This is your access to the most buying power in the meeting and event industry
$16 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 60,000 meeting and event professionals, including almost 14,000 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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## MPI Membership Overview

**MPI Planner Member Profile:**

- **Corporate Planners:** 41.4% (3,420)
- **Association Planners:** 22.1% (1,814)
- **Third-Party Planners:** 34.6% (2,690)
- **Government Planners:** 1.9% (161)

**Sizes of Meetings Booked by MPI Planners:**

- **500-999 Attendees:** 2,000 MPI Planners
- **1,000-2,500 Attendees:** 1,900 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:**

- **14k Engaged Members Representing 71 Countries**
- **55% Planner:**
- **36% Supplier:**
- **9% Student/Faculty**

**Overlap of MPI Members in Other Organizations:**

- IAEE*: 9,800
- GBTA: 9,000
- ACTE: 8,000
- PCMA**: 8,400
- ILEA**: 5,500
- HSMAI: 5,000
- RCMA: 3,500
- SGMP: 1,800
- SITE: 2,300
- SITE**: 1,800

*Corporation or Association Management
**MPI Planner Largest Memberships

---

4 MPI 2022 Global Advertising & Sponsorship Guide
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>Benefit</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>2</td>
<td>4</td>
</tr>
<tr>
<td>Targeted Marketing Emails</td>
<td>Fractional Page</td>
<td>Full-Page Ad</td>
<td>Full-Page Spread</td>
</tr>
<tr>
<td>Partner Highlight TMP Digital Magazine</td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Annual Partnership Report</td>
<td></td>
<td>1</td>
<td>2</td>
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<tr>
<td>MPI 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>Mention at WEC from main stage</td>
<td>1x</td>
<td>1x</td>
<td>1x</td>
</tr>
<tr>
<td>Highlight Partner on MPI Social Media Channels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner Recognition</td>
<td></td>
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</tbody>
</table>
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 in digital format.
• Reaches members of the Society for Incentive Travel (SITE) and others.
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
# 2022 Editorial Calendar

