



This is  
your  
access to

**THE MOST  
BUYING  
POWER**

in the  
meeting  
and event  
industry.



2019 Advertising  
& Sponsorship Guide





# \$13 BILLION.

That's the buying power of MPI planner members, the most vibrant community of meeting and event professionals in the world.

**This is your opportunity to showcase your brand to them.**







When we **meet**,  
we change the world.<sup>SM</sup>

**3.5k**

PLANNERS EXCLUSIVE TO MPI

**\$4.8  
BILLION**

IN BUYING DECISIONS  
CONTROLLED BY EXCLUSIVE  
MPI PLANNERS

**85%**

OF MPI MEMBERS BUY FROM  
SUPPLIERS THAT ADVERTISE WITH MPI.



MPI understands that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That's why 60,000 meeting and event professionals, including nearly 18,000 engaged MPI members and the Plan Your Meetings audience, look to MPI for professional development, innovative solutions and business partnerships to help them succeed.

That's where **you** come in.

MPI's various sponsorship opportunities and advertising platforms are the perfect ways to connect your brand to the planners who need it the most.

## Contents

Membership Overview .....	4
Integrated Programs .....	5
<i>The Meeting Professional</i> Magazine .....	6-7
Magazine Editorial Calendar .....	8-9
Magazine Rates and Specifications .....	10-11
MPI Website and Blog .....	12-13
MPI Chapter Websites .....	14-15
Digital Marketing .....	16
E-Newsletter .....	17-18
<i>The Meeting Professional</i> ® Supplements .....	19
<i>The Meeting Professional</i> ® Digital Edition .....	20
Conference Publications .....	21-22
Plan Your Meetings Website .....	23
Plan Your Meetings <i>Professional Development Guide</i> .....	24
Sponsorships .....	25-26
MPI Foundation Fundraising Events .....	27-28
MPI Academy .....	29-30
Send Information .....	30
Contact Information .....	32

# MPI Membership Overview

GLOBAL MEMBERSHIP:

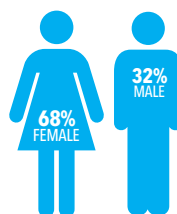
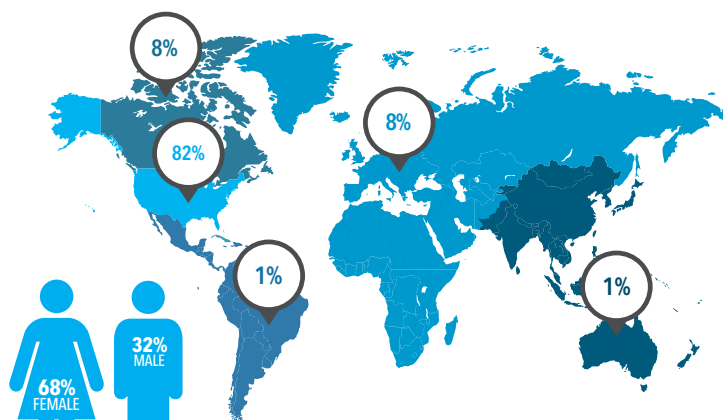
**18k**

ENGAGED MEMBERS  
REPRESENTING 71 COUNTRIES

**44.5%**  
PLANNER

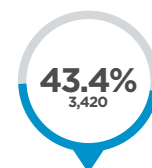
**43.5%**  
SUPPLIER

**12%**  
STUDENT/  
FACULTY



**44** AVERAGE AGE  
MPI MEMBER

## MPI PLANNER MEMBER PROFILE:



CORPORATE  
PLANNERS



ASSOCIATION  
PLANNERS



THIRD PARTY  
PLANNERS



GOVERNMENT  
PLANNERS

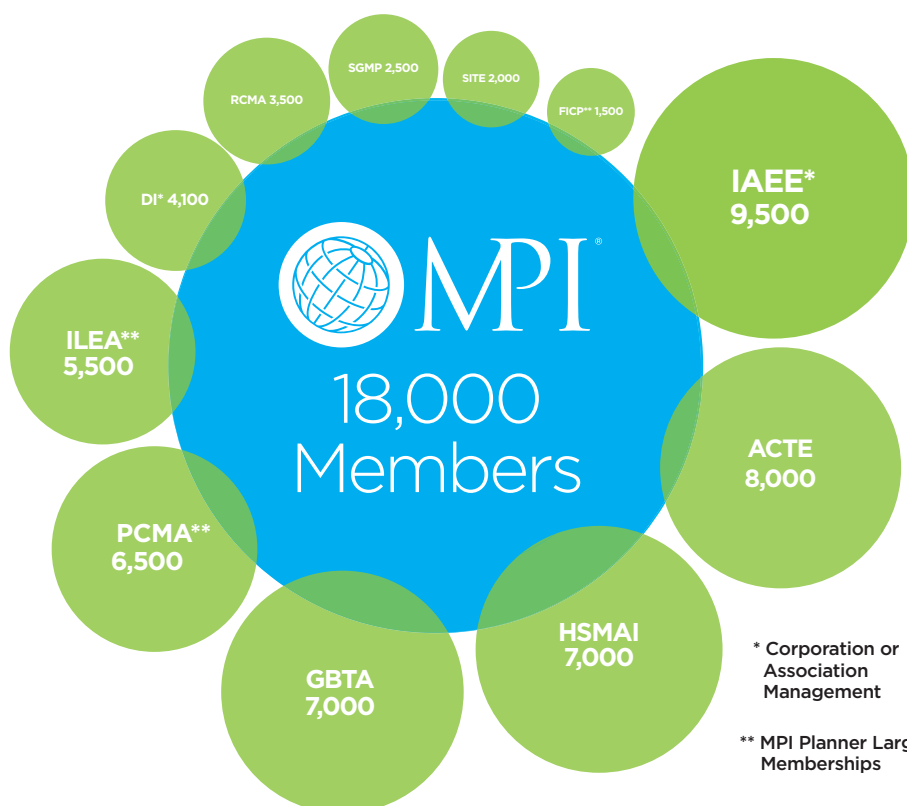
## SIZES OF MEETINGS BOOKED BY MPI PLANNERS:

500-999  
Attendees  
**3,042 MPI PLANNERS**

1,000-2,500 Attendees  
**3,106 MPI PLANNERS**

2,500+ Attendees  
**801 MPI PLANNERS**

## OVERLAP OF MPI MEMBERS IN OTHER ORGANIZATIONS:



\* Corporation or  
Association  
Management

\*\* MPI Planner Largest  
Memberships

## MPI vs PCMA:

**8,040** MPI'S  
PLANNER  
MEMBERS  
**8,040**

**1,616** PCMA'S  
PLANNER  
MEMBERS  
**1,616**



# Integrated Programs

**Target the audience you want with strategic solutions.** MPI's partnership programs put you in front of motivated buyers. We leverage our database and customize programs to give you direct access to members looking for your product or service, and who have the power to buy it.

**Maximize your sales potential through one of our five exclusive partnership programs.** Starting at just \$25,000, each is specifically designed with elements that will differentiate your brand on a scale that suits your budget.

**Once you have selected your program from the five levels, determine your advertising buy, then choose from the products available:**

- Chapter Business Summit
- Keynote Speakers at Signature Events
- CMM Program
- Planner Toolbox
- Meetings Outlook
- IMEX America Receptions
- Certificate programs
- Webinars
- Industry Training
- *The Meeting Professional Magazine*

Products subject to change.

## elite

**The ultimate in brand visibility and customization.**

- Choose from a multitude of options for advertising and sponsorships.
- Access global or regional buying-power data for our members to help you pinpoint the exact buyers for your product or service—get up to six customizable profile reports.

## advantage

**A customized program of sponsorships and advertising.**

- Access global or regional buying-power data for our members—get up to three customizable profile reports.

## select

**Results for smaller budgets.**

- Choose from a wide scope of sponsorships and advertising.

## signature

**A strong combination of value and vigorous marketing channels.**

- Receive an assortment of added value benefits.

## choice

**Entry-level program with solid results for smaller budgets.**

- Choose from carefully selected sponsorship and advertising opportunities.

