



2022 ADVERTISING & SPONSORSHIP GUIDE

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.





When we **meet**,
we change the world.SM

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.

**\$16
BILLION**

IN BUYING DECISIONS
CONTROLLED BY
MPI PLANNERS

85%

OF MPI MEMBERS BUY FROM
SUPPLIERS THAT ADVERTISE WITH MPI

Contents

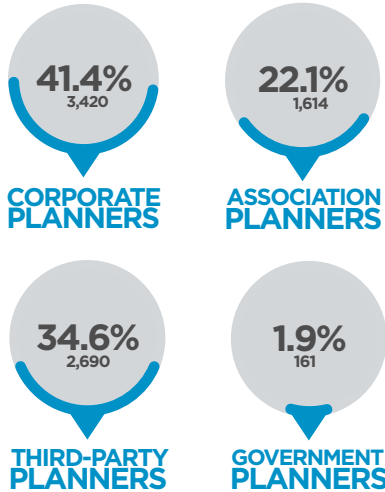
Membership Overview	4
Integrated Programs	5
<i>The Meeting Professional</i> Magazine.....	6-7
Magazine Editorial Calendar.....	8
Magazine Rates and Specifications	9-11
MPI Website and Blog	12-13
MPI Chapter Websites	14-15
Digital Marketing	16
E-Newsletter	17-18
Conference Publications.....	19-20
Sponsorships.....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



MPI

Membership Overview

MPI PLANNER MEMBER PROFILE:



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

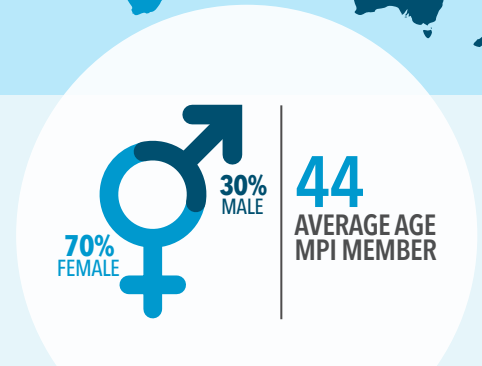
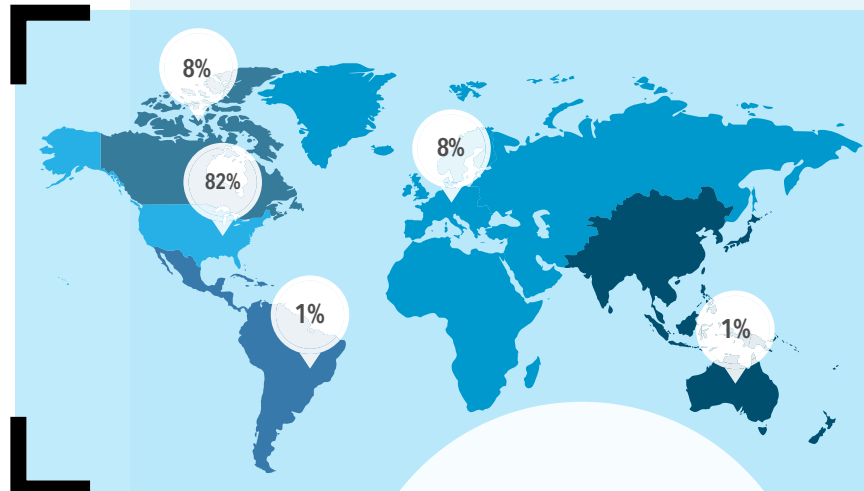
MPI VS PCMA:



