Conversions: Vacation Rental Views: 825, Camping & RV Views: 787, Hotel Views: 181, Stay Page View: 48, Contact Us Submission: 21, Visitor Guide Downloads: 17, Visitor Guide Page Visits: 13,, Bed & Breakfast Views: 11, Newsletter Subscriptions: 7

Scripps Ads+ OTT Streaming – February 2026

- The Rockport Vacation streaming campaign delivered over 47K OTT video impressions across the state of Texas.
- Reached 31K households with avg. frequency of 1.5 times per household.
- 436 website visits from those who were served the OTT video spot on the Connected TV. 352 conversions last month.
- Fulton Oysterfest delivered over 33K OTT video impressions across the State of Texas. Reached 27K households with 1.25 frequency. Delivered 2/16 – 3/5.
- 92 page views on <https://www.visitrockportfulton.com/>

Recommendations: Changing focus between Spring Break Vacation & Rockport Crawfish Festival in March.



EXHIBIT "A"

HOT FUNDING EXPENSE REPORT FY 2015-2016

Description of Expense	Approved Budget	1 st Quarter Expenses	2 nd Quarter Expenses	3 rd Quarter Expenses	4 th Quarter Expenses	TOTAL
Ad - Add Expenses			2500			
Destination Southern		2500-	.			
Ad - Fuller Convention		625.-				
" "		835-				
" "		997.50				
Metrol. Airport		1206.40				
Kris-TV Airport		3233.00				
TOTAL REQUESTED		11,896.290				

Description of Administrative Expenses	Current Fiscal Year Administrative Expenses Projection	Fiscal Year Administrative Actual Expenses	Percentage of Fiscal Year Projections
TOTALS			

