This is your access to THE MOST BUYING POWER in the meeting and event industry.
$15 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.
MPI understands that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That’s why 80,000 meeting and event professionals, including over 15,000 engaged MPI members, 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.

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When we **meet**, we change the world.℠
MPI Membership Overview

MPI Planner Member Profile:

- **Corporate Planners**: 43.4% (3,420)
- **Third-Party Planners**: 34.11% (2,690)
- **Association Planners**: 20.0% (1,614)
- **Government Planners**: 2.04% (161)

Sizes of Meetings Booked by MPI Planners:

- 500-999 Attendees: 2,700 MPI Planners
- 1,000-2,500 Attendees: 2,800 MPI Planners
- 2,500+ Attendees: 700 MPI Planners

MPI vs PCMA:

- **MPI’s Planner Members**: 7,200
- **PCMA’s Planner Members**: 1,616

Global Membership:

- **15k Engaged Members Representing 71 Countries**

50% Planner, 40% Supplier, 10% Student/Faculty

Overlap of MPI Members in Other Organizations:

- **MPI**: 15,000 Members
- **PCMA**
- **IAEE**
- **ACTE**
- **GBTA**
- **ILEA**
- **PCMA**
- **FICP**
- **HSMAI**
- **DI**, **RCMA**
- **SGMP**
- **SITE**, **GDMP**
- **RCMA**

*Corporation or Association Management
**MPI Planner Largest Memberships
Newly optimized to give MPI Partners more visibility and more value. MPI has optimized its MarketSmart partnership to give supplier brands the value they expect, but with the high elevation, exclusivity and visibility they deserve.

MPI MarketSmart offers fully-integrated and exclusive visibility to MPI planners through:

- Sponsorships
- Education
- Advertising
- MPI Foundation

**elite $300k+**

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 $200k – $299k**

A customized program of sponsorships and advertising.

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

**signature $100k – $199k**

A strong combination of value and vigorous marketing channels.

- Receive an assortment of added value benefits.

---

### Added-Value MarketSmart Benefits:

<table>
<thead>
<tr>
<th></th>
<th>signature</th>
<th>advantage</th>
<th>elite</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Expert of a Feature Story</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consultation with MPI CEO and/or COO</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Highlight</td>
<td>1/2 Page</td>
<td>Full Page</td>
<td>Spread</td>
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<tr>
<td>Targeted Marketing Emails</td>
<td>2</td>
<td>4</td>
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<td>Preferred Membership</td>
<td>1</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Live Event Registration</td>
<td>1</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Partner Level Sponsorship an MPI Exchange networking event</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Annual Report</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mention at WEC from main stage</td>
<td>1x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highlight Partner on MPI social media channels</td>
<td>1x</td>
<td>1x</td>
<td>1x</td>
</tr>
<tr>
<td>Partner Recognition</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

MPI 2021 Global Advertising & Sponsorship Guide 5
The Meeting Professional®

The MUST-READ MAGAZINE FOR MEETING AND EVENT PROFESSIONALS.

Our award-winning digital magazine The Meeting Professional® 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, and a must-read by industry professionals, it’s the perfect opportunity for your brand to shine.

The Meeting Professional:
• Has received more than 70 top awards for design and editorial—the most in the industry.
• Delivered to more than 100,000 global industry professionals.
• Reaches members of the International Association of Events and Exhibitions (IAEE), Society for Incentive Travel (SITE) and others.
• Is delivered in digital format.
Recent awards for *The Meeting Professional* include:

- 2020 Association Media & Publishing National Bronze EXCEL Award for Overall Excellence
- 2020 American Society of Business Publication Editors (AZBEE) National Bronze Award, Feature Article Design
- 2019 American Society of Business Publication Editors (AZBEE) National Honorable Mention for Overall Excellence, Magazine of the Year
- 2019 American Society of Business Publication Editors (AZBEE) National Gold Award, Feature Series: Human Trafficking
- 2019 American Society of Business Publication Editors (AZBEE) National Bronze Award, Design Excellence
- 2019 Association Media & Publishing National Gold EXCEL Award for Feature Article Design, Human Trafficking
## 2021 Editorial Calendar

Content Subject to Change

<table>
<thead>
<tr>
<th>Editorial Features</th>
<th>January (Special Edition)</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caesars</td>
<td>Meetings Outlook</td>
<td>Event Design</td>
<td>WEC</td>
<td>Meetings Outlook</td>
<td></td>
</tr>
<tr>
<td>Caesars</td>
<td>Contracts/Negotiations</td>
<td>Safety/Security</td>
<td>Technology</td>
<td>Networking</td>
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</tr>
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</table>

|--------------------|--------------------------|-------------------|-------------------|-------------------|------------------|

<table>
<thead>
<tr>
<th>Special Reports</th>
<th>Careers</th>
<th>Technology</th>
<th></th>
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<table>
<thead>
<tr>
<th>MPI Communities</th>
<th>Medical &amp; Healthcare Professionals</th>
<th>MPI Women</th>
<th>Association Professionals</th>
<th>Administrative Professionals</th>
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<table>
<thead>
<tr>
<th>Partner Reports</th>
<th>New Day in...</th>
<th>IAEE</th>
<th>SITE</th>
<th>IBTM Americas</th>
</tr>
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<table>
<thead>
<tr>
<th>Showcase</th>
<th>Destination Alliances</th>
<th>Texas</th>
<th>Asia/Pacific</th>
<th>Central Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Northern California</td>
<td>Missouri</td>
<td>New York/New Jersey</td>
<td>Meetings in Latin America</td>
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</table>

