



- We are looking to publish unique, unsponsored content, where possible. Please confirm in your submission that this is the case – or if the content you provide has been published anywhere else.
- For written content they must be 200-500 words, search engine optimized, and with links to relevant companies/reports mentioned; also supply a 1-2 sentence summary of the article that incorporates the article key words and author’s name.
- The use of bulleted/numbered lists is discouraged, as the point of the blog is to express a personal opinion. Although we do not prohibit the use of such lists, they should be used sparingly, and no more than once per blog. Any op-ed comprising a series of numbered/bulleted lists will be rejected.
- Titles should be brief, declarative, and to the point of what will be discussed in the op-ed: approximately 32-40 characters, and uses article key words
- Opinion/comment articles should have a **clear thesis**, and should examine topics/subjects relevant to MICE industry professionals. They should not be product advertisements. Product advertisement articles, or “advertorials” will not be accepted.
- To maintain the integrity of IBTM content, all blog articles must be non-commercial in nature. Presentations and articles that could be interpreted as commercial will not be accepted. To this end, we ask that content focuses on case studies, emphasizing methodology rather than the specific tools used (such as proprietary software or equipment). In addition, content should avoid discussion of trademarked solutions.
- **Optional:** Images should accompany opinion pieces. Minimum of one image, max is 3. Images should be supplied as gif or jpeg files, and should be at least 300 pixels wide.