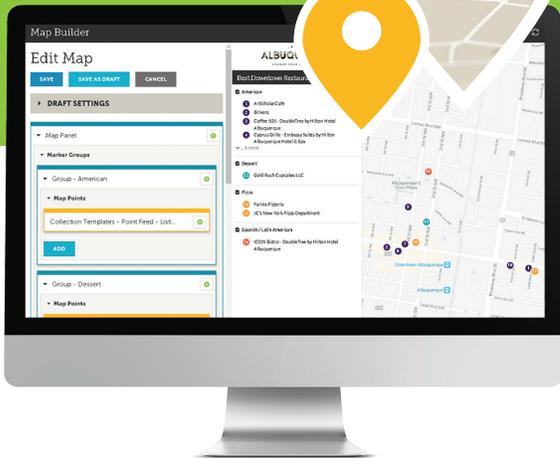


simpleguide

Map Publisher

[REMASTERED]



Digital & Print Map Maker for Meetings, Events, and Destinations

Map Publisher empowers DMOs, meeting planners, and members/partners to create their own customized, branded event and destination maps to display online and print. **It's easy:**

1 CREATE

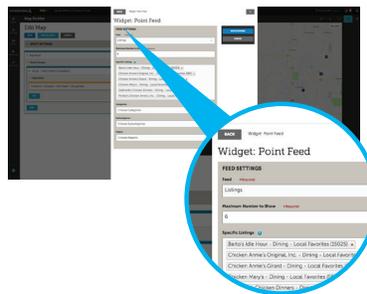
Create your map and place your color-designated-point-of-interest markers.



2

PULL DESCRIPTIONS

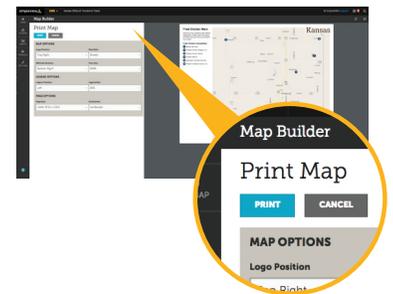
Pull descriptions from your Simpleview CRM or CMS listings, then add images and branding.



3

SHARE + PRINT

Embed a map on a web page, or print branded maps that connect to the web via QR code to offer interactive features.



MEETING | EVENT MAPS: Conference maps; festival maps; sports tournament maps

DESTINATION | LEISURE ACTIVITIES MAPS: Hiking trails; brewery tours; walking tours; restaurant week maps; bike maps

Online & Interactive

- Embed your map on destination website pages, displaying relevant editorial content like local hiking trails.
- Map users interact with online maps on any device—desktop, laptop, tablet, mobile phone—viewing their current location plus descriptions, distance, and directions to places of interest, with clickable websites and phone numbers (on a mobile).
- Maps can visualize editorial content, not just show static points.

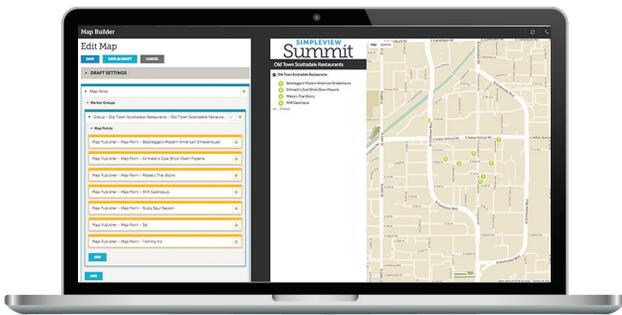
Printable

- Offer print maps to visitors in your visitor center, as a seasonal addition to your visitor guide, as part of your meeting planner toolkits, through hotels, event centers, and local attractions/businesses.
- Provide meeting and event attendees with an easy-to-use print map of your venue and its surrounding businesses and activities.
- Include a QR code so viewers can also access the interactive web version of the map.
- Print directly to your printer or print to a PDF.

Q: HOW WOULD MY STAFF, MEMBERS AND PARTNERS USE MAP PUBLISHER?

A: MAP SIGHTSEEING TOURS FOR LEISURE TRAVELERS, RELEVANT BUSINESSES AND SERVICES FOR MEETING PLANNERS, AND MORE.

From Visitor Services to Convention Services, many DMO departments can use Simpleview's Map Publisher Remastered to assist customers and local businesses. Create maps for custom sightseeing tours, find restaurants near an upcoming convention venue, or provide a list of the top-rated hotels in the city. Partners and members can also build their own custom maps if you provide them with access to Map Publisher. It is truly easy to design and develop your own maps, providing helpful and interactive visuals around marketing and sales campaigns.



Q: I WANT TO DEVELOP HUNDREDS OF MAPS. IS THIS POSSIBLE WITH MAP PUBLISHER?

A: YES.

You'll have unlimited map creation and sharing functionalities for a one time set-up fee and annual fee. You can print maps to any size of paper, from 8.5" x 11" to poster size.

Q: WHAT'S THE DIFFERENCE BETWEEN MAP PUBLISHER REMASTERED AND MAP PUBLISHER + MICROMAPS OR OTHER MAP TOOLS?

A: MAP PUBLISHER REMASTERED IS A NEW SOLUTION OFFERING GREATER EFFICIENCY AND VALUE.

Simpleview has always respected and relied on customer and industry advisor input to advance our products and services. Inspired by a previous Simpleview product combination and valuable DMO feedback, Map Publisher Remastered takes the capabilities of our former products (creating and editing maps), improves on some of those competencies to provide greater convenience and value (easier embedding to web pages; leveraging CMS listings for map descriptions and CMS-style widgets for map creation), and adds new features (high print quality; convenient interaction with Simpleview CRM member/partner categories; easy to add non-CRM custom points) that greatly boost your marketing opportunities. User research was conducted to make sure Map Publisher Remastered is user-friendly for meeting attendees, tourists, and more.



Other questions about Map Publisher?

Contact your Simpleview Account Manager!
Email accountmanagers@simpleviewinc.com
or call our offices at **520 575 1151**

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