<table>
<thead>
<tr>
<th>Special Section</th>
<th>New Day In...</th>
<th>Hotels and Resorts</th>
<th>Casino Meetings/Resorts</th>
<th>Carolinas Southeast</th>
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<tr>
<th>Supplements</th>
<th>Medical Meetings</th>
<th>Florida</th>
<th>Mountain Meetings</th>
<th>WEC</th>
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<tr>
<td></td>
<td>Influential Medical Meeting Professionals</td>
<td>IACC</td>
<td>Northeast</td>
<td>Midwest Meetings</td>
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<tr>
<td></td>
<td>(Careers Special Report)</td>
<td>Drive Market Meetings</td>
<td>(Technology Special Report)</td>
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<tr>
<th>Ad Close Date</th>
<th>11/20/20</th>
<th>12/28/20</th>
<th>1/22/21</th>
<th>2/19/21</th>
<th>3/26/21</th>
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<table>
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<tr>
<th>Ad Materials Due</th>
<th>12/4/20</th>
<th>1/5/21</th>
<th>1/29/21</th>
<th>2/26/21</th>
<th>4/2/21</th>
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<thead>
<tr>
<th>Directories</th>
<th>Professional Development Guide</th>
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<table>
<thead>
<tr>
<th>Ad Close Date</th>
<th>4/30/201</th>
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<table>
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<th>Ad Materials Due</th>
<th>5/7/2021</th>
<th></th>
<th></th>
<th></th>
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</thead>
</table>
## 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Centers</td>
<td>RISE Leadership</td>
<td>Meetings Outlook Wellness</td>
<td>CVBs Event Marketing / Communications</td>
<td>Technology International Meetings (IMEX-A)</td>
<td>Meetings Outlook Hybrid Engagement Strategies</td>
<td>New MPI Chair profile</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>IMEX America</td>
<td></td>
<td>Look Ahead to 2022/Year in Review</td>
</tr>
<tr>
<td>Marketers &amp; Experience Designers</td>
<td>Independent &amp; Small Business Owners</td>
<td>Meeting &amp; Event Executives</td>
<td>Financial &amp; Insurance Professionals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IAEE</td>
<td>SITE</td>
<td>IAEE</td>
<td>SITE</td>
<td>IBTM World</td>
<td>IAEE SITE</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>Illinois</td>
<td>Texas</td>
<td>Las Vegas</td>
<td>Gulf States</td>
<td>Colorado</td>
<td>Wisconsin</td>
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<tr>
<td>Georgia</td>
<td>Golf Meetings</td>
<td>Asia/Pacific</td>
<td>Canada</td>
<td>Capital States</td>
<td>Caribbean</td>
<td>Oklahoma</td>
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<tr>
<td>Arizona</td>
<td>New England</td>
<td>Latin America</td>
<td>Europe</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotels and Resorts Who’s Who</td>
<td>Ohio</td>
<td>Southwest Meetings</td>
<td>Hawaii Atlantic City</td>
<td>Michigan</td>
<td>Midwest Key Trends in Professional Development by MPI Academy</td>
<td>Illinois Carolinas Florida Meetings</td>
</tr>
<tr>
<td>CVBs</td>
<td>Southeast</td>
<td>America’s Best Destinations</td>
<td>Convention Centers (IMEX America Special Report)</td>
<td>Women in Leadership</td>
<td>Texas</td>
<td>SITE</td>
</tr>
<tr>
<td>President’s Dinner Program</td>
<td></td>
<td>America’s Best Destinations</td>
<td>Convention Centers (IMEX America Special Report)</td>
<td>Women in Leadership</td>
<td>Texas</td>
<td>SITE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>America’s Best Destinations</td>
<td>Convention Centers (IMEX America Special Report)</td>
<td>Women in Leadership</td>
<td>Texas</td>
<td>SITE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>America’s Best Destinations</td>
<td>Convention Centers (IMEX America Special Report)</td>
<td>Women in Leadership</td>
<td>Texas</td>
<td>SITE</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Professional Development Guide</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10/1/21</td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10/8/21</td>
<td></td>
<td></td>
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</tbody>
</table>
**Four-Color Ads, Per Insertion:**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x Gross</th>
<th>3x Gross</th>
<th>6x Gross</th>
<th>9x Gross</th>
<th>12x Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$13,100</td>
<td>$11,270</td>
<td>$9,580</td>
<td>$9,070</td>
<td>$8,500</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$9,195</td>
<td>$7,380</td>
<td>$6,470</td>
<td>$6,180</td>
<td>$5,900</td>
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</table>

**Four-Color Spreads, Per Insertion:**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x Gross</th>
<th>3x Gross</th>
<th>6x Gross</th>
<th>9x Gross</th>
<th>12x Gross</th>
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</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$17,670</td>
<td>$15,190</td>
<td>$15,190</td>
<td>$12,660</td>
<td>$11,270</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$13,910</td>
<td>$12,180</td>
<td>$10,355</td>
<td>$9,120</td>
<td>$8,680</td>
</tr>
</tbody>
</table>

**Mechanical Specifications**

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

**Premium Positions**:

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Gross</th>
<th>Net</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover Spread</td>
<td>$24,900</td>
<td>$21,160</td>
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</table>

**Digital Position Rates**

<table>
<thead>
<tr>
<th>Digital Position Rates</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Sponsorship</td>
<td>$11,270/month</td>
<td>$9,575/month</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$7,510/month</td>
<td>$6,385/month</td>
</tr>
<tr>
<td>Navigation Bar</td>
<td>$5,250/month</td>
<td>$4,260/month</td>
</tr>
<tr>
<td>On the Ad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Belly Band</td>
<td>$5,260/month</td>
<td>$4,260/month</td>
</tr>
<tr>
<td>Rich Media Video</td>
<td>$3,765/month</td>
<td>$3,190/month</td>
</tr>
<tr>
<td>Rich Media Slideshow</td>
<td>$3,765/month</td>
<td>$3,190/month</td>
</tr>
<tr>
<td>Rich Media Audio</td>
<td>$2,260/month</td>
<td>$1,915/month</td>
</tr>
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</table>