<table>
<thead>
<tr>
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<tr>
<td>Caesars</td>
<td>EMEC Follow-up</td>
<td>State of the Industry</td>
<td>50th Anniversary Edition</td>
<td>RISE/Incoming Convention Centers</td>
<td>IMEX America</td>
<td>New MPI Chair Profile</td>
<td></td>
<td></td>
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<tr>
<td>WEC Preview</td>
<td>WEC Preview</td>
<td>WEC Follow-up</td>
<td>IMEX America</td>
<td>Engagement Strategies</td>
<td>Event Marketing/Communications</td>
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<tr>
<td>Indoor Event Trends</td>
<td>Outdoor Event Trends</td>
<td>Technology</td>
<td>Sustainability/Wellness</td>
<td>Innovative DMOs/CVBs</td>
<td>Look Ahead to 2023/Year in Review</td>
<td></td>
<td></td>
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<tr>
<td>Safe Meetings</td>
<td>Leadership</td>
<td>Careers</td>
<td>F&amp;B</td>
<td>Inclusion</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>MPI Communities</td>
<td>Medical &amp; Healthcare Professionals</td>
<td>MPI Women &amp; Association Professionals</td>
<td>Administrative Professionals</td>
<td>Marketers &amp; Experience Designers</td>
<td>Independent &amp; Small Business Owners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meetings Outlook</td>
<td>Q1 Report</td>
<td>Q2 Report</td>
<td>Q3 Report</td>
<td>Q4 Report</td>
<td></td>
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<tr>
<td>Partner Reports</td>
<td>SITE</td>
<td>IBTM Americas</td>
<td>SITE</td>
<td>SITE</td>
<td>IBTM World</td>
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<tr>
<td>Showcase</td>
<td>Texas</td>
<td>New York &amp; New Jersey</td>
<td>Illinois</td>
<td>Las Vegas</td>
<td>Gulf States</td>
<td>Colorado</td>
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<tr>
<td></td>
<td>Georgia</td>
<td>Midwest</td>
<td>Golf Meetings</td>
<td>Canada</td>
<td>Capital States</td>
<td>Oklahoma</td>
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<tr>
<td>Showcase</td>
<td>Meetings at Sea</td>
<td>Central Florida</td>
<td>New England</td>
<td>Europe</td>
<td></td>
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<tr>
<td>Showcase</td>
<td>Meetings in Latin America</td>
<td>Texas</td>
<td>Arizona</td>
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<tr>
<td>Showcase</td>
<td>Asia/Pacific</td>
<td>Latin America</td>
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<tr>
<td>Special Section</td>
<td>New Day In...</td>
<td>Casino Meetings &amp; Resorts</td>
<td>Florida</td>
<td>Hawaii</td>
<td>America’s Best Meetings</td>
<td>Midwest</td>
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<tr>
<td>Showcase</td>
<td>Drive Market Meetings</td>
<td>Southeast</td>
<td>Atlantic City</td>
<td>Carolinas</td>
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<tr>
<td>Showcase</td>
<td>Hotels &amp; Resorts</td>
<td>Florida Meetings</td>
<td></td>
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<td>Supplements</td>
<td>Medical Meetings</td>
<td>Mountain Meeting</td>
<td>CVBs/DMOs</td>
<td>Southeast</td>
<td>Convention Centers</td>
<td>Texas</td>
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<td>Florida</td>
<td>Northeast</td>
<td>President’s Dinner</td>
<td>West Coast</td>
<td>Look Ahead to 2023/Year in Review</td>
<td></td>
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<td></td>
<td>WEC Preview</td>
<td>Hotels &amp; Resorts Who’s Who</td>
<td>IMEX America</td>
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<tr>
<td>Release Date</td>
<td>Mail Date: Jan 12, 2022; Issue Live: Jan 19, 2022</td>
<td>Mail Date: June 10, 2022; Issue Live: June 15, 2022</td>
<td>July 20, 2022</td>
<td>Sept 21, 2022</td>
<td>Oct 19, 2022</td>
<td>Nov 16, 2022</td>
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<td>Print</td>
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Content Subject to Change
### Four-Color Ads, Per Insertion:

<table>
<thead>
<tr>
<th>Size</th>
<th>Gross</th>
<th>Net Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page Ad</td>
<td>$13,755</td>
<td>$11,690</td>
</tr>
<tr>
<td>Fractional Ad</td>
<td>$9,655</td>
<td>$8,165</td>
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<table>
<thead>
<tr>
<th>Size</th>
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<td></td>
</tr>
<tr>
<td>3x</td>
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<tr>
<td>6x</td>
<td></td>
<td></td>
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<tr>
<td>9x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12x</td>
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<td></td>
</tr>
</tbody>
</table>

### Four-Color Spreads, Per Insertion:

<table>
<thead>
<tr>
<th>Size</th>
<th>Gross</th>
<th>Net Rates</th>
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</thead>
<tbody>
<tr>
<td>Full-page Spread</td>
<td>$18,555</td>
<td>$15,770</td>
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</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Gross</th>
<th>Net Rates</th>
</tr>
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<tbody>
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<td></td>
<td></td>
</tr>
<tr>
<td>3x</td>
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<td>6x</td>
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<td>9x</td>
<td></td>
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<tr>
<td>12x</td>
<td></td>
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</tr>
</tbody>
</table>

### Specifications

**Output/Submission requirements for digital ad files**

- **(Full page 4-color ad size):** 8 3/8 x 11 1/8
- **(Full page 4-color ad size):** 8 3/8 x 11 1/8 or two consecutive full-page ads.