## Added-Value Integrated Program Benefits:

	choice	select	signature	advantage	elite
Custom Opportunities					
Targeted Membership Emails				3	6
Annual Report					
Run-of-Site Banner Ad			1 month	2 months	3 months
MPI Foundation Partnership Upgrade					
Signature Event Registration		1	1	1	2
MPI Membership		1 Preferred	1 Preferred	1 Premier	2 Premier
Strategic Account Management					
Event Mail List					
Brand Package					

# *The Meeting Professional*<sup>®</sup>

# THE **MUST-READ**

# MAGAZINE FOR

# MEETING AND EVENT

# PROFESSIONALS.

Our award-winning magazine *The Meeting Professional*<sup>®</sup> is an industry standout that both celebrates MPI members and delivers timely content that is relevant to them. Rated as a **top value of membership**<sup>\*</sup>, and a must-read by industry professionals<sup>\*\*</sup>, it's the perfect opportunity for your brand to shine.



## ***The Meeting Professional:***

- Has received more than 60 top awards for design and editorial—the most in the industry.
- Reaches more than 50,000 global industry professionals.
- Reaches members of the International Association of Events and Exhibitions (IAEE), Society for Incentive Travel (SITE), PYM and others.
- Is delivered in both print and digital editions.





#### Recent awards for *The Meeting Professional* include:

- 2018 Association Media & Publishing National Bronze EXCEL Award for overall excellence
- 2017 and 2016 American Society of Business Publication Editors (AZBEE) Top 10 National Finalist for Overall Excellence, Magazine of the Year
- 2018 National Gold EXCEL Award for Onsite Convention Daily (WEC Onsite Daily)
- 2018 National Silver AZBEE Award for Design Excellence
- 2018 National Silver AZBEE Award for Design, 2017 Year in Review

# The Meeting Professional®

## 2019 Editorial Calendar

Content Subject to Change

	January (Special Edition)	February	March	April	May
<b>Feature</b>	Caesars	F&B	Health/Wellness	Incentive Meetings	State of the Industry
<b>Feature</b>	Caesars	Business of Independent Planners	Technology	International Meetings	Medical Meetings
<b>Feature</b>	Caesars	Meetings Outlook	Citywide	Event Entertainment	Meetings Outlook
<b>Special Partnerships</b>			IAEE	SITE	
<b>Showcase</b>		Oklahoma Boston	Texas Atlantic City International	Arizona Ohio Missouri	Pennsylvania Savannah
<b>Supplements</b>		Groundbreaking, Renovations, Expansions  Medical Meetings	Florida  Guide to WEC	Mountain Meetings  Northeast Meetings  IACC	Canada  Midwest Meetings
<b>Special Section</b>		5 Questions to Key Women in the Industry  Destination Alliances	Hotels and Resorts  Golf Meetings	Casino Meetings/ Gaming	Southeast Meetings  California
<b>Directories</b>					PYM Professional Development Guide
<b>Bonus Distribution at Industry Events</b>		EMEC	Pharma Forum		IMEX Frankfurt
<b>Ad Close Date</b>	11/19/18	12/10/18	1/14/19	2/11/19	3/11/19
<b>Ad Materials Due</b>	11/26/18	12/17/18	1/21/19	2/18/19	3/18/19



# The Meeting Professional®

## 2019 Editorial Calendar

June	July	August	September	October	November	December
Convention Centers	Rise	Marketing Trends	Hotel Trends	CVBs	Sustainability/CSR	Year in Review
Legislative/Regulatory Issues	WEC	International Meetings	Safety/Security	Generational Differences	Communication Strategies	New MPI Chair Profile
Emerging Trends	Leadership	Meetings Outlook	Emerging Destinations	Social Issues	Meetings Outlook	
IAEE IBTM	SITE IBTM Americas		IAEE IBTM	SITE		IAEE SITE
Northwest Meetings Central Florida Virginia	Illinois Meetings at Sea	Texas Australia	New York Tampa/ St. Pete/ Clearwater	Michigan Northern Calif.	Colorado Caribbean	Winter Corporate Meeting Ideas Las Vegas
CVBs President's Dinner Program	Southeast States MPI Academy	Las Vegas America's Best Meeting Destinations	Guide to IMEX America Convention Centers	Greater LA Meetings Team Building	Wellness Preferred Partners in Meetings Texas	Florida Carolinas
Hawaii Carolinas	Kentucky Louisiana Reno/Lake Tahoe	Wyoming, Montana, South Dakota Miami Southwest	Alabama Tennessee Mexico	Wisconsin	Midwest	Illinois
				PYM Professional Development Guide		
WEC	Destinations International IBTM Americas		IMEX America		IBTM World	IAEE
4/15/19	5/13/19	6/17/19	7/15/19	8/12/19	9/16/19	10/14/19
4/22/19	5/20/19	6/24/19	7/22/19	8/19/19	9/23/19	10/21/19

# The Meeting Professional®

# Rates

## Four-Color Ads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	\$11,881	\$10,096	\$10,225	\$8,690	\$9,685	\$8,230	\$8,505	\$7,710	\$8,030	\$7,645
2/3 page	\$10,169	\$8,642	\$8,725	\$7,415	\$8,180	\$6,950	\$7,230	\$6,885	\$6,455	\$6,145
1/2 page	\$8,295	\$7,051	\$7,090	\$6,025	\$6,690	\$5,865	\$5,965	\$5,680	\$5,355	\$5,100
1/3 page	\$6,589	\$5,597	\$5,600	\$4,760	\$5,325	\$4,525	\$4,680	\$4,455	\$4,140	\$3,940

## Four-Color Spreads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full page	\$16,023	\$13,619	\$13,775	\$11,705	\$12,950	\$11,005	\$11,480	\$10,930	\$10,220	\$9,730
Half page	\$12,878	\$10,946	\$11,050	\$9,390	\$10,495	\$8,920	\$9,235	\$8,795	\$8,270	\$7,875

## Four-Color Ads, Per Insertion:

Size	1x		2x or More	
	Gross	Net Rates	Gross	Net Rates
1/4 page	\$3,728	\$3,166	\$2,880	\$2,445
1/6 page	\$2,011	\$1,706	\$1,645	\$1,395

## Premium Positions:

(Guaranteed premium positions are an additional 10% to gross rate)

	Gross	Net
Inside front cover gatefold (4 pages)	\$34,765	\$29,550
Inside front cover spread	\$22,585	\$19,195
Reverse cover gatefold (2 pages)	\$27,760	\$23,595
Gatefold inside (3 pages)	\$20,630	\$17,535
Belly band (printed at advertiser's expense)	\$20,895	\$17,760

## Inserts/Outserts\*:

(Printed at advertiser's expense)

Single leaf – 2 pages**	\$10,900	\$9,265
4 pages**	\$13,630	\$11,585
8 pages**	\$16,350	\$13,895
12 pages***	\$20,495	\$17,420
Inserts over 12 pages*** (per page)	\$1,440	\$1,220

\*Outserts/Supplements

Outserts are same rates as Inserts except for additional postage cost to advertiser. Maximum weight is 3.3 oz. to qualify for periodical mailing rate.

\*\*Page 1 = 1 side

\*\*\*12 pages or more require magna-stripping for an additional \$1,000 net.

## The Meeting Professional®

- **Format 1:** Three pages; one full-page ad and two pages advertorial/photos, premium placement within first half of the magazine. Limited to one sold each issue. **\$24,080 gross/\$20,465 net**
- **Format 2:** Two pages; one full-page ad and one page advertorial/photos, premium placement about halfway into pub. Limited to one sold each issue. **\$12,045 gross/\$10,235 net**
- **Format 3:** Two pages; one full-page ad and one page advertorial/photos, positioned in back half of pub. Limited to one sold each issue. **\$10,830 gross/\$9,205 net**
- **Special Section:** 2 pages; one full page advertisement and one page advertorial/photos. In appropriate special section **\$9,495 gross/\$8,070 net**
- Each issue can accommodate one of each format



# The Meeting Professional®

# Specifications

## Trim size of magazine:

The overall trim size of the magazine is 8 1/8" wide by 10 7/8" high and 1/8" minimum thickness.