**Digital Add-Ons**

<table>
<thead>
<tr>
<th>Digital Add-Ons</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Survey – Digital on the Ad</td>
<td>$3,620/month</td>
<td>$3,150/month</td>
</tr>
<tr>
<td>Pop up Survey (on the ad) Digital Add on</td>
<td>$1,205/month</td>
<td>$1,050/month</td>
</tr>
<tr>
<td>Pop up Video (on the ad) Digital Add on</td>
<td>$605/month</td>
<td>$525/month</td>
</tr>
<tr>
<td>Belly Band on Digital Cover</td>
<td>$2,415/month</td>
<td>$2,100/month</td>
</tr>
<tr>
<td>Blow-in Belly Band – Digital Add on</td>
<td>$300/month</td>
<td>$260/month</td>
</tr>
<tr>
<td>Geo Fencing IMEX America</td>
<td>$2,892</td>
<td>$2,755</td>
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</table>

**Advertising Specifications**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>8 3/8&quot; x 11 1/8&quot;</th>
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<tbody>
<tr>
<td>Full page</td>
<td></td>
</tr>
<tr>
<td>Full-page spread</td>
<td></td>
</tr>
<tr>
<td>1/2-page island</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>8 3/8&quot; x 5 5/8&quot;</td>
</tr>
<tr>
<td>1/2-page spread</td>
<td></td>
</tr>
<tr>
<td>1/4-page horizontal</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4-page island</td>
<td>N/A</td>
</tr>
<tr>
<td>1/6-page vertical</td>
<td>N/A</td>
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</tbody>
</table>
### Digital Add-On Specs

<table>
<thead>
<tr>
<th>Overview</th>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>Throughout all pages Ads can be static images or Google Ad Manager Available in Reading View or Page View</td>
<td>728x90</td>
</tr>
<tr>
<td>Table of Contents Ad</td>
<td>TOC Rectangle can be static image or Google Ad Manager TOC Interstitial can be static image only Appears at bottom of TOC (all pages) plys C2 position</td>
<td>300x250</td>
</tr>
<tr>
<td>CustomInterstitial Ad</td>
<td>Full page HTML 5 Allows for responsive, interactive or animated ads Available in Reading View</td>
<td>Full page</td>
</tr>
<tr>
<td>Navigation Bar</td>
<td>Throughout all pages Available in Reading View</td>
<td>230x28</td>
</tr>
<tr>
<td>Blow-in Ad (Belly Band or Cover Belly Band)</td>
<td>Supports images (GIF, PNG, JPEG) video or iframed content (e.g. polls) Allows for responsive, interactive or animated ads Available in Reading View</td>
<td>500x175</td>
</tr>
<tr>
<td>Two-page Cover</td>
<td>Opposite front cover and C4 position Full page Available in Page View</td>
<td>1 full page Live area 7x9.5” Bleed 8.25x10.75”</td>
</tr>
<tr>
<td>Cover Survey Sponsor</td>
<td>iFrame cover survey (1 question) Includes mention in notification emails and pop-up survey Cover</td>
<td>TBD</td>
</tr>
<tr>
<td>Pop-up Survey</td>
<td>iFrame survey on ad</td>
<td>TBD</td>
</tr>
<tr>
<td>Pop-up Video</td>
<td>Video on ad or advertorial page</td>
<td>300x250</td>
</tr>
</tbody>
</table>

### The Meeting Professional

#### Digital Add-On 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

### 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).
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
- Global and Regional Chapter digital marketing opportunities

Make High Impact Connections

MPI’s web platforms bring convenient access to knowledge and information, and feature strategic placement for advertising partners.

The MPI website gives you multiple real estate options at rates suitable for any budget. Choose from a variety of home page opportunities such as Blog Sponsorships, 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 to the reader, while offering the potential to boost your business.
mpi.org
1.2 million user sessions generating 3.7 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 dpi/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 dpi/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 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 .AVI

**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**

<table>
<thead>
<tr>
<th>Home Page</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page Leaderboard</td>
<td>$6,800/month</td>
<td>$5,775/month</td>
</tr>
<tr>
<td>Home page SideKick</td>
<td>$5,850/month</td>
<td>$4,970/month</td>
</tr>
<tr>
<td>Sponsored Content/Video</td>
<td>$8,230/month</td>
<td>$6,995/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MPIweb: Run-of-Site</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run-of-Site Leaderboard</td>
<td>$5,850/month</td>
<td>$4,970/month</td>
</tr>
<tr>
<td>Run-of-Site SideKick</td>
<td>$5,365/month</td>
<td>$4,670/month</td>
</tr>
<tr>
<td>Run-of-Site Sponsored Content/Video</td>
<td>$8,735/month</td>
<td>$6,935/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MPIweb: Mobile</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adhesion Banner*</td>
<td>$8,230 /month</td>
<td>$6,995/month</td>
</tr>
<tr>
<td>SideKick*</td>
<td>$5,010/month</td>
<td>$4,260/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MPI Blog</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takeover Page w/ Hero Headline</td>
<td>$9,730/month</td>
<td>$8,270/month</td>
</tr>
<tr>
<td>Run-of-Site Inline Banner</td>
<td>$4,450/month</td>
<td>$3,860/month</td>
</tr>
<tr>
<td>Med Rectangle or Sm Skyscraper</td>
<td>$3,245/month</td>
<td>$2,755/month</td>
</tr>
<tr>
<td>Run-of-Site Inline Banner Billboard</td>
<td>$4,540/month</td>
<td>$3,860/month</td>
</tr>
<tr>
<td>Sticky Pull-Out Banner (blog landing page)</td>
<td>$3,245/month</td>
<td>$2,755/month</td>
</tr>
<tr>
<td>Pre-Roll (auto-plays when user comes to page)</td>
<td>$4,540/month</td>
<td>$3,860/month</td>
</tr>
<tr>
<td>Sponsored Content/Video</td>
<td>$4,540/month</td>
<td>$3,860/month</td>
</tr>
</tbody>
</table>

*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 composed 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.