**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, TIFF 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 Add-On Specs

#### 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

### 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

### Digital Add-On Opportunities

<table>
<thead>
<tr>
<th>Overview</th>
<th>Description</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Leaderboard</strong></td>
<td>Ads can be static images or Google Ad Manager Available in Reading View and Page View TOC Rectangle can be static images or Google Ad Manager</td>
<td>960x90, 728x90</td>
<td>$5,000/issue</td>
</tr>
<tr>
<td><strong>Table of Contents Rectangle Ad</strong></td>
<td>TOC Rectangle can be static images or Google Ad Manager</td>
<td>300x250, 300x100</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Custom Interstitial Ad</strong></td>
<td>Advertisers or Agencies can use existing creative or create their own using any HTML5 editor of their choosing. Allows for responsive, interactive or even animated ads Available in Reading View</td>
<td>Custom, responsive</td>
<td>Same as ad price.</td>
</tr>
<tr>
<td><strong>Bottom Banner</strong></td>
<td>Ads can be static images or Google Ad Manager Available in Reading View and Page View Banner must float and contain a close button</td>
<td>960x90, 728x90, 320x50, 300x50</td>
<td>$2,500/Issue</td>
</tr>
<tr>
<td><strong>Blow-in Video Images or content</strong></td>
<td>Supports images (GIF, PNG, JPG), video or iframed content (e.g., polls) Placed on any page Available in Page View</td>
<td>Publisher discretion</td>
<td>$2,500/Issue</td>
</tr>
<tr>
<td><strong>Fractional Ads</strong></td>
<td>Size as close as possible to value of print ad Placed within articles Available in Reading View</td>
<td>Replicates fractional print ad as closely as possible. Sizes may vary based on screen size.</td>
<td>Same as ad price.</td>
</tr>
</tbody>
</table>
The Meeting Professional®

Supplements and Advertorials

The digital 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

Full-page spread ad with two full pages of advertorial
Full-page ad with full page of advertorial

<table>
<thead>
<tr>
<th></th>
<th>Gross</th>
<th>Net Rates</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$15,745</td>
<td>$13,390</td>
</tr>
<tr>
<td></td>
<td>$11,785</td>
<td>$10,015</td>
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</tbody>
</table>

Supplement Premium Positions

First full-page ad with matching advertorial

<table>
<thead>
<tr>
<th></th>
<th>Gross</th>
<th>Net Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$12,925</td>
<td>$10,985</td>
</tr>
</tbody>
</table>

Advertorials

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

• Special Section: One full-page advertisement and one full-page advertorial/photos. In appropriate special section.
  $10,470 gross/$8,900 net

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, TIFF 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.
TMP Brand Report

Let MPI help tell YOUR STORY:

- Main editorial—TOPIC chosen by you, written by MPI
- Look at the key stakeholders in your team/city
- Key facts and notes
- Featured services & products at a glance
- Art images, photos

Rate options:

- 4 pages: 3 pages of content + 1 FP ad
- Digital package including TMP Digital edition & separate
- Email to 100,000 meeting professionals