## Print Advertising Specifications

Ad Size	Non-Bleed	Bleed
Full page	7" x 10"	8 3/8" x 11 1/8"
Full-page spread	15 1/2" x 10"	16 1/2" x 11 1/8"
2/3-page vertical	4 1/2" x 10"	5" x 11 1/8"
1/2-page island	4 1/2" x 7 1/2"	N/A
1/2-page horizontal	7" x 4 7/8"	8 3/8" x 5 5/8"
1/2-page spread	15 1/2" x 4 7/8"	16 1/2" x 5 5/8"
1/3-page vertical	2 1/4" x 10"	N/A
1/3-page square	4 1/2" x 4 7/8"	N/A
1/4-page horizontal	7" x 2 7/16"	N/A
1/4-page island	3 1/2" x 4 7/8"	N/A
1/6-page vertical	2 1/4" x 4 7/8"	N/A

## Gatefold Specifications

Gatefolds require space to fold – page sizes are listed below.

### Regular Cover Gatefold (4 Pages)

	Page Sizes	Bleed	Total Size
Outside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Inside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Gutter panel	7 7/8" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"
Full page (right-hand read)	8 1/8" x 10 7/8"	+ 1/8"	8 3/8" x 11 1/8"

### Reverse Cover Gatefold (2 Pages)

	Page Sizes	Bleed	Total Size
Front cover flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Gutter panel	7 1/2" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"

### Inside Feature Gatefold (3 Pages)

	Page Sizes	Bleed	Total Size
Gutter panel	7 7/8" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"
Inside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Outside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"

## Important notes:

YOU MUST add crop marks to all gatefold ads.  
Keep type and logos 1/2" from both gutter and trim.  
Draft of final creative must be approved by MPI six weeks prior to issue date.

## Belly Bands

**Dimensions (+bleed):** 8 5/8" x 5" FRONT, then add 1 1/2" for overlap (glue area) = 18 7/16"

**Height+bleed:** 5 1/4"

**Total size+bleed:** 18 7/16" x 5 1/4"

## Paper stock weight:

Minimum of 60 lb. Text  
Maximum of 100 lb. Cover

## Quantity to ship:

Dependent upon distribution

## Approval process:

Draft of final creative must be approved by MPI six weeks prior to issue date. Once approval is received, belly bands are to be preprinted at advertiser's expense and delivered to the printer.

## The Meeting Professional® Adveritorial Specifications

- **Format 1:** Total two pages of Adveritorial Copy (text only) for three pages of adveritorial:
  - a. With two high-res images, can be no more than 900 words
  - b. With four high-res images, can be no more than 700 words
- **Format 2:** Total one page of Adveritorial Copy (text only) for two pages of adveritorial:
  - a. With one high-res image, can be no more than 400 words

## Mechanical Specifications

### Margins for live matter and trim:

**Trim size of magazine:** 8 1/8"W x 10 7/8"H

**NON-Bleed ad:** 7"W x 10"H

**Bleed ad:** 8 1/8"W x 10 7/8"H, PLUS 1/8" bleed added to the trim size: 8 3/8"W x 11 1/8"H

- Crop marks MUST be added to bleed ads
- Keep type and logos 1/2" from both gutter and trim

## Output/Submission requirements for digital ad files (Full page 4-color ad size):

**Preferred software:** Adobe InDesign

**Color preference:** CMYK with no spot colors

## All font and image guidelines:

- Images should be 300 dpi or higher resolution in JPG, TIF or EPS formats
- Both printer and screen fonts should be collected and included, in Type 1-3, true-type or opentype formats

**Final files:** High-resolution PDF documents, with images and fonts embedded using specifications above.

# Website & Blog

**MPI's website is designed with the purpose** of providing users with easy access to education, tools and content, updated regularly to remain current and relevant.

## The MPI site boasts:

- User friendly experience
- Mobile friendly design
- Exclusive MPI editorial content
- Social Login with Facebook or LinkedIn credentials
- Exclusive member newsfeed for easy access to MPI's content, tools events and education



## Make High Impact Connections

MPI's web platforms, including the re-designed MPIWeb and the Plan Your Meetings website bring convenient access to knowledge and information and feature strategic placement for advertising partners.

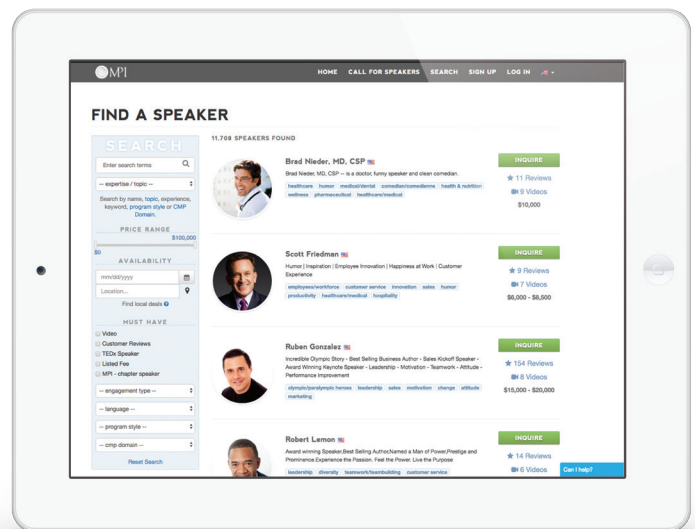
The MPI and PYM websites give you multiple real estate options at rates suitable for any budget. Choose from a variety of home page opportunities such as Sponsored Content, Sponsored Video, Premium Graphic Ad, and more.

## MPI Blog

Reach the meeting and event community directly with information about your product, service, or event. MPI opens up this ad space as a way of pairing our audience with offerings that are relevant the reader, while offering the potential to boost your business.

## MPI Speaker Resource

The MPI Speaker Resource provides access to over 8,000 speakers, presenters and subject matter experts. Ads appear during search results, putting your brand in front of MPI Chapter Leaders and members as they frequent the site to support their events and professional development objectives.



**MPI Speaker Resource**





**mpi.org**

1 million user sessions  
generating 3.9 million  
page views annually

## Web Banner Specs

**Leaderboard** (home page and run-of-site)

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

**InLine Banner** (home page and run-of-site)

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

**SideKick** (home page, run-of-site and Mobile)

Dimensions: within 300w x 250h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

**Sponsored Content/Native Content**

Teaser image dimensions:

255w x 122h (pixels)

File size: 50K max

Format: 72 dip/GIF, JPG, third-party tags

Full Native Content image:

Word count: 300

Advertorial format: Word

Full image dimensions: 700 pixels wide,

300-350 pixels tall

**Sponsored Content/Video**

Teaser image dimensions:

255w x 122h (pixels)

File size: 50K max

Format: 72 dip/GIF, JPG, third-party tags

Video: Size & Length 100 MB maximum

Up to 4 minutes for optimal performance,

less than 60 seconds recommended

File Formats: MPEG4, .MOV, .FLV, .WMV, or .AVI

**Adhesion Banner** (Mobile)

Dimensions: 350w x 50h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

## Blog Banner Specs

**Takeover Ads**

Dimensions: 728w x 90h or 970w x 250h and  
300w x 600h or 300w x 250h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

**Sponsored Content** (includes hero headline and  
takeover content page)

Dimensions: 728w x 90h or 970w x 250h and  
300w x 600h or 300w x 250h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

**Sponsored Video Content**

1920w x 1080h

Size & Length 100 MB maximum

Up to 4 minutes for optimal performance,

less than 60 seconds recommended

File Formats: MPEG4, .MOV, .FLV, .WMV, or .AV

**Inline Banner** (blog run-of-site)

Dimensions: 300w x 250h, 240w x 400h,  
970w x 250h

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

## Website Rates

Home Page	Gross	Net
Home page Leaderboard	\$6,165/month	\$5,240/month
Home page Inline Banner*	\$4,545/month	\$3,860/month
Home page SideKick	\$5,305/month	\$4,505/month
Sponsored Content/Video	\$7,465/month	\$6,345/month

MPIweb: Run-of-Site	Gross	Net
Run-of-site Leaderboard	\$5,305/month	\$4,505/month
Run-of-site InLine Banner	\$1,950/month	\$1,655/month
Run-of-site SideKick	\$5,305/month	\$4,505/month
Sponsored Content/Video	\$4,545/month	\$3,860/month