<table>
<thead>
<tr>
<th>Home Page(s)</th>
<th>MPI Global</th>
<th>Any US Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross</td>
<td>Net</td>
<td>Gross</td>
</tr>
<tr>
<td>Leaderboard (4)</td>
<td>$6,800</td>
<td>$5,775</td>
<td>$2,275</td>
</tr>
<tr>
<td>Sidekick (8)</td>
<td>$5,850</td>
<td>$4,970</td>
<td>$1,955</td>
</tr>
<tr>
<td>Sponsored Content (Native or Video)(1)*</td>
<td>$8,230</td>
<td>$6,995</td>
<td>$2,750</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Run-of-Site(s)</th>
<th>MPI Global</th>
<th>Any US Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross</td>
<td>Net</td>
<td>Gross</td>
</tr>
<tr>
<td>Leaderboard (8)</td>
<td>$5,850</td>
<td>$4,970</td>
<td>$1,950</td>
</tr>
<tr>
<td>Sidekick (4)</td>
<td>$5,365</td>
<td>$4,670</td>
<td>$1,950</td>
</tr>
<tr>
<td>Sponsored Content (Native or Video)(4)</td>
<td>$8,735</td>
<td>$6,935</td>
<td>$1,670</td>
</tr>
<tr>
<td>Inline Banner (4)</td>
<td></td>
<td></td>
<td>$720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mobile Site(s)</th>
<th>MPI Global</th>
<th>Any US Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross</td>
<td>Net</td>
<td>Gross</td>
</tr>
<tr>
<td>Adhesion Banner (1)*</td>
<td>$8,230</td>
<td>$6,995</td>
<td>$2,750</td>
</tr>
<tr>
<td>Sidekick (1)*</td>
<td>$5,010</td>
<td>$4,260</td>
<td>$1,670</td>
</tr>
</tbody>
</table>

○ represents number of ads in rotation
*represents 100% share of voice position

MULTI-CHAPTER DISCOUNTS

- **ALL 6 REGIONS**
  - 30% global and/or chapters
- **3-5 REGIONS**
  - 20% global and/or chapters
- **2 REGIONS**
  - 10% global and/or chapters
# Chapter Web Regions

## Chapter Member Count

<table>
<thead>
<tr>
<th>Region</th>
<th>Member Count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CANADA</strong></td>
<td></td>
</tr>
<tr>
<td>Atlantic Canada</td>
<td>80</td>
</tr>
<tr>
<td>British Columbia</td>
<td>151</td>
</tr>
<tr>
<td>Greater Calgary</td>
<td>59</td>
</tr>
<tr>
<td>Greater Edmonton</td>
<td>77</td>
</tr>
<tr>
<td>Montreal &amp; Quebec</td>
<td>79</td>
</tr>
<tr>
<td>Ottawa</td>
<td>209</td>
</tr>
<tr>
<td>Toronto</td>
<td>502</td>
</tr>
<tr>
<td><strong>CENTRAL US</strong></td>
<td></td>
</tr>
<tr>
<td>Chicago Area</td>
<td>592</td>
</tr>
<tr>
<td>Dallas/Ft. Worth</td>
<td>509</td>
</tr>
<tr>
<td>Gulf States</td>
<td>171</td>
</tr>
<tr>
<td>Heartland</td>
<td>94</td>
</tr>
<tr>
<td>Houston Area</td>
<td>200</td>
</tr>
<tr>
<td>Indiana</td>
<td>231</td>
</tr>
<tr>
<td>Kansas City</td>
<td>127</td>
</tr>
<tr>
<td>Kentucky Bluegrass</td>
<td>104</td>
</tr>
<tr>
<td>Michigan</td>
<td>197</td>
</tr>
<tr>
<td>Minnesota</td>
<td>312</td>
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<tr>
<td>Ohio</td>
<td>301</td>
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<tr>
<td>Oklahoma</td>
<td>57</td>
</tr>
<tr>
<td>St. Louis Area</td>
<td>221</td>
</tr>
<tr>
<td>Tennessee</td>
<td>281</td>
</tr>
<tr>
<td>Texas Hill Country</td>
<td>259</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>257</td>
</tr>
<tr>
<td><strong>EASTERN US</strong></td>
<td></td>
</tr>
<tr>
<td>Carolinas</td>
<td>396</td>
</tr>
<tr>
<td>Connecticut River Valley</td>
<td>69</td>
</tr>
<tr>
<td>Georgia</td>
<td>441</td>
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<tr>
<td>Greater New York</td>
<td>459</td>
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<tr>
<td>Greater Orlando</td>
<td>287</td>
</tr>
<tr>
<td>Middle Pennsylvania</td>
<td>167</td>
</tr>
<tr>
<td>New England</td>
<td>342</td>
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<tr>
<td>New Jersey</td>
<td>199</td>
</tr>
<tr>
<td>North Florida</td>
<td>156</td>
</tr>
<tr>
<td>Upstate NY</td>
<td>134</td>
</tr>
<tr>
<td>Philadelphia Area</td>
<td>329</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>103</td>
</tr>
<tr>
<td><strong>EUROPE/INTL</strong></td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>54</td>
</tr>
<tr>
<td>Brazil</td>
<td>8</td>
</tr>
<tr>
<td>Caribe Mexicano</td>
<td>52</td>
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<tr>
<td>Colombia</td>
<td>54</td>
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<tr>
<td>Denmark</td>
<td>125</td>
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<tr>
<td>Finland</td>
<td>74</td>
</tr>
<tr>
<td>France – Switzerland</td>
<td>186</td>
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<tr>
<td>Germany</td>
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<tr>
<td>Iberian</td>
<td>117</td>
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<tr>
<td>Italy</td>
<td>158</td>
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<tr>
<td>Japan</td>
<td>86</td>
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<tr>
<td>Mexico</td>
<td>163</td>
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<tr>
<td>Netherlands</td>
<td>108</td>
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<tr>
<td>Poland</td>
<td>45</td>
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<tr>
<td>Scandinavia</td>
<td>139</td>
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<tr>
<td>Sweden</td>
<td>100</td>
</tr>
<tr>
<td>Turkey</td>
<td>22</td>
</tr>
<tr>
<td>United Kingdom &amp; Ireland</td>
<td>93</td>
</tr>
<tr>
<td><strong>WESTERN US</strong></td>
<td></td>
</tr>
<tr>
<td>Aloha</td>
<td>51</td>
</tr>
<tr>
<td>Arizona Sunbelt</td>
<td>249</td>
</tr>
<tr>
<td>New Mexico</td>
<td>55</td>
</tr>
<tr>
<td>Northern California</td>
<td>614</td>
</tr>
<tr>
<td>Orange County</td>
<td>174</td>
</tr>
<tr>
<td>Oregon</td>
<td>138</td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>368</td>
</tr>
<tr>
<td>Sacramento – Sierra Nevada</td>
<td>161</td>
</tr>
<tr>
<td>San Diego</td>
<td>277</td>
</tr>
<tr>
<td>Southern California</td>
<td>476</td>
</tr>
<tr>
<td>Washington State</td>
<td>197</td>
</tr>
</tbody>
</table>
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 Plan Your Meetings options:
• Gender
• Age
• Geography (Country, region, state or ZIP code)
• Facebook Social
• Mobile/Desktop
• Size of meetings planned
• Type of meetings planned