Rates: $35,000
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

### Website Rates

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home Page</strong></td>
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<td></td>
</tr>
<tr>
<td>Home page Leaderboard</td>
<td>$7,140/month</td>
<td>$6,065/month</td>
</tr>
<tr>
<td>Home page SideKick</td>
<td>$6,145/month</td>
<td>$5,220/month</td>
</tr>
<tr>
<td>Sponsored Content/Video</td>
<td>$8,645/month</td>
<td>$6,155/month</td>
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<tr>
<td><strong>MPlweb: Run-of-Site</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run-of-Site Leaderboard</td>
<td>$6,145/month</td>
<td>$5,220/month</td>
</tr>
<tr>
<td>Run-of-Site SideKick</td>
<td>$4,905/month</td>
<td>$4,140/month</td>
</tr>
<tr>
<td>Run-of-Site Sponsored Content/Video</td>
<td>$7,285/month</td>
<td>$6,155/month</td>
</tr>
<tr>
<td><strong>MPlweb: Mobile</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adhesion Banner*</td>
<td>$8,645/month</td>
<td>$7,345/month</td>
</tr>
<tr>
<td>SideKick*</td>
<td>$5,265/month</td>
<td>$4,475/month</td>
</tr>
<tr>
<td><strong>MPI Blog</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Takeover Page w/ Hero Headline</td>
<td>$10,220/month</td>
<td>$8,685/month</td>
</tr>
<tr>
<td>Run-of-Site Inline Banner</td>
<td>$4,675/month</td>
<td>$4,055/month</td>
</tr>
<tr>
<td>Med Rectangle or Sm Skyscraper</td>
<td>$4,770/month</td>
<td>$4,055/month</td>
</tr>
<tr>
<td>Run-of-Site Inline Banner Billboard</td>
<td>$3,410/month</td>
<td>$2,895/month</td>
</tr>
<tr>
<td>Sticky Pull-Out Banner (blog landing page)</td>
<td>$4,770/month</td>
<td>$4,055/month</td>
</tr>
<tr>
<td>Pre-Roll (auto-plays when user comes to page)</td>
<td>$3,410/month</td>
<td>$2,895/month</td>
</tr>
<tr>
<td>Sponsored Content/Video</td>
<td>$4,770/month</td>
<td>$4,055/month</td>
</tr>
</tbody>
</table>

*100% Share of Voice

### 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 .AV

**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**
- Dimensions: 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
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.

### Home Page(s) Gross Net Gross Net Gross Net
<table>
<thead>
<tr>
<th></th>
<th>MPI Global</th>
<th>Any U.S. Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (4)</td>
<td>$7,140</td>
<td>$6,065</td>
<td>$2,390</td>
</tr>
<tr>
<td>Sidekick (8)</td>
<td>$6,145</td>
<td>$5,220</td>
<td>$2,390</td>
</tr>
<tr>
<td>Sponsored Content (Native or Video)(1)*</td>
<td>$8,645</td>
<td>$7,345</td>
<td>$2,890</td>
</tr>
</tbody>
</table>

### Run-of-Site(s) Gross Net Gross Net Gross Net
<table>
<thead>
<tr>
<th></th>
<th>MPI Global</th>
<th>Any U.S. Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (8)</td>
<td>$6,145</td>
<td>$5,220</td>
<td>$2,050</td>
</tr>
<tr>
<td>Sidekick (4)</td>
<td>$4,904</td>
<td>$4,140</td>
<td>$2,050</td>
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<tr>
<td>Sponsored Content (Native or Video)(4) Inline Banner (4)</td>
<td>$7,285</td>
<td>$6,155</td>
<td>$4,200</td>
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</tbody>
</table>

### Mobile Site(s) Gross Net Gross Net Gross Net
<table>
<thead>
<tr>
<th></th>
<th>MPI Global</th>
<th>Any U.S. Region</th>
<th>Canada or Europe/Intl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adhesion Banner (1)*</td>
<td>$8,645</td>
<td>$7,345</td>
<td>$2,890</td>
</tr>
<tr>
<td>Sidekick (1)*</td>
<td>$5,265</td>
<td>$4,475</td>
<td>$1,755</td>
</tr>
</tbody>
</table>

( ) represents number of ads in rotation

*represents 100% share of voice position

---

**MULTI-CHAPTER DISCOUNTS**

- **ALL 6 REGIONS**
  - 30% GLOBAL + CHAPTERS
- **3-5 REGIONS**
  - 20% GLOBAL AND/OR CHAPTERS
- **2 REGIONS**
  - 10% GLOBAL AND/OR CHAPTERS