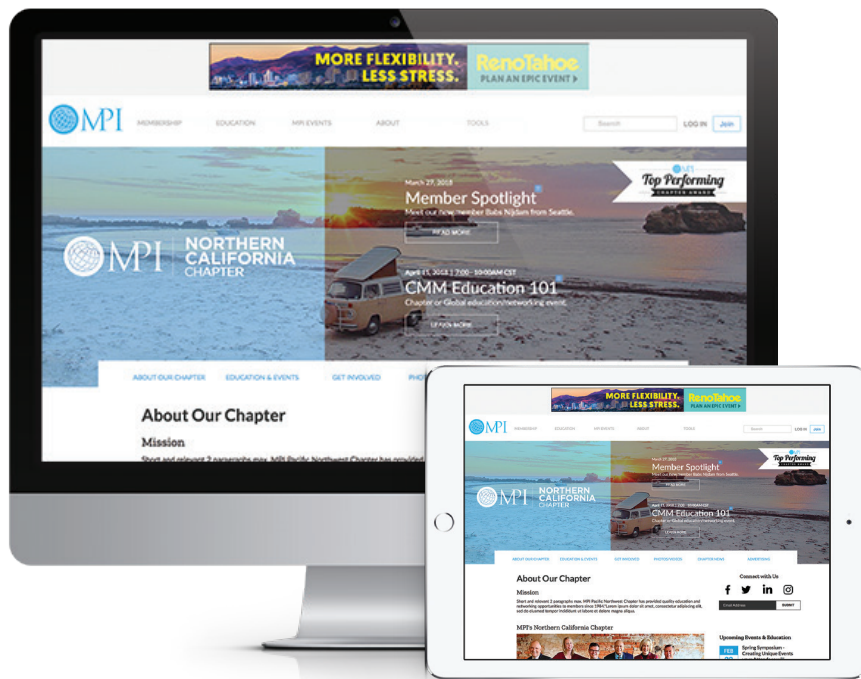
MPIweb: Mobile	Gross	Net
Adhesion Banner*	\$7,465/month	\$6,345/month
SideKick*	\$4,545/month	\$3,860/month

MPI Blog	Gross	Net
Takeover Page w/ Hero Headline	\$8,825/month	\$7,500/month
Run-of-Site Inline Banner		
Med Rectangle or Sm Skyscraper	\$4,120/month	\$3,500/month
Run-of-Site Inline Banner Billboard	\$2,940/month	\$2,500/month
Sticky Pull Out Banner (blog landing page)	\$4,120/month	\$3,500/month
Pre-Roll (auto-plays when user comes to page)	\$2,940/month	\$2,500/month
Sponsored Content/Video	\$4,120/month	\$3,500/month

\*100% Share of Voice

# Target Planners in Your Region with MPI Chapter Websites

MPI's global community of 60,000 meeting and event professionals is comprised of 67 local communities, each passionate about their industry and always searching for new products and services. **Position your brand to engage with your core consumer** right where they live, work and do business.



## MULTI-CHAPTER DISCOUNTS

ALL 6 REGIONS

**30%**

GLOBAL + CHAPTERS

3-5 REGIONS

**20%**

GLOBAL AND/OR CHAPTERS

2 REGIONS

**10%**

GLOBAL AND/OR CHAPTERS

	MPI Global		Any US Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$6,165	\$5,240	\$2,060	\$1,747	\$1,470	\$1,248
Inline Banner (1)*	\$4,545	\$3,860	\$1,515	\$1,286	\$1,085	\$919
Sidekick (8)	\$5,305	\$4,505	\$1,770	\$1,502	\$1,265	\$1,073
Sponsored Content (Native or Video)(1)*	\$7,465	\$6,345	\$2,490	\$2,114	\$1,780	\$1,510
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$5,305	\$4,505	\$1,770	\$1,502	\$1,265	\$1,073
Inline Banner (4)	\$1,950	\$1,655	\$650	\$551	\$465	\$394
Sidekick (4)	\$5,305	\$4,505	\$1,770	\$1,502	\$1,265	\$1,073
Sponsored Content (Native or Video)(4)	\$4,545	\$3,860	\$1,515	\$1,286	\$1,085	\$919
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$7,465	\$6,345	\$2,490	\$2,114	\$1,780	\$1,510
Sidekick (1)*	\$4,545	\$3,86	\$1,515	\$1,286	\$1,085	\$919

( ) represents number of ads in rotation  
\*represents 100% share of voice position



# Chapter Web Regions

## Chapter Member Count

### CANADA

ATLANTIC CANADA	103
BRITISH COLUMBIA	179
GREATER CALGARY	78
GREATER EDMONTON	76
MONTREAL & QUEBEC	109
OTTAWA	272
TORONTO	608
TOTAL	1,425

### CENTRAL US

CHICAGO AREA	770
DALLAS/FT. WORTH	583
GULF STATES	180
HEARTLAND	100
HOUSTON AREA	300
INDIANA	245
KANSAS CITY	155
KENTUCKY BLUEGRASS	118
MICHIGAN	193
MINNESOTA	401
OHIO	292
OKLAHOMA	80
ST. LOUIS AREA	271
TENNESSEE	382
TEXAS HILL COUNTRY	280
WISCONSIN	340
TOTAL	4,727

### EASTERN US

CAROLINAS	396
CONNECTICUT RIVER VALLEY	85
GEORGIA	535
GREATER NEW YORK	501
GREATER ORLANDO	332
MIDDLE PENNSYLVANIA	153
NEW ENGLAND	463
NEW JERSEY	242
NORTH FLORIDA	146

NORTHEASTERN NY	170
PHILADELPHIA AREA	431
PITTSBURGH	82
POTOMAC	713
SOUTH FLORIDA	350
TAMPA BAY AREA	249
VIRGINIA	163
WESTFIELD	126
TOTAL	5,137

### EUROPE/INTL

BELGIUM	53
DENMARK	125
FINLAND	90
FRANCE-SWITZERLAND	113
GERMANY	51
ITALIA	130
JAPAN	90
MEXICO	125
NETHERLANDS	128
POLAND	51
SPAIN	126
SWEDEN	100
UNITED KINGDOM & IRELAND	246
TOTAL	1,465

### WESTERN US

ALOHA	64
ARIZONA SUNBELT	307
NEW MEXICO	53
NORTHERN CALIFORNIA	835
ORANGE COUNTY	211
OREGON	197
ROCKY MOUNTAIN	423
SACRAMENTO - SIERRA NEVADA	217
SAN DIEGO	296
SOUTHERN CALIFORNIA	549
WASHINGTON STATE	249
TOTAL	3,401

# Digital Marketing

## Programmatic Advertising

Utilize MPI's automated technology infrastructure to target specific MPI members as they travel around the web. Our platform supports a wide-variety of creative ad units including social media platforms.

## Basic Programmatic

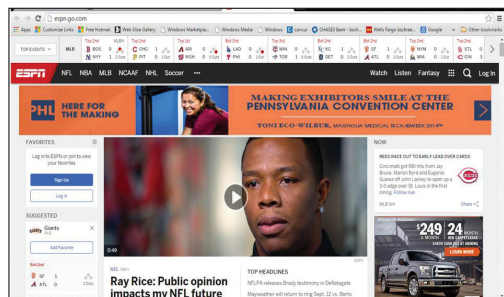
Geo-targeting and demo targeting

### MPI and/or PYM options:

- Gender
- Age
- Geography (Country, region, state or zip code)
- Facebook Social
- Mobile/Desktop
- Size of meetings planned
- Type of meetings planned

**Rates:** \$30 net per thousand.

**Minimum:** 30-day campaign; 100,000 impressions



**With Web Audience Retargeting, your ad will follow MPIWeb users to other websites.**

## Advanced Programmatic

Real-time data and data-driven optimizations

Enhanced Targeting

Proof of Performance/Screen Shots

### MPI and/or PYM options:

- Planners Only
- Look Alike Audiences
- Salesforce, Facebook, Instagram

**Rates:**

**Tier One:** \$8,000+ net

**Tier Two:** \$16,000+ net

**Tier Three:** \$27,000+ net



### Social Media Retargeting



## Targeted Email Marketing

Through MPI's Member Engagement program, supplier partners who are MPI Premier members\* have the ability to target specific MPI planner members with email campaigns based on their geographic and/or demographic characteristics.

### Premier Supplier Partners can choose from many Planner segment options

- MPI member geographic location
- Areas where events are planned
- Position Level
- Primary Business/Industry
- Budget Ownership
- Size of Events (number of attendees)
- Types of Facilities Used/Types of Meetings

**Rates**

**1 market segment - \$2.00/name**

**Each additional segment - \$0.50/name**  
(Minimum 2,000 names)

\*Targeted and Behavioral Email marketing is only available to Partners who are also MPI Premier members. Please contact your Director of Business Development for additional information.