Rates: $31.50 per net thousand
Minimum: 30 day campaign, 100,000 impressions $3,620 gross / $3,150 net

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 – $2.10/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.

Social Media Marketing Opportunities
Facebook Retargeting: $7,875+ Net
LinkedIn Programmatic: $10,500+ Net
Social Media Post (to Facebook, Instagram) – 1
Post Per Month: $2,625+ Net

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 Administrative Planners lists:
• Planners Only
• Look Alike Audiences
• Salesforce, Facebook, Instagram

Rates:
Tier One: $9,070+ NET
Tier Two: $18,480+ NET
Tier Three: $29,765+ NET

After you select your MPI target audience, you can upload the list to MPI’s automated technology infrastructure to create your ads.

Social Media Retargeting
With Web Audience Retargeting, your ad will follow MPIWeb users to other websites.
Email is an essential component of any brand’s integrated marketing program. MPI’s all-new E-Newsletter strategy allows marketers to reach MPI planner members in exciting, well-read formats. Average open rates are 26 percent and average clicks rates are 14 percent.

**MPI NewsBrief** – MPI NewsBrief delivers curated meetings and travel industry news to nearly 11,000 recipients every Monday, Wednesday, Thursday and Friday. **MPI NewsBrief Weekend** showcases the most-read stories and features of the week every Saturday.

**MPIpulse** – Three unique editions of the award-winning E-Newsletter—MPIpulse, MPIpulse Canada and MPIpulse Europe – delivered every Tuesday, featuring a rich collection of stories on industry topics of high interest to MPI members and professional development, as well as MPI members and chapters in action. MPIpulse Canada and MPIpulse Europe are filled with news specifically curated for those audiences. MPIpulse reaches 13,000 members, MPIpulse Canada reaches 1,000 members and MPIpulse Europe reaches nearly 850 members.
## E-Newsletters

### e-Newsletter Specs

**MPIpulse, MPIpulse Canada, MPIpulse Europe**
- **Top banner:** 728w x 90h (pixels).
  - File size: 25K max
  - Format: 72 dpi/GIF, JPG, no Flash (SWF) or third-party tags

**Sidekick Ads:** 300w x 250h (pixels).
- File size: 25K max
- Format: 72 dpi/GIF, JPG, no Flash (SWF) or third-party tags

**MPI NewsBrief, MPI NewsBrief Weekend**
- **Top banner:** 728w x 90h (pixels).
  - File size: 25K max
  - Format: 72 dpi/GIF, JPG, no Flash (SWF) or third-party tags

### News 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

### e-Newsletter Rates

#### MPIpulse (Deploys Tue each week)

<table>
<thead>
<tr>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>$5,845/wk</td>
</tr>
<tr>
<td>Sidekick Ad #2</td>
<td>$4,070/wk</td>
</tr>
<tr>
<td>Top banner (Europe)</td>
<td>$1,100/wk</td>
</tr>
<tr>
<td>Top banner (Canada)</td>
<td>$1,100/wk</td>
</tr>
<tr>
<td>Add Custom Pulse</td>
<td>8,925</td>
</tr>
</tbody>
</table>

#### MPI NewsBrief (Deploys Mon/Wed/Thur/Fri)

<table>
<thead>
<tr>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>$7,155/wk</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$6,450/wk</td>
</tr>
</tbody>
</table>

#### MPI NewsBrief Weekend

<table>
<thead>
<tr>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top banner</td>
<td>$6,180/1 month</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$4,940/1 month</td>
</tr>
<tr>
<td>Middle banners</td>
<td>$9,390/2 months</td>
</tr>
<tr>
<td>$12,350/3 months</td>
<td>$10,500/3 months</td>
</tr>
</tbody>
</table>

---

**18 MPI 2021 Global Advertising & Sponsorship Guide**
Supplements and Advertorials

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 via a special e-newsletter.