---

14 MPI 2022 Global Advertising & Sponsorship Guide
# Chapter Web Regions

## Chapter Member Count

### CANADA

<table>
<thead>
<tr>
<th>Chapter Region</th>
<th>Member Count</th>
</tr>
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<tbody>
<tr>
<td>ATLANTIC CANADA CHAPTER</td>
<td>80</td>
</tr>
<tr>
<td>BRITISH COLUMBIA CHAPTER</td>
<td>254</td>
</tr>
<tr>
<td>GREATER CALGARY CHAPTER</td>
<td>45</td>
</tr>
<tr>
<td>GREATER EDMONTON CHAPTER</td>
<td>56</td>
</tr>
<tr>
<td>MONTREAL &amp; QUEBEC CHAPTER</td>
<td>67</td>
</tr>
<tr>
<td>OTTAWA CHAPTER</td>
<td>171</td>
</tr>
<tr>
<td>TORONTO CHAPTER</td>
<td>391</td>
</tr>
</tbody>
</table>

### CENTRAL U.S.

<table>
<thead>
<tr>
<th>Chapter Region</th>
<th>Member Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>DALLAS/FT. WORTH CHAPTER</td>
<td>421</td>
</tr>
<tr>
<td>GULF STATES CHAPTER</td>
<td>128</td>
</tr>
<tr>
<td>HEARTLAND CHAPTER</td>
<td>78</td>
</tr>
<tr>
<td>HOUSTON AREA CHAPTER</td>
<td>148</td>
</tr>
<tr>
<td>INDIANA CHAPTER</td>
<td>196</td>
</tr>
<tr>
<td>KANSAS CITY CHAPTER</td>
<td>99</td>
</tr>
<tr>
<td>KENTUCKY BLUEGRASS CHAPTER</td>
<td>97</td>
</tr>
<tr>
<td>MICHIGAN CHAPTER</td>
<td>163</td>
</tr>
<tr>
<td>MINNESOTA CHAPTER</td>
<td>246</td>
</tr>
<tr>
<td>OHIO CHAPTER</td>
<td>249</td>
</tr>
<tr>
<td>OKLAHOMA CHAPTER</td>
<td>48</td>
</tr>
<tr>
<td>ST. LOUIS AREA CHAPTER</td>
<td>151</td>
</tr>
<tr>
<td>TENNESSEE CHAPTER</td>
<td>240</td>
</tr>
<tr>
<td>TEXAS HILL COUNTRY CHAPTER</td>
<td>215</td>
</tr>
<tr>
<td>WISCONSIN CHAPTER</td>
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### EASTERN U.S.

<table>
<thead>
<tr>
<th>Chapter Region</th>
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<tr>
<td>CAROLINAS CHAPTER</td>
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<tr>
<td>CONNECTICUT RIVER VALLEY CHAPTER</td>
<td>54</td>
</tr>
<tr>
<td>GEORGIA CHAPTER</td>
<td>352</td>
</tr>
<tr>
<td>GREATER NEW YORK CHAPTER</td>
<td>348</td>
</tr>
<tr>
<td>GREATER ORLANDO CHAPTER</td>
<td>238</td>
</tr>
<tr>
<td>MIDDLE PENNSYLVANIA CHAPTER</td>
<td>133</td>
</tr>
<tr>
<td>NEW ENGLAND CHAPTER</td>
<td>266</td>
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<tr>
<td>NEW JERSEY CHAPTER</td>
<td>164</td>
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<tr>
<td>NORTH FLORIDA CHAPTER</td>
<td>146</td>
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<tr>
<td>PHILADELPHIA AREA CHAPTER</td>
<td>246</td>
</tr>
<tr>
<td>PITTSBURGH CHAPTER</td>
<td>94</td>
</tr>
</tbody>
</table>

### POTOMAC CHAPTER                     | 556          |
| SOUTH FLORIDA CHAPTER                 | 154          |
| TAMPA BAY AREA CHAPTER                | 160          |
| UPSTATE NY CHAPTER                    | 100          |
| VIRGINIA CHAPTER                      | 120          |
| WESTFIELD CHAPTER                     | 69           |