# Award-winning E-Newsletters

Email is an essential component to any brand's integrated marketing program. MPI offers a variety of high-impact, widely-read e-newsletters to reach and connect with members. Average open rates are **22 percent**, well above the industry average of 11 percent.\*

**MPI NewsBrief** - *MPI NewsBrief* delivers curated travel and meetings industry news to over 11,000 recipients every Monday, Wednesday, and Friday. In addition, *MPI NewsBrief Canada* is delivered to Canadian members each Monday with news focused on this segment.

**MPIpulse** - Delivered every Tuesday to over 12,000 members, the award-winning *MPIpulse* features a rich collection of stories on industry news and professional development, as well as MPI members and our chapters in action. In addition, *MPIpulse Europe* is delivered to all EU members the third Thursday of every month with news specifically curated for a European audience.

**Plan Your Meetings** - Reach more than 20,000 non-titled meeting and event planners by aligning your brand with our monthly *PYM Digest* of curated web content; expand your messaging to our social media audience via our Weekly Deals and Highlights newsletters and web feature.

\*eNonProfit Benchmark Study, 2015



# Award-winning E-Newsletters

## e-Newsletter Specs

### **MPIpulse**

**Top banner: 728w x 90h (pixels).**

File size: 25K max

Format: 72 dpi/GIF, JPG,

no Flash (SWF) or third-party tags

**Side banner #1-#4: 180w x 150h (pixels).**

File size: 25K max

Format: 72 dpi/GIF, JPG,

no Flash (SWF) or third-party tags

### **MPI NewsBrief**

**Top banner: 728w x 90h (pixels).**

File size: 25K max

Format: 72 dpi/GIF, JPG,

no Flash (SWF) or third-party tags

### **PYM The Monthly Digest**

**Top banner: 728w x 90h (pixels).**

File size: 25K max

Format: 72 dpi/GIF, JPG,

no Flash (SWF) or third-party tags

**Side banner: 180w x 150h (pixels).**

File size: 25K max

Format: 72 dpi/GIF, JPG,

no Flash (SWF) or third-party tags

## Custom e-blasts

- Subject Line
- Code should have basic HTML document structure.
- Maximum suggested width is 700px.
- Link tracking is automatic except for image maps and mailto links. These link types do not track.
- Opened emails are also tracked.
- <Greeting/> is the only XHTML tag allowed. This means you cannot use a contact detail in a custom HTML template.
- Image URLs require a full path, including "http://" and domain name.
- There is a 150,000 character limit to custom HTML/XHTML email
- .zip files not accepted
- Materials should be sent to publications@mpiweb.org

**\*If you are in need of assistance building your Custom E-blast, an additional hourly rate of \$250 will apply.**

**For additional information, contact your Director of Business Development**

### **MPIpulse**

- 1 Top Banner
- 2 Side Banner #2
- 3 Side Banner #3
- 4 Side Banner #4

### **MPI NewsBrief**

- 1 Top Banner
- 2 Sponsored Content

### **PYM**

- 1 Top Banner
- 2 Side Banner



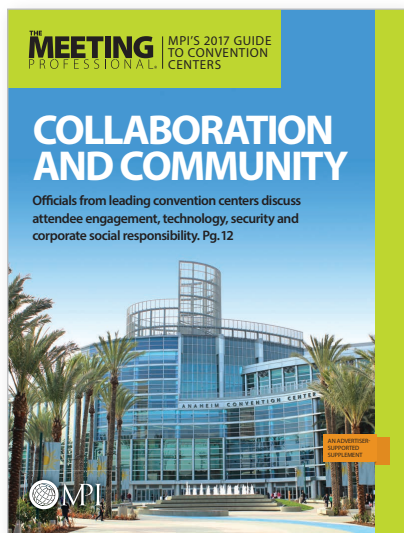
## e-Newsletter Rates

<b>MPIpulse</b>	<b>Gross</b>	<b>Net</b>
Top banner	\$5,300/week	\$4,505/week
Side banner #2 or #3	\$3,690/week	\$3,135/week
Side banner #4	\$2,185/week	\$1,855/week
Top banner (Europe)	\$1,000/week	\$850/week
Side banner (Europe)	\$590/week	\$500/week
<b>MPI NewsBrief</b>	<b>Gross</b>	<b>Net</b>
Top banner	\$6,490/3x week	\$5,515/3x week
Sponsored Content	\$5,845/3x week	\$4,965/3x week
Top banner (Canada)	\$1,765/1x week	\$1,500/1x week
<b>PYM Digest</b>	<b>Gross</b>	<b>Net</b>
Top banner	\$5,250	\$4,462
Side banner	\$3,675	\$3,123
Custom e-blasts (partial database)		\$4,000
Custom e-blasts (entire database)		\$5,000

# The Meeting Professional® Supplements

## The magazine add-ons are equally impressive.

Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our planner members. Supplements are also distributed at MPI conferences and industry trade shows attended by MPI staff.



## Supplement Rates

	Gross	Net Rates
Full-page spread ad with two full pages of advertorial	\$13,600	\$11,560
Full-page ad with full page of advertorial	\$10,175	\$8,645
Half-page spread ad with full page of advertorial	\$10,175	\$8,645
Half-page ad with half page of advertorial	\$7,025	\$5,970

## Supplement Premium Positions

	Gross	Net Rates
Inside front cover or back cover ad, no advertorial	\$8,880	\$7,545
Inside back cover ad with matching advertorial	\$11,160	\$9,485
First full-page ad with matching advertorial	\$11,160	\$9,485

## Supplement Ad Specifications

Trim size of publication: The overall trim size is 8" wide by 10 1/2" high.

Ad Size	Non-Bleed Specifications	Bleed Specifications
Full page	7" x 9 1/2"	8 1/4" x 10 3/4"
Full-page spread	15" x 9 1/2"	16 1/4" x 10 3/4"
1/2-page horizontal	7" x 4 1/2"	8 1/4" x 5 1/8"
1/2-page spread	15" x 4 1/2"	16 1/4" x 5 1/8"

NOTE: Bleed ad specifications include the 1/8" added to trim size

## Supplement Advertorial Specifications

1. Advertorial will ideally be a combination of text and graphics. MPI will create a consistent template and will lay out all submitted copy and graphics for each advertorial.
2. Copy (text only) should be submitted as a Microsoft Word document.
3. All graphics and images should be submitted as full-size, 300 dpi resolution; CMYK and saved as TIF, JPEG or EPS.
4. Copy (text only) word counts for full-page advertorial:
  - a. FULL PAGE ADVERTORIAL with one-line headline without logo - maximum 400 words.
  - b. FULL PAGE ADVERTORIAL with one-line headline with logo - maximum 380 words.
  - c. FULL PAGE ADVERTORIAL with two-line headline without logo - maximum 360 words.
  - d. FULL PAGE ADVERTORIAL with two-line headline with logo - maximum 320 words.
5. Copy (text only) word counts for half-page advertorial:
  - a. HALF PAGE ADVERTORIAL with one-line headline - maximum 250 words.
  - b. HALF PAGE ADVERTORIAL with two-line headline - maximum 220 words.

## Mechanical Specifications

Margins for live matter and trim:

**Trim size of magazine:** 8"W x 10 1/2"H

**NON-Bleed ad:** 7"W x 9 1/2"H

**Bleed ad:** 8"W x 10 1/2"H, PLUS 1/8" bleed added to the trim size: 8 1/4"W x 10 3/4"H

- Crop marks MUST be added to bleed ads
- Keep type and logos 1/2" from both gutter and trim

**Output/Submission requirements for digital ad files (Full page 4-color ad size):**

**Preferred software:** Adobe InDesign

**Color preference:** CMYK with no spot colors

**All font and image guidelines:**

- Images should be 300 dpi or higher resolution in JPG, TIF or EPS formats
- Both printer and screen fonts should be collected and included, in Type 1-3, truetype or opentype formats

**Final files:** High-resolution PDF documents, with images and fonts embedded using specifications above.



# The Meeting Professional® Digital Edition



## The Meeting Professional Digital Edition Specs

### Cover Sponsorship

Location: Adjacent to publication cover  
Size: Full page built to magazine specs  
Format: High resolution PDF  
Features: Can link to internal or external pages

### Leaderboard Ad

Location: Above the digital issue, within the interface  
Size: 728w x 90h (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Supports JavaScript ad tag (must work in iFrame), link to URL

### Navigation Bar Ad

Location: Above the digital issue, in the toolbar  
File size: 230w x 28h (pixels)  
Format: EPS preferred (PNG, JPEG, GIF, TIFF accepted) Other: If ad is transparent, use background color to match the navigation bar

### Belly Band

Location: Overlays ad page  
Size for Two Pages: 800w x 175h suggested max (pixels)  
Size for Single Page: 500w x 175h suggested max (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Can select page position, link to URL

MPI members can choose to receive the print edition, digital edition or both. The digital edition uses scalable, non-Flash technology that can be viewed on any desktop, laptop, or mobile device. All advertisers are included in the digital edition at no extra charge. And advertising partners can choose to add many exciting elements to their regular print ad including multi-media, cover sponsorships, digital belly bands, leaderboards, navigation bar ads and more.