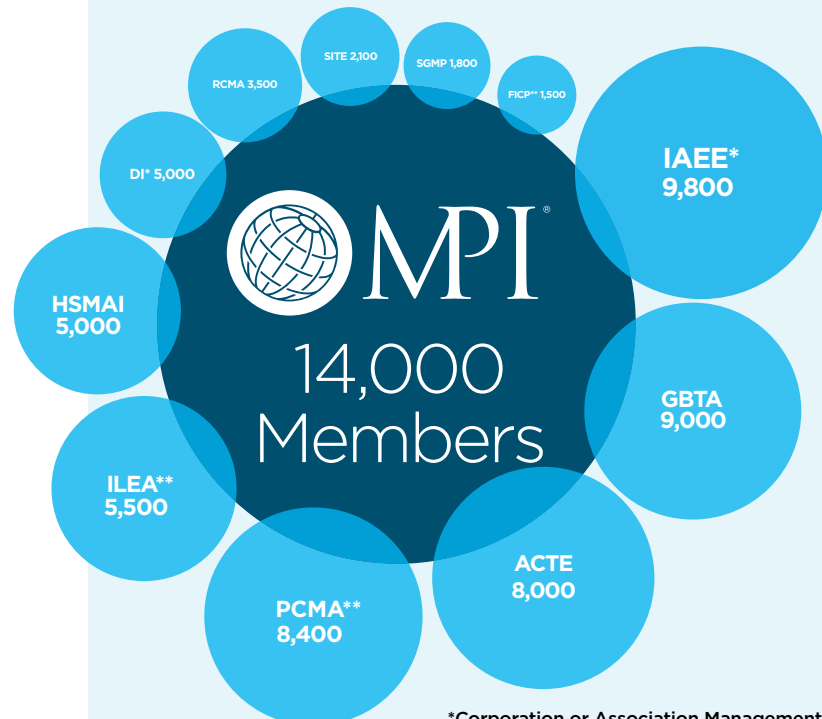
GLOBAL MEMBERSHIP:

14k ENGAGED MEMBERS REPRESENTING 71 COUNTRIES

55% PLANNER **36%** SUPPLIER **9%** STUDENT/FACULTY



OVERLAP OF MPI MEMBERS IN OTHER ORGANIZATIONS:





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:

	signature	advantage	elite
Subject Expert of a Feature Story			
Targeted Marketing Emails		2 	4
Partner Highlight TMP Digital Magazine	Fractional Page 	Full-Page Ad 	Full-Page Spread
Annual Partnership Report			
MPI Preferred Membership	1 	2 	2
Live Event Registration	1 	1 	2
Mention at WEC from main stage			
Highlight Partner on MPI Social Media Channels	1x 	1x 	1x
Partner Recognition			

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

The Meeting Professional®

2022 Editorial Calendar

	Jan (Special Edition)	Feb - Mar	Apr - May	June	July - Aug	Sept	Oct	Nov - Dec
Editorial Features	Caesars	EMEC Follow-up	State of the Industry	50th Anniversary Edition	RISE/Incoming Chapter Presidents	Convention Centers	IMEX America	New MPI Chair Profile
		WEC Preview	WEC Preview		WEC Follow-up	IMEX America	Engagement Strategies	Event Marketing/Communications
		Indoor Event Trends	Outdoor Event Trends		Technology	Sustainability/Wellness	Innovative DMOs/CVBs	Look Ahead to 2023/Year in Review
		Safe Meetings	Leadership		Careers	F&B	Inclusion	
Annual Project	Industry Recovery	Industry Recovery	Industry Recovery		Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery
MPI Communities		Medical & Healthcare Professionals	MPI Women & Association Professionals		Administrative Professionals	Marketers & Experience Designers	Independent & Small Business Owners	Meeting & Event Executives Financial & Insurance Professionals
Meetings Outlook		Q1 Report	Q2 Report		Q3 Report			Q4 Report
Partner Reports		SITE	IBTM Americas		SITE	SITE		IBTM World SITE
Showcase		Texas	New York & New Jersey		Illinois	Las Vegas	Gulf States	Colorado
		Georgia	Midwest		Golf Meetings	Canada	Capital States	Oklahoma
		Meetings at Sea	Central Florida		New England	Europe		
			Meetings in Latin America		Texas	Arizona		
					Asia/Pacific			
					Latin America			
Special Section		New Day In...	Casino Meetings & Resorts	Florida		Hawaii	America's Best Meetings	Midwest
		Drive Market Meetings	Southeast			Atlantic City		Carolinas
		Hotels & Resorts						Florida Meetings
Supplements		Medical Meetings	Mountain Meeting	CVBs/DMOs	Southeast	Convention Centers		Texas
		Florida	Northeast	President's Dinner		West Coast		Look Ahead to 2023/Year in Review Special Report
			WEC Preview	Hotels & Resorts Who's Who		IMEX America		
Ad Close Date	Dec 1, 2022	Jan 26, 2022	Mar 30, 2022	Apr 27, 2022	June 20, 2022	Aug 31, 2022	Sept 28, 2022	Oct 26, 2022
Ad Materials Due	Dec 6, 2022	Jan 31, 2022	Apr 4, 2022	May 2, 2022	July 5, 2022	Sept 6, 2022	Oct 3, 2022	Oct 31, 2022
Release Date	Mail Date: Jan 12, 2022; Issue Live: Jan 19, 2022	Feb 16, 2022	Apr 20, 2022	Mail Date: June 10, 2022 Issue Live: June 15, 2022	July 20, 2022	Sept 21, 2022	Oct 19, 2022	Nov 16, 2022
Print	Yes			Yes				

