



MPI Certified Benefits Pricing



Pricing Structure

Fee Type	Associate's/CE Programs	Bachelor's/Master's Programs
Base Fee (Every 4 Years)	\$2,500	\$5,000
Annual Fee	\$1,000 (x3)	\$1,000 (x3)
Total Cost	\$5,500	\$8,000

Benefits

The following benefits are included in the base price of the MPI Certified program. An annual fee is assessed to ensure these assets are maintained for the duration of the credentialing period.

Overview

Benefit	Associate's/ CE Programs	Value
MPI Certified Media Advisory	\$1,000	<ul style="list-style-type: none"> • Include in the year awarded the MPI Certified seal. • Media advisory will be published in the 4th quarter of the year awarded.
MPI Certified Directory	\$1,000	<ul style="list-style-type: none"> • Housed on the MPI Certified webpage on mpi.org. • Listing expires after the 4-year term unless renewed. • Listing may be removed if annual maintenance fee is not paid.
Digital Credential	\$1,000	<ul style="list-style-type: none"> • Credential may be used on any relevant college/university program materials or program branded documents. • Digital credential expires after the 4-year term unless renewed. • Digital credential access may be removed if annual maintenance fee is not paid.
B2B Direct Marketing Campaign	\$2,000 value (initial) \$3,000 value (3 additional campaigns during the 4-year period)	<ul style="list-style-type: none"> • Target audience includes relevant supplier/workforce partners. • Inclusion in campaign executed in the fiscal quarter the credential is awarded. • Campaigns will go out at the end of the fiscal quarter to provide maximum opportunity for inclusion. • Institution will be included in subsequent annual campaigns after the year in which the credential is earned.
Industry Event Representation	\$5,000+ per event	<ul style="list-style-type: none"> • Inclusion in (at minimum) one virtual education experience highlighting the MPI Certified program, with opportunities to be featured at other mainstay events such as Global Meetings Industry Day (GMID) and the World Education Congress (WEC) in the year awarded. • Institution will be offered opportunities to be featured as a participant at least once, and at minimum, provided brand recognition in all other instances.
Industry Publication Coverage	\$3,000	<ul style="list-style-type: none"> • Inclusion in (at minimum) one feature in MPI's industry publication, The Meeting Professional, in the year awarded.
Emerging Meeting Professional (EMP) Designation Benefits	\$100 per college Junior/Senior	<ul style="list-style-type: none"> • 15% rebate on all EMP designation purchases made in the year the MPI Certified credential is awarded (\$85 cost per student instead of \$100, \$15 rebate pp). • 5% rebate on all subsequent EMP designation program purchases made in every subsequent year (\$95 cost per student instead of \$100, \$5 rebate pp).
Total Program Value	\$16,000	<ul style="list-style-type: none"> • Total minimum value. • Does not include EMP designation savings (since priced per person) or additional marketing campaign and brand exposure (which provide an additional \$10,000 in asset benefits).



Submission Process Outline

- Colleges and universities will be provided with an MPI Certified study guide and information packet that provide direction as to what items and evidence need to be gathered for the submission form, as well as format type.
- Once received, the submission will be reviewed within 30 days, excluding federal holidays.
- Once approved, payment is made in a lump sum.

• Payment by invoice, or online are both accepted.

- The MPI Certified credential is good for 4 years.
- All benefits are applicable during the 4-year period, so long as the annual fee criteria is met. Institutions may opt to pay the annual fee in a lump sum up front.
- MPI Certified is applied on a campus-by-campus basis, therefore, university systems that have multiple campuses will need to apply individually.

Fulfillment Process Outline

- Once payment has been made, a timeline for asset fulfillment and any digital collateral request (such as institution logos) will be provided.
- Additionally, a digital media kit that contains the MPI Certified emblem and the school digital credential will be provided.