## Digital Edition Rates

Full Digital Edition	Gross	Net
Cover Sponsorship	\$10,217/month	\$8,684/month
Leaderboard	\$6,815/month	\$5,791/month
Navigation Bar	\$4,772/month	\$4,053/month
On The Ad		
Belly Band	\$4,772/month	\$4,053/month
Rich Media Video	\$3,413/month	\$2,898/month
Rich Media Slideshow	\$3,413/month	\$2,898/month
Rich Media Audio	\$2,048/month	\$1,738/month

## AUDIO/VIDEO

### GTxcel Hosted Video

Hosting option is recommended for reliability and visibility across platforms.

**Location:** Overlays ad page

**Size and Length:** 100 MB max/Up to 4 minutes for optimal performance (recommended)

**Format:** h264

GTxcel can convert to h264: .MP4, .MOV, .FLV, .WMV, .AVI

**Design:** Video should include at least one extra second of play

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio

**Features:** Click to open from hotspot or autoplay

**Other:** Not available for viewing offline or from mobile web reader

### Slideshow

Slideshow module lets readers play or swipe through images and their accompanying captions.

**Location:** Overlays ad page

**Portrait file size:** 576w x 768h minimum (pixels)

**Landscape file size:** 768w x 576h minimum (pixels)

**Format:** JPG, GIF, PNG, TIF, BMP

**Design:** Minimum 2 images, suggested maximum of 50 images

Images should be RGB (not CMYK)

Caption text (if separate from image) appears in translucent field at bottom of module

**Features:** Autoplay or click/tap to play

**Platforms:** Digital edition, Mobile app

**Other:** Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image name (suggested maximum of 450 characters per caption including spaces).

# Conference Publications

**MPI Onsite**, the award-winning official WEC newspaper, is delivered directly to most guest rooms, where readers are likely to spend more time with it. Also distributed at the conference center, it's packed with the latest, most pertinent conference and industry news.

- Previews of professional development, networking and educational opportunities, vital to attendees, for the day ahead.
- Review of previous day's experiences.
- Digital edition of *MPI Onsite* is distributed to all MPI members.

## Drive traffic to your business with:

- Repeat impressions.
- Direct access each morning to key decision-makers.
- Ability to highlight your brand, or your company's conference sponsorship.

## Premium placements enhance brand visibility:

- Belly band to spotlight your brand message.
- Special cover positions—sticky notes: front cover, inside front cover or inside back cover.

## Rates

4-color	Gross	Net	Run
Back cover	\$21,895	\$18,610	3 days
Inside front cover	\$18,600	\$15,810	3 days
Inside back cover	\$16,885	\$14,350	3 days
Full page facing Schedule-at-a-Glance	\$15,165	\$12,890	3 days
Full page facing conference photo page (Mon. & Tues. only, ROP on Sun.)	\$14,885	\$12,650	3 days
Full page	\$13,450	\$11,430	3 days
1/2-page horizontal	\$9,315	\$7,915	3 days
1/4 page	\$4,740	\$4,025	3 days
Belly Bands	\$10,175	\$8,645	Per day
Insert (8 pgs.)	\$15,320	\$13,020	Per day
Insert (4 pgs.)	\$7,730	\$6,570	Per day

See page 15 for ad dimension

## MPIpulse, Conference Edition

This highly read e-Newsletter ramps up to a daily edition (instead of weekly) during WEC, spotlighting the latest news, behind-the-scenes stories and conference schedules.

Top banner	\$9,595	\$8,155	3 days
Side banner #1 or #2	\$6,875	\$5,840	3 days
Side banner #3	\$4,165	\$3,540	3 days

See page 17 for ad dimensions.

## Print publication dates for WEC:

**Ad reservation due:** May 10, 2019

**Ad materials due:** May 17, 2019

**Publication date:** June 16-18, 2019

**MPIpulse dates for IMEX in Frankfurt:** May 20-23, 2019

**MPIpulse dates for WEC:** June 15-18, 2019

**MPIpulse dates for IMEX America:** Sept. 9-12, 2019



# Conference Publications



## Recent award for MPI's Onsite daily:

### 2017 Excel Gold Award

Onsite Convention Daily  
Association Media & Publishing

### 2016 Central Region AZBEE Award

Onsite Trade Show Coverage

### 2014 EXCEL Bronze Award

Convention Daily Newspaper,  
Association Media & Publishing

### 2011 Bronze National Award

Editorial: On-site Trade Show  
Coverage, American Society of  
Business Publication Editors

### 2011 EXCEL Silver Award

Convention Daily Newspaper,  
Association Media & Publishing

## Specifications

Overall publication trim size: 9" wide x 12" high

Ad size Non-bleed

Full-page 8" x 11"

1/2-page horizontal 8" x 5.5"

1/4-page 4.25" x 5.5"

1/4-page spread 17" x 6.5"

**Belly Bands (a band wrapped around the publication and stitched on, may print 4/0 or 4/4)**

**Overall size of MPI OnSite daily newspaper: 9" wide x 12" high**

Belly band dimensions: 18" x 3"

Image area:  
9" x 4" for the front  
9" x 4" for the back (these are live areas with no overlap)

Paper stock weight: Minimum—80 lb. text Maximum—80 lb. cover

Quantity to ship: 2,000

## Inserts for MPI OnSite Daily

Tip-on insert will be affixed with removable glue

Loose/random insert will float

Maximum size: 8" x 11"

Minimum size: 3" x 4"

Maximum stock weight: 100 lb. text

Minimum stock weight: 70 lb. text (if 4 pgs. or more)

80 lb. text (if single leaf)

Final draft of all inserts and belly bands must be approved by MPI prior to printing. In the event a proof is not sent for approval and any extra charges are incurred after receipt by MPI, the advertiser will be invoiced for those charges.

**Materials deadline for WEC 2019:** May 17, 2019



# Plan Your Meetings: Website



**The Plan Your Meetings website is designed to educate,** empower and inspire planners, connecting them to the resources and ideas they need to plan better meetings and events. It's an excellent source of education, tips and advice on meeting planning, and it's an excellent platform to spotlight your brand through advertising.



## Web Banner Specs

### Leaderboard/Top Banner

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Bottom Banner

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Side Banner B

Dimensions: within 180w x 150h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Side Banner A

Dimensions: within 180w x 150h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Business Directory

1 JPG logo

Up to 10 JPG images

Description copy - (up to 2,500 characters)

A video to embed (if you have one) that is hosted on youtube, vimeo or any other video hosting sites

Up to 3 Downloadable PDFs

Contact info: First and last name, URL, email, phone number, and address

## Weekly Deals & Highlights Specs

- 1 jpg logo
- 1 jpg image
- Up to 25 words of copy
- URL in which copy will be linked to
- Twitter handle
- .zip files not accepted
- Link for reference - <http://planyourmeetings.com/weekly-deals-highlights/>
- Materials should be sent to [publications@mpiweb.org](mailto:publications@mpiweb.org)

## PYM Website Rates

Banners	Gross	Net
Leaderboard/Top Banner	\$1,373/month	\$1,195/month
Bottom Banner Ad	\$1,373/month	\$1,195/month
Side Banner A	\$1,055/month	\$919/month
Side Banner B	\$1,055/month	\$919/month
Business Directory	\$2,756/per year	

## PYM Digital Rates

	Net
Weekly Deals & Highlights	\$1,000 for one
Weekly Deals & Highlights	\$3,500 for a 4 pack

# Plan Your Meetings: *Professional Development Guide*



## PYM Professional Development Guide

### Cover Sponsorship

Location: Adjacent to publication cover  
Size: Full page built to magazine specs  
Format: High resolution PDF  
Features: Can link to internal or external pages

### Leaderboard Ad

Location: Above the digital issue, within the interface  
Size: 728w x 90h (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Supports JavaScript ad tag (must work in iFrame), link to URL

### Navigation Bar Ad

Location: Above the digital issue, in the toolbar  
File size: 230w x 28h (pixels)  
Format: EPS preferred (PNG, JPEG, GIF, TIFF accepted) Other: If ad is transparent, use background color to match the navigation bar

### Belly Band

Location: Overlays ad page  
Size for Two Pages: 800w x 175h suggested max (pixels)  
Size for Single Page: 500w x 175h suggested max (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Can select page position, link to URL

Get your brand in front of 67,000 meeting planning professionals with the digital PYM *Professional Development Guide*.