The Meeting Professional®

Rates & Specifications

Four-Color Ads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full-page Ad	\$13,755	\$11,690	\$11,835	\$10,060	\$11,205	\$9,525	\$9,845	\$8,925	\$9,295	\$8,855
Fractional Ad	\$9,655	\$8,165	\$8,255	\$6,975	\$7,750	\$6,796	\$6,910	\$5,870	\$6,195	\$5,905

Four-Color Spreads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full-page Spread	\$18,555	\$15,770	\$15,950	\$13,555	\$15,050	\$13,150	\$13,295	\$12,655	\$11,835	\$11,265

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

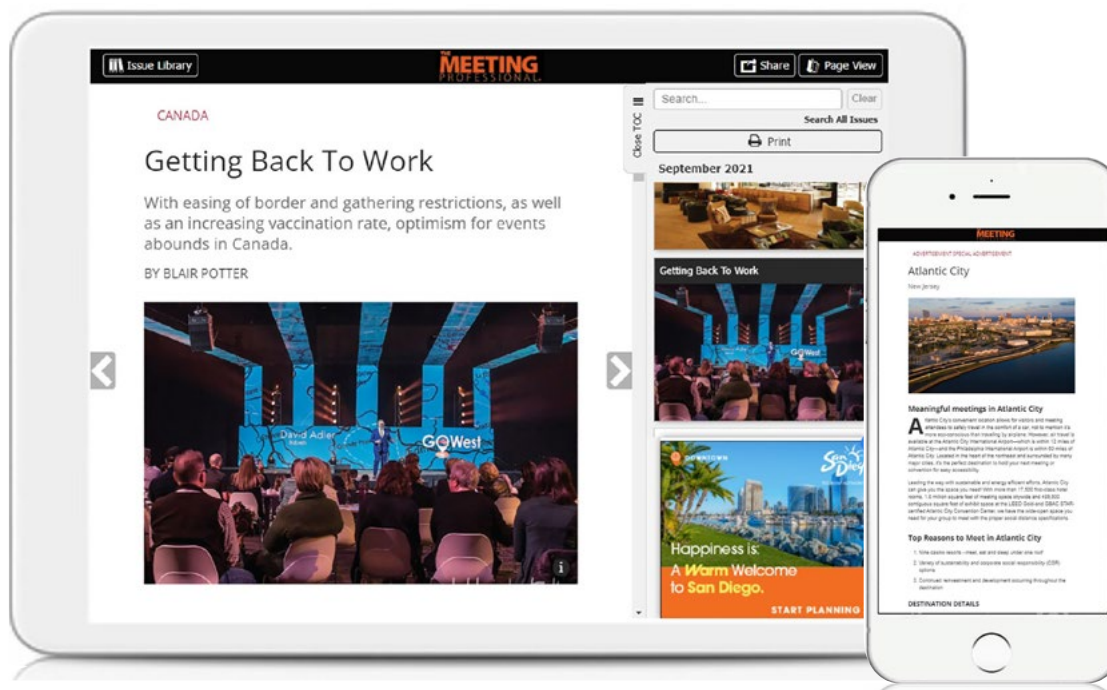
Digital Add-On Opportunities

Overview	Description	Dimensions	Rate
Top Leaderboard	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	960x90, 728x90	\$5,000/issue
Table of Contents Rectangle Ad	TOC Rectangle can be static images or Google Ad Manager	300x250, 300x100	\$3,500
Custom Interstitial Ad	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	Custom, responsive	Same as ad price.
Bottom Banner	Ads can be static images or Google Ad Manager Available in Reading View and Page View Banner must float and contain a close button	960x90, 728x90, 320x50, 300x50	\$2,500/Issue
Blow-in Video Images or content	Supports images (GIF, PNG, JPG), video or iframed content (e.g., polls) Placed on any page Available in Page View	Publisher discretion	\$2,500/Issue
Fractional Ads	Size as close as possible to value of print ad Placed within articles Available in Reading View	Replicates fractional print ad as closely as possible. Sizes may vary based on screen size.	Same as ad price.