### EUROPE/INTL

<table>
<thead>
<tr>
<th>Chapter Region</th>
<th>Member Count</th>
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<tbody>
<tr>
<td>AFRICA CLUB PROJECT</td>
<td>13</td>
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<tr>
<td>BELGIUM CHAPTER</td>
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<tr>
<td>BRAZIL CHAPTER</td>
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<tr>
<td>CARIBE MEXICANO CHAPTER</td>
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<tr>
<td>COLOMBIA CHAPTER</td>
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<td>DENMARK CHAPTER</td>
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<tr>
<td>FINLAND CHAPTER</td>
<td>56</td>
</tr>
<tr>
<td>FRANCE – SWITZERLAND CHAPTER</td>
<td>75</td>
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<tr>
<td>GERMANY CHAPTER</td>
<td>21</td>
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<tr>
<td>IBERIAN CHAPTER</td>
<td>92</td>
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<tr>
<td>ITALY CHAPTER</td>
<td>153</td>
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<tr>
<td>JAPAN CHAPTER</td>
<td>76</td>
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<tr>
<td>MEXICO CHAPTER</td>
<td>170</td>
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<tr>
<td>NETHERLANDS CHAPTER</td>
<td>90</td>
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<tr>
<td>POLAND CHAPTER</td>
<td>31</td>
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<tr>
<td>SCANDINAVIA CHAPTER</td>
<td>66</td>
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<tr>
<td>TURKEY CLUB</td>
<td>25</td>
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<tr>
<td>UNITED KINGDOM &amp; IRELAND CHAPTER</td>
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</tr>
</tbody>
</table>

### WESTERN U.S.

<table>
<thead>
<tr>
<th>Chapter Region</th>
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<tbody>
<tr>
<td>ARIZONA SUNBELT CHAPTER</td>
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</tr>
<tr>
<td>NEW MEXICO CHAPTER</td>
<td>54</td>
</tr>
<tr>
<td>NORTHERN CALIFORNIA CHAPTER</td>
<td>454</td>
</tr>
<tr>
<td>ORANGE COUNTY CHAPTER</td>
<td>140</td>
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<tr>
<td>OREGON CHAPTER</td>
<td>153</td>
</tr>
<tr>
<td>ROCKY MOUNTAIN CHAPTER</td>
<td>316</td>
</tr>
<tr>
<td>SACRAMENTO/SIERRA NEVADA CHAPTER</td>
<td>121</td>
</tr>
<tr>
<td>SAN DIEGO CHAPTER</td>
<td>204</td>
</tr>
<tr>
<td>SOUTHERN CALIFORNIA CHAPTER</td>
<td>370</td>
</tr>
<tr>
<td>WASHINGTON STATE CHAPTER</td>
<td>153</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
- Geography (country, region, state or ZIP code)
- Facebook Social
- Mobile/desktop
- Size of meetings planned
- Type of meetings planned

Rates: $33.00 per net thousand
Minimum: 30-day campaign, 100,000 impressions $3,800 gross / $3,300 net

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: $9,525+ NET
Tier Two: $19,405+ NET
Tier Three: $31,255+ 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:
All MPI Planner Members: $2,500
All MPI Members (Planner + Supplies): $5,000
Each additional segment: $0.35/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: $8,270+ Net
LinkedIn Programmatic: $11,025+ Net
Social Media Post (to Facebook, Instagram): 1 Post Per Month: $2,760+ Net
Award-winning

E-Newsletters

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 24 percent and average clicks rates are 12 percent.