## Digital Edition Rates

Full Digital Edition	Gross	Net
Cover Sponsorship + Full Page Ad with Full Page Advertorial and Video (Optional)	\$11,471/month	\$9,975/month
Leaderboard + Full Page Ad with Full Page Advertorial and Video (Optional)	\$8,029/month	\$6,982/month
Full Page Ad with Full Page Advertorial and Video (Optional)	\$6,038/month	\$5,250/month

### On The Ad

Belly Band	\$4,772/month	\$4,053/month
Rich Media Video	\$3,413/month	\$2,898/month
Rich Media Slideshow	\$3,413/month	\$2,898/month
Rich Media Audio	\$2,048/month	\$1,738/month

## PYM Professional Development Guide

### Advertorial Specifications

- **Format 1:** Total two pages of Advertorial Copy (text only) for three pages of advertorial:
  - a. With two high-res images, can be no more than 900 words
  - b. With four high-res images, can be no more than 700 words
- **Format 2:** Total one page of Advertorial Copy (text only) for two pages of advertorial:
  - a. With one high-res image, can be no more than 400 words

## AUDIO/VIDEO

### GTxcel Hosted Video

Hosting option is recommended for reliability and visibility across platforms.

**Location:** Overlays ad page

Size and Length: 100 MB max/Up to 4 minutes for optimal performance (recommended)

**Format:** h264

Gtxcel can convert to h264: .MP4, .MOV, .FLV, .WMV, .AVI

**Design:** Video should include at least one extra second of play

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio

**Features:** Click to open from hotspot or autoplay

**Other:** Not available for viewing offline or from mobile web reader

### Slideshow

Slideshow module lets readers play or swipe through images and their accompanying captions.

**Location:** Overlays ad page

**Portrait file size:** 576w x 768h minimum (pixels)

**Landscape file size:** 768w x 576h minimum (pixels)

**Format:** JPG, GIF, PNG, TIF, BMP

**Design:** Minimum 2 images, suggested maximum of 50 images

Images should be RGB (not CMYK)

Caption text (if separate from image) appears in translucent field at bottom of module

**Features:** Autoplay or click/tap to play

**Platforms:** Digital edition, Mobile app

**Other:** Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image name (suggested maximum of 450 characters per caption including spaces).

# Sponsorships

## **Influential sponsorships build powerful, long-lasting relationships.**

Align your brand with the MPI programs best suited to your business approach. The creative possibilities to engage our planners and event attendees are virtually limitless.



**EUROPEAN  
MEETINGS & EVENTS  
CONFERENCE**  
9-12 February, 2019  
The Hague, The Netherlands



## Signature Events

MPI offers three exceptional signature events for you to engage the industry's top meeting and business event professionals:

### **European Meetings & Events Conference (EMEC) The Hague, The Netherlands, February 9-12, 2019**

The 2019 European Meetings and Events Conference (EMEC19) is scheduled for February 9-12, 2019 in The Hague, The Netherlands. EMEC19 is tailor-made BY MPI's European meeting and event community FOR meeting and event professionals to learn, network and forge business partnerships.

### **MPI World Education Congress (WEC) Toronto, ON Canada, June 15-18, 2019**

MPI's bringing WEC19 to Canada's Downtown. A true cosmopolitan mosaic, Toronto is the ideal setting for creativity, collaboration and community—the cornerstones that make WEC the can't-miss event year after year. The 2019 event will continue its tremendously successful new format, delivering premier education, business and networking opportunities that will revitalize attendees and the events they plan. From pep rallies to concurrent sessions, from networking functions to the food, it will be THE place to recharge, learn, and be inspired.

### **IMEX America Las Vegas, September 10-12, 2019**

As IMEX America's sole strategic partner and premier education provider, MPI offers a variety of events and education sponsorship opportunities starting with Smart Monday, powered by MPI—a full day of education kicking off the tradeshow the following day.

Sponsorship opportunities for MPI signature events include, but are not limited to:

- MPI Exchange participation (WEC only)
- Food and beverage experiences
- Education and keynotes
- Guest amenities
- VIP access at MPI Foundation's Rendezvous

## MPI Exchange

Suppliers and planners need each other. The MPI Exchange is a collection of live event programs featuring one-on-one preferred buyer appointments, supplier-focused education and a full interactive environment where event professionals from all levels and functions come together to solve problems, understand each other's needs and get business done.



# Sponsorships

## PYMLIVE

PYM Live are half day events offering our Partners face-to-face connections with end user corporate meeting planners from emerging businesses and verticals around the country.

For details visit - [planyourmeetings.com/events](http://planyourmeetings.com/events)



## PYM Live

While ensuring only qualified meeting and event planners are invited, PYM Live is designed to be intimate and nurture relationships between our planners and partners. Featured in multiple cities each year, all events include our signature innovative education experiences.

## PYM Lead Generation

We gather data on our planners' booking tendencies through a variety of channels and contact information for the ones who participate will be provided upon completion of campaign.

## Thought Leadership

Planners seeking to further their careers look to White Papers, on-going research projects, MPI or PYM webinars, MPI or PYM virtual events, PYM's Planner Toolbox and more to sharpen their skills and create memorable experiences. That's where partnering with MPI makes sense.

## Research

Conducted in person at multiple events using surveys and collaborative meetings, MPI works with you to define a trajectory in line with your goals and mission statement while gathering psychological, emotional and behavioral data at a minimum of two (2) of your customer events.

## Meetings Outlook™

Align your brand with the most important intelligence tool for meeting and event planners. Offered quarterly through *The Meeting Professional*® magazine, MPI's *Meetings Outlook* is a robust, forward-looking research report that offers a unique perspective by the meeting and event industry through the eyes of the professionals. Winner of the Gold: AZBEE Award for Original Research.

## MPItv

MPI is excited to introduce *MPITV*, a content-driven video series distributed over numerous channels including social media (Facebook, Twitter, LinkedIn and YouTube); the new [mpiweb.org](http://mpiweb.org); *The Meeting Professional* digital edition; *MPIpulse*, *MPI NewsBrief* and more. *MPITV* is produced monthly with a focus on unique industry issues as well as special live-streaming editions from WEC and IMEX America, which also allow users to experience daily panel interviews with keynote speakers via Facebook Live.

## Partner Events

MPI partners with many key organizations throughout the year offering notable education and networking opportunities. Take advantage of our established relationships and sponsor an event in a different industry sector. Speak with your Director of Business Development to create a custom strategy for maximum audience engagement.

## MPI'S PARTNER EVENTS:





# MPI Foundation Fundraising Events

**Event proceeds go directly to the MPI Foundation**, which fuels the growth of the meeting and events industry through individual scholarships and educational grants for MPI members worldwide. Enhance your company's visibility by playing a role at a high-profile MPI Foundation fundraising event through a cash or in-kind sponsorship. Various sponsorship packages exist with our global event portfolio targeted to meeting and event professionals.



## Thought Leaders Summit – November 2019

The Thought Leaders Summit is an exclusive opportunity to network, learn and workshop vital topics with fellow industry leaders. It's also an executive level, limited invitation program for elite planners and strategic partners.

## Auctions

The MPI Foundation creates several incredible online auctions throughout the year. These are opportunities to contribute to fabulous packages that include trips, dream destinations, weekend getaways and more. And to bid on fantastic offerings with proceeds benefiting the MPI Foundation.