Supplement Rates

<table>
<thead>
<tr>
<th>Description</th>
<th>Gross</th>
<th>Net Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page spread ad with two full pages of advertorial</td>
<td>$14,995</td>
<td>$12,750</td>
</tr>
<tr>
<td>Full-page ad with full page of advertorial</td>
<td>$11,220</td>
<td>$9,535</td>
</tr>
<tr>
<td>Half-page spread ad with full page of advertorial</td>
<td>$11,220</td>
<td>$9,535</td>
</tr>
<tr>
<td>Half-page ad with half page of advertorial</td>
<td>$7,745</td>
<td>$6,585</td>
</tr>
</tbody>
</table>

Supplement Premium Positions

- Inside front cover or back cover ad, no advertorial - $9,790 gross/$8,315 net
- Inside back cover ad with matching advertorial - $12,305 gross/$10,460 net
- First full-page ad with matching advertorial - $12,305 gross/$10,460 net

Supplement Ad Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8 1/4” x 10 3/4”</td>
</tr>
<tr>
<td>Full-page spread</td>
<td>16 1/4” x 10 3/4”</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>8 1/4” x 5 1/8”</td>
</tr>
<tr>
<td>1/2-page spread</td>
<td>16 1/4” x 5 1/8”</td>
</tr>
</tbody>
</table>

Advertorials

Body copy of 150 words, in addition to the “3 reasons,” destination details and contact info sidebar text.

- **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. $26,550 gross/$22,565 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. $13,280 gross/$11,280 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. $10,470 gross/$8,900 net
- **Special Section:** 2 pages; one full-page advertisement and one page advertorial/photos. In appropriate special section. $9,970 gross/$8,475 net

Mechanical Specifications

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.
COPING WITH THE AI ERA
By Rowland Stiteler

Quick and Concise
Michael Cerbelli: Allow attendees to celebrate each other.

Rendezvous at WEC Network for a great cause at the Toronto Event Centre.

INSIDE
Showcasing Greatness
Celebrating MPI Chair and RISE awards.

SCHEDULE:
PAGES 1-4
MONDAY, JUNE 17
The OFFICIAL award-winning daily publication of MPI's 2019 World Education Congress

THOUSANDS OF FARM workers lost their jobs between 1910 and 1930 after the internal combustion engine tractor was introduced. And listening to Ross Simmonds, an astute student and teacher of the fine points of artificial intelligence (AI), you might be worried that technological advancements could replace you, too.

"Where it used to take hundreds of people performing manual labor to sustain a large farm, after the tractor was rolled out it took maybe 10 or 15 people at most," says Simmonds, founder of Foundation Marketing, a successful entrepreneur and a frequent lecturer on topics including marketing, B2B growth, social media, entrepreneurship and digital trends such as AI.

While it may seem hard for white-collar workers such as event planners and marketers to compare themselves to people who worked with their hands in the corn fields and apple orchards at the dawn of the 20th century, there could be much more of a commonality than one might think.

"Nobody likes to think they are replaceable, especially by a computer, but there are unmistakable trends going on right now that are certainly worth paying attention to," says Simmonds, who will offer insights into AI trends during today's session, "How Artificial Intelligence Will Impact Your Organization Today and Tomorrow.

PRIDE MONTH
Culture in Motion
Performers celebrating and building upon Canadian heritage kicked off yesterday's Opening General Session.

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 and attendees.

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

<table>
<thead>
<tr>
<th></th>
<th>Gross</th>
<th>Net</th>
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<tr>
<td>Back cover</td>
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<td>$20,520</td>
<td>3 days</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$20,510</td>
<td>$17,430</td>
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<tr>
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<td>3 days</td>
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<tr>
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<td>3 days</td>
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<tr>
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<td>$8,725</td>
<td>3 days</td>
</tr>
<tr>
<td>Belly Bands</td>
<td>$11,220</td>
<td>$9,535</td>
<td>Per day</td>
</tr>
</tbody>
</table>

See page 15 for ad dimensions.

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

Top banner $10,580 $8,990 3 days
Sidekick Ads #2 or #3 $7,580 $6,435 3 days

See page 21 for ad dimensions.

MPI Onsite Daily print dates for WEC:
June 14-17, 2021
Ad reservations due: May 14, 2021
Ad materials due: May 21, 2021

Publication dates for MPIpulse special editions

MPIpulse dates for IMEX in Frankfurt:
May 24-27, 2021
Ad reservations due: May 21, 2021
Ad materials due: May 21, 2021

MPIpulse dates for IMEX America:
Nov. 8-11, 2021
Ad reservations due: Nov. 5, 2021
Ad materials due: Nov. 5, 2021

MPIpulse dates for WEC:
June 14-17, 2021
Ad reservations due: June 11, 2021
Ad materials due: June 11, 2021
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

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.