MPI NewsBrief—MPI NewsBrief delivers curated meetings and travel industry news to more than 17,000 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 nearly 14,000 members, MPIpulse Canada reaches more than 1,300 members and MPIpulse Europe reaches nearly 1,300 members.
**Award-winning**

**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>$6,140/wk</td>
</tr>
<tr>
<td>Sidekick Ads</td>
<td>$4,175/wk</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>$7,515/wk</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$6,775/wk</td>
</tr>
</tbody>
</table>

**MPI NewsBrief Weekend**

<table>
<thead>
<tr>
<th>Gross</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle banners</td>
<td>$5,190/1 month</td>
</tr>
<tr>
<td>Top banner</td>
<td>$6,490/1 month</td>
</tr>
<tr>
<td>$11,415/2 months</td>
<td>$9,705/2 months</td>
</tr>
<tr>
<td>$15,540/3 months</td>
<td>$13,230/3 months</td>
</tr>
<tr>
<td>$5,190/1 month</td>
<td>$4,410/1 month</td>
</tr>
<tr>
<td>$9,860/2 months</td>
<td>$8,380/2 months</td>
</tr>
<tr>
<td>$12,970/3 months</td>
<td>$11,025/3 months</td>
</tr>
</tbody>
</table>
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
  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>Gross</th>
<th>Net</th>
<th>Run</th>
</tr>
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<tbody>
<tr>
<td>Back cover</td>
<td>$25,250</td>
<td>$21,550</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>$21,540</td>
<td>$18,305</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$14,700</td>
<td>$11,690</td>
</tr>
<tr>
<td>Full-page</td>
<td>$15,570</td>
<td>$13,230</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>$10,785</td>
<td>$9,165</td>
</tr>
<tr>
<td>Belly bands</td>
<td>$11,785</td>
<td>$10,015</td>
</tr>
</tbody>
</table>

**MPI pulse, 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 $11,110 $9,440 3 days
- Sidekick Ads #2 or #3 $7,960 $6,760 3 days

**MPI Onsite Daily** print dates for WEC:
June 21-23, 2022
Ad reservations due: May 16, 2022
Ad materials due: May 20, 2022

**Publication dates for MPI pulse** special editions

**MPI pulse dates for IMEX in Frankfurt:**
May 25-28, 2022
Ad reservations due: Apr. 21, 2022
Ad materials due: Apr. 21, 2022

**MPI pulse dates for IMEX America:**
October 11-13, 2022
Ad reservations due: Oct. 20, 2022
Ad materials due: Oct. 20, 2022

**MPI pulse dates for WEC:**
June 20-23, 2022
Ad reservations due: June 17, 2022
Ad materials due: June 17, 2022

**MPI pulse dates for EMEC:**
Feb. 27-Mar. 1, 2022
Ad reservations due: Feb. 20, 2022
Ad materials due: Feb. 20, 2022
**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

**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

**Specifications**

<table>
<thead>
<tr>
<th>Overall publication trim size:</th>
<th>9” wide x 12” high</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad size</strong></td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>8” x 11”</td>
</tr>
<tr>
<td>1/2-page horizontal</td>
<td>8” x 5.5”</td>
</tr>
<tr>
<td>1/4-page</td>
<td>4.25” x 5.5”</td>
</tr>
<tr>
<td>1/4-page spread</td>
<td>17” x 6.5”</td>
</tr>
</tbody>
</table>

**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 20-23, 2022

**Ad reservations due:** May 16, 2022

**Ad materials due:** May 20, 2022
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)**
  **Brighton, February 2022**
  For the first time, MPI’s European Meetings and Events Conference (EMEC) will be a hybrid event. That means a live in-person AND a live digital experience. EMEC Brighton (27 February—1 March, 2022) will push the limits of what modern meetings and events can be, showcasing innovative learning formats, future-focused education and engaging networking opportunities.

- **MPI World Education Congress (WEC)**
  **San Francisco, California June 21-23 2022**
  MPI’s signature education event, scheduled for June 21-23, will incorporate the association’s 50-year history, a time in which MPI has become the world’s largest association for meeting and event professionals and an influential educator and advocate for the industry. The perfect opportunity to position your brand in front of thousands of meeting professionals.

- **IMEX America**
  **Las Vegas, October 11–13, 2022**
  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’s Hosted Buyer participation
- 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.
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 vertical with one of the communities listed below. Sponsors receive recognition on MPI-produced and community-produced thought-leadership assets and activities, online and face-to-face.