- Not So Silent IMEX Auction. Opens May 1, 2019 and closes Thursday, May 16, 2019 – IMEX Frankfurt, Germany
- Rendezvous Auction @ Canada Meetings & Events Expo – Monday, August 13, 2019 – Toronto, Canada
- Red, White & You Auction @ IMEX America – Sunday, September 8, 2019 – Las Vegas, Nevada, USA

## Cocktails for Charity - June 2019

Now in its 4th year, this casual networking and fundraising event is held at Olympia London in conjunction with The Meetings Show. The two-hour Cocktails event immediately after the show day, gives exhibitors and buyers, the opportunity to gather for nibbles and cocktails while supporting the MPI Foundation to raise funds for the MPI UK & Ireland Chapter local programs. The Meetings Show is a dedicated meeting industry event taking place 26-27 June 2019 at Olympia, London. The show comprises a proven hosted buyer programme, unrivaled education sessions and numerous daytime, evening and networking opportunities.

## Rendezvous

Rendezvous event parties are MPI Foundation's premier networking events for meeting and event professionals. The MPI Foundation partners with organizations throughout the year to hold Rendezvous events and proceeds benefit the MPI Foundation. Event attendance varies from 150 – 2200 depending upon the location and event.

- January 21, 2019 -Rendezvous @ GoWest!, Edmonton, AL
- February 11, 2019 – Rendezvous@EMEC in The Hague: Location tbd, 10pm – 1am
- April 5, 2019 – Rendezvous@the EVENT, Montreal, QC
- May 22, 2019 - Cim-club night@IMEX Frankfurt benefiting MPI Foundation, Gibson Club
- July 1, 2019 – Rendezvous@ibtm Americas – Foro Totalplay, Mexico City
- August 13, 2019 – Rendezvous@ Canada Meetings & Events Expo, Toronto, ON





# MPI Foundation Fundraising Events



## **Rendezvous WEC- June 17, 2019**

### **Toronto Events Centre, Toronto, Canada**

WEC's can't miss fundraising and networking event goes down in the middle of Toronto, minutes away from the Convention district, and includes live entertainment, an open bar, and indoor and outdoor activation areas.

- Select VIP Area - \$8,500 USD
- Premium VIP Area - \$12,500 USD
- Platinum VIP Area - \$50,000 USD

## **Rendezvous IMEX America - September 11, 2019**

### **Drai's Club at The Cromwell, Las Vegas, Nevada, USA**

Take your VIPs to the top by providing your clients with an exciting VIP experience on the top of The Cromwell on The Strip at Drai's. A dynamic space for conversation, networking and dancing includes a large pool club area outside and inside nightclub area.

- Elevated VIP Booth - \$2,500
- Platinum VIP Banquette - \$10,000
- Premium VIP Bungalow - \$10,000
- Select VIP Balcony Area - \$7,500

## Branded Scholarships and Grants

The MPI Foundation provides MPI members professional development and career opportunities through scholarships and grants on an ongoing basis. When you give to the MPI Foundation, you are actively growing the knowledge base of the MPI community. It's an investment in the strength of the MPI community, and in securing the future success of the industry.

### **Contribution Levels**

- Legend: \$50K+ Annual
- Education: \$25K+ Annual
- Corporate: \$12.5K+ Annual

### **MPI Foundation Scholarship Contribution**

As a sponsor, you may provide branded scholarships to recipients of your choice. Scholarships are available for MPI membership, professional development through MPI Academy, and conference attendance to one of our Signature Events.

### **MPI Foundation Grants**

#### **\$25,000+ Annual Contribution**

As a sponsor of an MPI Foundation grant, you will have the opportunity to showcase your brand in front of MPI chapter leaders and members while helping attendees to further their professional development.

### **Pre-Developed Best of MPI Academy Program**

#### **Starting at \$25,000 for delivery of four (4) grants**

You may choose from approximately five topics per year featuring MPI's most in-demand content. Each program is approximately 45 - 60 minutes in length.





# MPI Academy

Meeting professionals' livelihood depends on providing the highest levels of engagement at all of their events, therefore, seeking innovation and utilizing best practices is critical to their success. To find comprehensive resources capable of fulfilling that need, they rely heavily on MPI Academy. You don't want to miss the chance to associate your brand with their success. You can join the movement too by sponsoring some of the following educational experiences:

## Virtual Courses: Highly Popular and Well-Attended

From instructor-led online courses, webinars, and virtual events, streaming sessions offer live expert-led education in real time anywhere, on any device. MPI Academy teams up with the brightest minds in the business to share their wisdom through these scalable options. MPI is experiencing 6x attendance growth, on average, as compared with traditional classroom deliveries.

## Certificate Programs

MPI's world-class and expert-led certificate courses are highly sought after and provide formal education that genuinely helps enable planners transform and differentiate themselves. This portfolio of products is rapidly growing.

Here are a few of the most popular and impactful certificate courses that you'll want to be associated with.

### Business Value of Meetings (BVOM)

In this online course, learn the process for measuring the business value of meetings from identifying stakeholders and implementing change management systems (if necessary) and creating goals and objectives to setting measurements and reporting out results. Practice delivering on the business value of meetings through case studies and best practices from organizations around the globe.

### Certificate in Meeting Management (CMM)

Focused on strategy and executive leadership for the business of meetings, the CMM Program is an intensive, three-phased executive education program that packs the highlights of a world-class graduate degree program.

### Crisis Communications: Anticipate and Communicate

With the prevalence of social media as the first place people go for real-time information, it's now more important than ever to be prepared to communicate in the event of a crisis. In the wake of crises like the Route 91 Harvest Festival shooting and Hurricane Maria, how we communicate to our attendees is something we can no longer overlook.





# MPI Academy

## Additional Certificate courses:



### **EMERGENCY PREPAREDNESS** FOR MEETINGS AND EVENTS

#### **Emergency Preparedness for Meetings and Events**

This course takes a deep dive into incident management strategies as needed for the prevention, preparedness, response and recovery from all-hazard emergency incidents.



### **HEALTHCARE MEETING** COMPLIANCE CERTIFICATE

#### **Healthcare Meeting Compliance Certificate**

Learn to navigate the complex environment of pharmaceutical and biotech meeting regulations, laws, and compliance.



### **VENUE SALES** CERTIFICATE PROGRAM

#### **Master's Degree in Meeting & Event Management**

Co-created by Meeting Professionals International (MPI) and the San Diego State University (SDSU) L. Robert Payne School of Hospitality and Tourism Management, the Meeting and Event Management Master's is the first graduate-level program in the U.S. designed to elevate meeting professionals to business event strategists.

#### **Venue Sales Certificate Program**

Discover how to create high impact, powerful sales tools that sell your venue and generate great results.



## Easy Steps for file submission.

### Advertising File Submission Requirements

1. Please submit digital ads in high-resolution PDF format along with corresponding URL to [publications@mpiweb.org](mailto:publications@mpiweb.org). Upload via FTP available upon request.
2. All materials should be 300 dpi or higher resolution, in CMYK color (no RGB).
3. To ensure your materials are in spec with our requirements we will review your materials and alert you in a timely fashion of any issues preventing execution of your ad.
4. We ask that you submit materials to MPI 10-15 days in advance of your ads' start date so that we may review before launching on the first of the month (\*ideally) and give you a chance to make minor corrections if needed.
5. For assistance or to answer any questions you may have about sponsorship and advertising, please contact your Director of Business Development, listing located below.
6. Send any pertinent materials to:  
**Advertising Department**  
**Meeting Professionals International**  
**2711 LBJ Freeway, Suite 600**  
**Dallas, TX 75234**
7. All files & inquiries can be directed to **publications@mpi.org** or to your Director of Business Development, listing located on final page.



Being a meeting  
and event professional  
demands flexibility.

**MPI offers membership  
options as flexible as  
you are.**

Join today at  
**[mpi.org](https://mpi.org)**







When we **meet**,  
we change the world.<sup>SM</sup>

## Contact

**Reaching the best community  
is as simple as reaching out  
to us.**

Talk to us about effective, affordable ways to reach approximately 18,000 engaged members of the largest and most influential professional association for the meeting and event industry. We'll help you plan a strategic program that will get you noticed, increase leads, and help you meet audience engagement and sales goals.

[mpi.org](http://mpi.org)

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