MPI OnSite Daily print publication dates for WEC: June 14-17, 2021
Ad reservations due: May 14, 2021
Ad materials due: May 21, 2021

Recent awards for MPI’s OnSite Daily:

2020 EXCEL Silver Award
Onsite Convention Daily
Association Media & Publishing

2018 Excel Gold Award
Onsite Convention Daily
Association Media & Publishing

2017 Excel Gold Award
Onsite Convention Daily
Association Media & Publishing

2016 Central Region AZBEE Award
Onsite Convention Daily,
American Society of Business Publication Editors

2014 EXCEL Bronze Award
Onsite Convention Daily,
Association Media & Publishing

2011 Bronze National Award
Onsite Convention Daily,
American Society of Business Publication Editors

2011 EXCEL Silver Award
Onsite Convention Daily,
Association Media & Publishing
Professional Development Guide

Get your brand in front of 58,000 meeting planning professionals with the digital Professional Development Guide.

Digital Edition Rates

<table>
<thead>
<tr>
<th>Full Digital Edition</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Ad with Full-Page Advertorial and Video (Optional)</td>
<td>$6,660</td>
<td>$5,785</td>
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<tr>
<td>Full-Page Ad</td>
<td>$4,525</td>
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</tbody>
</table>

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).

Send

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.
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 ad’s 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.

Spring Professional Development Guide dates
Ad reservations due: April 30, 2021
Ad materials due: May 7, 2021

Fall Professional Development Guide dates
Ad reservations due: Oct. 1, 2021
Ad materials due: Oct. 8, 2021
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.

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) May 2021**

**co-located with IMEX Frankfurt**

The 2021 European Meetings and Events Conference (EMEC) is scheduled for May 2021. EMEC is the conference for meeting and event professionals in Europe to learn, network, forge business partnerships and test new ideas to advance the industry.

**MPI World Education Congress (WEC)**

**Las Vegas, NV, June 2021**

MPI’s bringing WEC back to Las Vegas, NV. WEC Las Vegas is the ideal setting for creativity, collaboration and community—the cornerstones that make WEC the can’t-miss in-person event year after year. The 2021 event will continue its tremendously successful new format, delivering premier education, business and networking opportunities that will revitalize attendees and the events they plan.

**WEC Digital**

**Digital Event, June 2021**

A “live digital WEC” is exactly what it sounds like. Instead of a virtual stream of pre-produced sessions, attendees have a fully live and comprehensive individual experience, with the ability to learn, network and engage like never before. On top of that, WEC Digital will include programming exclusive to the online audience.

**IMEX America**

**Las Vegas, October 2021**

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:
- WEC Digital Connection Marketplace (WEC Digital only)
- MPI Exchange’s Hosted Buyer participation (WEC Las Vegas 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

**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 webinars, MPI or virtual events, 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.

**MPI COMMUNITY**
MPI Community sponsorships offer your brand the opportunity to align itself with niche groups of MPI members aligned by their personal and professional interests. Community sponsors may choose from industry verticals, such as Association Planners, or business resource groups, such as MPI Women. Sponsors receive recognition on MPI-produced and community-produced thought-leadership assets and activities, online and face-to-face.

**MPI Podcasts**
MPI’s podcast, the podcast for meeting and event professionals, delivers relevant, timely news and information featuring subject matter experts from the MPI community and the meeting and event industry. The podcast is produced monthly and is distributed on mpi.org, the MPI blog, in the digital edition of The Meeting Professional®, on social media and in MPI e-newsletters. The MPI podcast is also distributed on the C-Suite network, reaching an audience of 500,000.

**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 on the meeting and event industry through the eyes of the professionals. Winner of the Gold: AZBEE Award for Original Research.

**MPItv**
MPItv is a robust content-driven video series distributed over numerous channels including social media (Facebook, Twitter, LinkedIn and YouTube); mpi.org; The Meeting Professional® digital edition; MPIpulse and MPI NewsBrief e-newsletters 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 allow users to experience daily panel interviews with keynote speakers via Facebook Live. MPItv is also distributed on the C-Suite network, reaching an audience of 500,000.

**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.
Event proceeds go directly to support MPI members through individual scholarships and educational grants. Funding also is made available for industry initiatives that ultimately create a stronger community awareness and global purpose! These options reflect high-profile partnerships through cash or in-kind donations. They represent unique opportunities to raise your profile by aiding the industry foundation that gives the most back to our community.

**Thought Leaders Summit – Fall/Winter 2021**

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. Previous 3-day summits focused on Event Design Canvas, Diversity & Inclusion, and Convention/Congress Risk Management. These are exclusive programs and sell out.

**Global Silent Auctions—Periodically throughout year**

To enable our industry membership, colleagues, friends and family to help contribute, we’ve created multiple silent auctions across the globe that are available via online platforms. Our partners generously donate diverse trips, weekend getaways, dream experiences and amazing individual packages. Please join us in creating memorable experiences and place your own bid to reward yourself!

**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 to 2200 depending upon the location and event.

**Rendezvous WEC – June 2021**

Las Vegas, Nevada

WEC’s can’t-miss fundraising and networking event returns to Las Vegas, Nevada, and includes live entertainment, an open bar, and indoor and outdoor activation areas.

**Rendezvous IMEX America – November 2021**

Las Vegas, Nevada

Take your VIPs to the top by providing your clients with an exciting VIP experience in a dynamic space for conversation, networking and dancing. Includes a large pool club area outside and inside nightclub area.
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 to 60 minutes in length.
Meeting professionals’ livelihood depends on providing the highest levels of engagement at all of their events; therefore, seeking innovation and utilizing best practices are 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 to 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. With each sponsorship, you will underwrite 25 participants in your chosen target market, and showcase your value as an industry leader who cares about the professional development of meeting professionals.

