Cyber Monday Membership Campaign 2026 Toolkit

New membership and renewal campaign

Not to be promoted until November 23 for early access or November 30 for all access

To attract and retain more planners, we will give planners early/advance access to the Cyber Monday Savings. Starting with an early promotion to only planners on November 23, 2026.

Offer: 30% off new memberships and renewals. Planners and suppliers – all membership levels. **Code: CYBER2026**

Cyber Monday Webpage: http://www.mpi.org/cyber-monday

Please note:

- **The discount cannot be combined with other promotions or discounted memberships, including but not limited to student, faculty, retired, dual, or business membership.**
- **This promotion will be available to planner type members from November 23-30, and supplier members only on November 30.**
- **Offer expires 11:59pm PST on November 30, 2026.**
- **The code CANNOT be used before or after this period of time**

Because planners receive early access to this offer, there are two campaigns that will run:

Campaign #1:

- Starts Monday, November 23 and ends November 29: New or Renewing Planners get early access to Cyber Monday offer – 30% off
- Use Digital Assets for Campaign #1 noted below

Campaign #2:

- Starts Monday, November 30 and ends Monday, November 30 at 11:59 PST: Cyber Monday is here! Suppliers and planners – 30% off new/renew
- Use Digital Assets for Campaign #2 noted below

This toolkit will help with chapter marketing of the promotion. We have also provided a FAQ sheet as part of the toolkit to help answer any questions your chapter may get about the promotion.

This toolkit includes:

- A FAQ Sheet with details regarding the promotion and eligibility
- 1080x1080 social graphic for Facebook, Instagram, and LinkedIn, promoting the membership sale. Contains post text and hyperlinks
- 1080x1920 social graphic for Facebook and Instagram Story frames, promoting the membership sale

FAQ & Follow-up Information

MPI Member Services

Call: 972-702-3030
Call Toll Free: 866-318-2743
Email: feedback@mpi.org

Since this is a limited time promotion, it is important to **send all correspondence and inquiries directly to MPI Member Services using the contact information noted above.** *Please do NOT contact MPI staff directly.*

MPI Member Services experiences an extremely high volume of calls and emails during membership promotions. Phone calls and emails will be returned as soon as possible.

General Promotion Details

Will date extensions be granted for this promotion?
Membership promotions will not be extended past the date communicated in the chapter toolkit.

Can this discount code be used online?Yes. You can enter the discount code **CYBER2026** during checkout.

Can I send a check?
Due to the limited time for promotions, payment by check is not accepted.

Can I use the discount with the installment plan?
Yes. If you need help setting up an installment plan, please call **Member Services**.

I have a $100 certificate with the chapter, can I apply it towards my membership for this promotion?
No. Memberships with MPI can only have one promotion applied, and discounts cannot be combined.

How do I know if I am a Planner or Supplier?
Current members can view your membership type when you log into your account on mpi.org. Non-members can determine what type of membership is for them based on the information on mpi.org/join

You are a planner if you are:	You are a supplier if you are:
Employed by a corporation to plan and/or oversee the strategic and financial management and/or logistics of that corporation's meetings. Employed by an association or not-for-profit organization to plan and/ or oversee the strategic and financial management and/or logistics of that organization's meetings. This category also includes private universities. Employed by a government agency or public university to plan and/ or oversee the strategic and financial management and/or logistics of that government's meetings. The sole proprietor of, or is employed or engaged by, a meeting management company and you spend 51 percent or more of your time planning and buying meeting services as a planner. You provide meeting services including strategic and financial management and/or professional meetings management services to multiple clients.	Providing and/or selling products and services to the meeting industry, such as destination management, hotelier, audio-visual, florist, transportation, production or convention and visitor's bureau. The classification of membership is not limited to the groups listed. The sole proprietor of, or is employed or engaged by, a meeting management company and you spend 51 percent or more of your time providing meeting/event services as a supplier. You provide meeting services including strategic and financial management and/or professional meetings management services to multiple clients.

Who is eligible for this discount?
This offer is only available to Planners or Suppliers at the Essential, Preferred or Premier levels. If you are joining or renewing under the following discounted options, you will NOT be able to use this discount: Student, Faculty, Business Memberships, Dual Memberships, Retired or In Transition membership.

The code isn't working; how do I get the discount?
Contact MPI **Member Services**.

How long is the membership?
Memberships provide a year (365 days) of benefits from the join date.

My membership expired last year. Am I eligible for this discount?
Yes, this promotion is available to new and renewing members. Former Members who have previously held membership to MPI should log in to their existing account. Use the Password Reset function if you are unable to access your account.

Renewal Details

Members can renew online using the discount code. If they have any questions or run into issues, have them contact **Member Services**.

I just renewed last week/month. Can I get a refund?

Refunds will not be issued for previously processed renewals or new memberships. All membership transactions are nonrefundable.

My membership expired last month. Am I eligible for this discount?
Yes. Please call **Member Services**.

My membership isn't due for renewal for another 4 months; can I renew today? How will this affect my renewal date?
Yes. Your membership will be renewed for another full year.

I am on autorenewal. How do I use this discount code?
You will need to cancel your autorenewal, then renew your membership using the code. You can cancel your autorenewal from your MPI.org account. Log in, click the **My Membership** menu option, then **My Account Settings**, then **Membership and Billing** from the list of options on the left. Here, you'll see a button that allows you to **Turn Off Auto Renew**.

Campaign #1 (Planners)

November 23-29, 2026

Early Access Facebook, Instagram, LinkedIn Posts:



Post text:

Calling all meeting and event planners! 📣 Your MPI community is waiting. Enjoy 30% off a new membership or renewal with an exclusive discount through November 30.

Use code CYBER2026

Campaign #1

Early Access Story Post:



Story Text
Join Today!
Link: http://www.mpi.org/cyber-monday

Campaign #2 (Planners and Suppliers)

November 30, 2026

Facebook, Instagram, LinkedIn Posts:



Post Text:

There's room for you in our MPI community! 💜 Today only, meeting and event professionals can save 30% on MPI membership.

Join us or renew with code CYBER2026

Campaign #2 (Planners and Suppliers) Story Post:



Story Text
Join Today!

Link: http://www.mpi.org/cyber-monday