- Association Professionals
- Administrative Professionals
- Marketers and Experience Designers
- Financial & Insurance Professionals
- Independent & Small Business Owners
- Meeting Executives
- MPI-MD Medical Meeting & Healthcare Professionals
- MPI Women
- Black Meeting Professionals

MPI EVENTTalks 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.
Since 2009, the MPI Foundation has distributed over $6.2 million in aid to distressed members, non-members, chapters and industry associations. Donations received directly or as part of events & campaigns continue to deliver value. Over the last year, MPIF has directly helped 1/4 of MPI’s total membership; largely suppliers and planners that have tenure in our industry. That’s impact!

**CHOOSE A WAY** to raise your profile by supporting the industry foundation that continues to surpass all others in giving back to our community.

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**Legacy Giving:**
Establishing a legacy through a named endowment gift is among the most important things anyone can do for a professional community. Individual MPI members—and the community as a whole—will enjoy brighter futures filled with greater opportunities because of your generosity. Create scholarships in your organization’s name that last FOREVER! Visit [www.mpifoundation.org/foreverfund](http://www.mpifoundation.org/foreverfund) to learn more!

**Thought Leaders Summit – September 2022 Mobile, Alabama**
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 – Hosted 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! Donate an item at: [mpi.org/about/foundation/auction-intake-form](http://mpi.org/about/foundation/auction-intake-form)

**Rendezvous EMEC – February 2022 | Brighton, United Kingdom**
Join this celebration over a year in the making! Rendezvous event parties are MPI Foundation’s premier networking events for meeting and event professionals. We’ll enjoy the Brighton nightlife with a classic British twist!

**Rendezvous WEC – June 2022 | San Francisco, California**
Celebrating 50 years, MPIF hosts an afterhours event that only the city by the bay could create! Live entertainment, open bar, and indoor and outdoor activation areas.

**Rendezvous IMEX America – October 2022 | 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. Our venue hosts are Drai’s Night Club @The Cromwell and Caesars Entertainment!
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 this industry. Make an investment in your 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
$10,000+ Annual contribution
As a sponsor, you may provide branded scholarships to qualified applicants. Scholarships are available for MPI membership, professional development through MPI Academy, and conference attendance to one of our Signature Events.

MPI Foundation Grants
$30,000+ 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 $30,000
Education is at the forefront of chapter requests. Select from approximately five topics per year featuring MPI’s most in-demand content. Each program is approximately 45 to 60 minutes in length and identifies your organization as supporter.
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.

TalkFest Experiences
This unique opportunity brings together people from across the country and puts the educational experience in their hands. Using the virtual Braindates platform, participants can create and join hundreds of knowledge-sharing conversations, either one-on-one or in small groups via video chat. There they find new connections and re-energize ideas and concepts.

Webinars
Our webinars provide opportunities to introduce your brand to professionals in the industry seeking opportunities to receive quick education and network with colleagues. Webinars can be customized to cover a variety of topics through online delivery, either once or through a series. These are available to both members and non-members and are recorded and available on-demand.

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.
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.

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.

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.

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

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 Strategist
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.

Event Wellness Design
Research indicates that while meeting and event professionals continue to plan safe, engaging events using virtual and hybrid platforms or in-person, the question remains, what is next? How do we prepare for a world of events where attendee hesitation still exists?

EventWise Micro Certificates
EventWise is a daring 15-month micro-event series, which dives into the future skills necessary to be job-relevant and future-ready in the meeting and event industry. Participants who complete 10 of 15 courses earn an EventWise: Future-Ready Event Professional certificate.

Event Data Analysis
Learn to be a strategic problem solver who knows how to gather data and analyze it to derive meaningful insights. Participants will learn skills to communicate and present your recommendations in ways stakeholders and executives can easily understand.
Contact

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

Talk to us about effective, affordable ways to reach approximately 14,000 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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