**Sales Training Programs**
Your sales team or business development department needs to understand the world of meetings and events in order to find their competitive edge. Meeting professionals are looking for partners, not vendors, and they are looking to industry suppliers not only for products but also advice and even education. Make sure your team understands the stressors and challenges facing today’s meeting professional. MPI will come to the venue and location of your choice and teach your staff about the current meetings landscape and how they fit into the meetings continuum. Get the information you need about the current market and the impact to meeting and event planners, and position your team for success. Priced for one hour of content; additional hours negotiable.

**Custom FAM Education**
You want your attendees to leave not only satisfied, but with the knowledge and skills they need to meet their goals, improve their events and elevate their careers. Bring a custom program to your FAM, and delight your audience with education designed for your unique event, customized to showcase your destination or product. The price includes a two-hour education session (additional hours are available at an additional cost).

**Digital Experiences**
MPI’s free virtual summits feature at least three hours of education to participants. Each event attracts hundreds of registrants, with a majority on the planner side (75%-90%). Open to members and nonmembers, MPI promotes these summits through multiple marketing channels (email, social media, chapter network, web banners). Commercial breaks before, between and after education provide you the opportunity to show video, appear live for an interview or share a call to action.

**White Papers**
Partner with MPI to create a 4- to 5-page white paper hosted on MPI’s website and translated into a PDF, for you to use in your education, sales or marketing efforts. MPI will partner with you in the development of a webinar featuring your white paper topic as the subject. Topics can include marketing, negotiations, technology, meeting design, engagement or corporate social responsibility. One of the subject matter experts can even be from your organization or destination.

**Video Series**
Sponsor a video series on an electric and crucial topic that will drive education and innovation for meeting professionals around the globe. Work with the MPI team to determine the gaps in knowledge that are causing meeting professionals the most consternation, and then deliver the education they need to transform their meetings and their careers. This on-demand series will deliver the crucial knowledge meeting professionals need in a format THEY want—on demand.
Educational Packages
MPI bundles education to make it easier for our community members to access the content and education they need—when they need it. Sponsor an education package that will enable meeting professionals to easily access core curriculum in areas they need to be successful. Align your brand with one of these packages to position your brand as an industry thought leader.

Certificate Development
Partner with MPI to fund the development of a new MPI Academy certificate session curriculum in negotiations and contracting. Courses will be developed by subject matter experts and be either an e-learning or instructor-led format. Developmental sponsorships align your brand with an educational topic that is meaningful to your organization, as well as providing brand recognition after the course is created and delivered. All courses will be EIC eligible for CMP clock hours, with certificate of completion. Title sponsor recognition will also be provided for the length of the contract term.

Research Initiative
Invest in cutting-edge research that results in new tools and additional educational content for meeting professionals around the globe, such as webinars and sessions at MPI signature and partner events. You will be recognized in the research report and any publication, blog or article associated with it, as well as in any tools created out of the research itself, such as worksheets and workbooks, presentations and sessions, and much more.

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

**Basics Boot Camp: Meeting Fundamentals**
If you have been involved with the design and creation of meetings and events for 10 months or 10 years, there are certain definable and demonstrable steps to ensuring successful execution, delivery and measurement. MPI’s Basics Boot Camp offers a lightning-fast deep dive into the fundamentals of successful event planning—from defining meeting goals and objectives and identifying stakeholders through meeting design, development, RFPs and contracting to food and beverage, staging, audiovisual and more.

**Meeting & Event Strategist Certificate Program**
As technology, globalization and new generations continue to evolve the modern workforce, meeting professionals must embrace a role that is shifting increasingly into the strategic space. This program will help you understand the value that your meetings drive for your business, and more importantly, you’ll be able to articulate that value to senior members of your organization. Understanding and demonstrating the role meetings play in driving growth and effectiveness is crucial to producing better, more strategic events. Profitable meetings and events motivate businesses to look at their meeting managers as essential players on senior leadership teams.

**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.

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

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

Venue Sales Certificate Program
Discover how to create high-impact, powerful sales tools that sell your venue and generate great results.

Women in Leadership
Learn about the key roles women play in the hospitality and meeting industries and how to overcome career obstacles to executive-level positions. Review and learn from real-life case studies of women who have overcome adversity to excel in the meetings space, while maintaining the right balance for their personal and professional lives.

Inclusive Event Design
MPI’s Inclusive Event Design certificate focuses on practical actions that meeting professionals on both sides of the marketplace can take to create inclusive environments at their events. Explore the different dimensions of diversity to ensure the full and respectful participation of all participants and attendees, as well as your role as an inclusion broker for the diverse groups you represent.

Contract & Negotiation Specialist
Contracting and negotiation are crucial—yet complex—roles for meeting professionals. Understanding legal terminology and common contract clauses (and the liabilities they protect against) allows meeting professionals to negotiate from a position of strength. You’ll acquire that strength through MPI’s Contract & Negotiation Specialist Certificate Program. You’ll also gain knowledge of contract law and negotiation tactics that enable meeting professionals to protect the interests of their organizations. And with knowledge comes power, especially when it comes to legal matters.

Sustainable Event Strategist
As the meeting and event industry looks for solutions to the climate crisis, plastic pollution and other world challenges, the potential increases for our sector to be a force for good. Humans will always gather for face-to-face connection, so the challenge for today’s event professionals remains—how can we plan those gatherings in ways that preserve the planet for future generations?

More Specializations Coming Soon
We will roll out even more top-tier certificate programs in 2021, including data-driven decision-making, new leadership courses and more! Pitch your idea for a certificate program to the MPI Academy and watch as it comes to life with key learnings and reskilling for the future meeting and event professional.
Contact

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

Talk to us about effective, affordable ways to reach approximately 16,000 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

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