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

	Gross	Net Rates
Full-page spread ad with two full pages of advertorial	\$15,745	\$13,390
Full-page ad with full page of advertorial	\$11,785	\$10,015

Supplement Premium Positions

First full-page ad with matching advertorial

	Gross	Net Rates
First full-page ad with matching advertorial	\$12,925	\$10,985

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



SPECIAL REPORT

WYNDHAM
HOTELS & RESORTS

Committed to Culture of **Diversity and Inclusion**

BY RICH LUNA

Not only is diversity part of how we do business, we see it as a competitive advantage.

Social Responsibility
We have always believed that you can do well by doing good. That's why Wyndham Hotels & Resorts has worked to integrate important environmental, human rights and community support initiatives into our business practices. "Genuine hospitality matters," he said on Thursday, quoting a part of the company's guiding principles. "Hospitality is much more than just the business we are in. It's an ethos. A way of life. It isn't just what we do, it's who we are."
Not only is diversity part of how we do business, we see it as a competitive advantage. Our inclusive culture infuses different perspectives that reflect our diverse customers and communities around the world.



Geoff Ballotti

MPI 63

Your Story, Written by the MPI Team

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



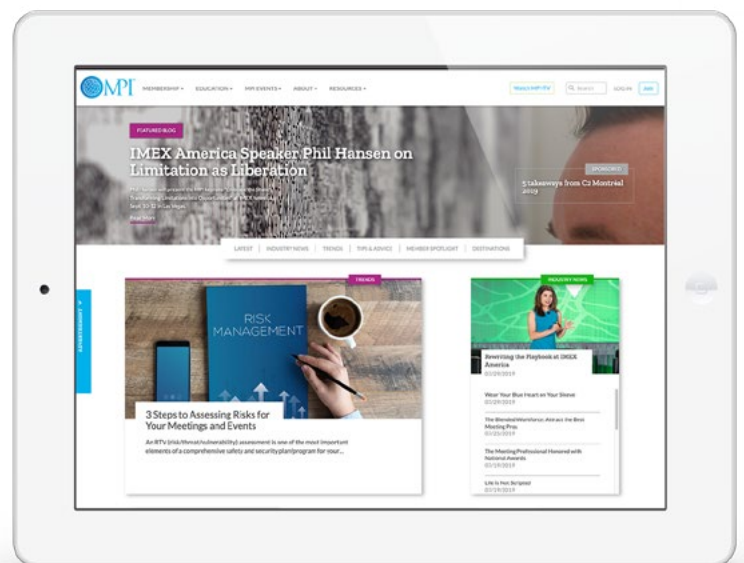
Make High-Impact Connections

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

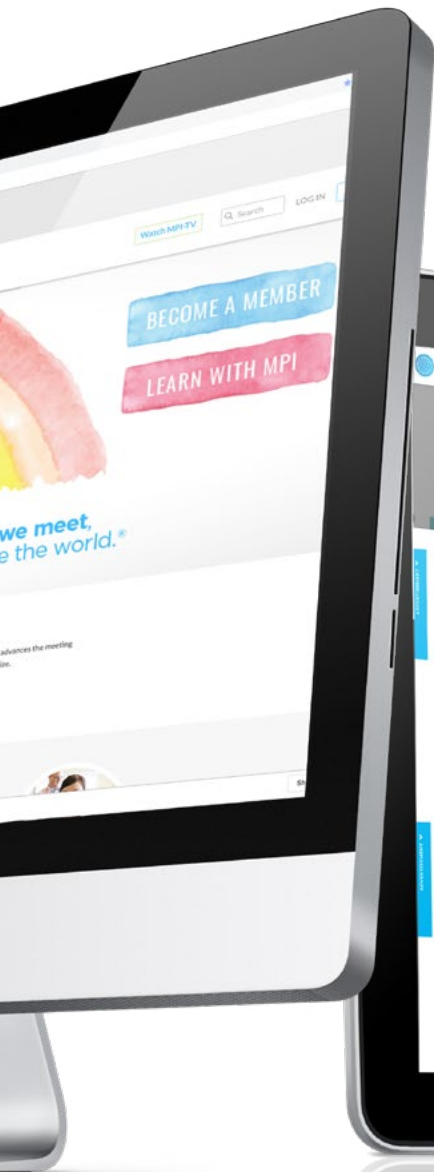
The MPI website gives you multiple real estate options at rates suitable for any budget. Choose from a variety of home page opportunities such as Blog Sponsorships, Sponsored Content, Sponsored Video, Premium Graphic Ad and more.

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 Blog



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 dip/GIF, JPG, third-party tags
 Full Native Content image:
 Word count: 300
 Advertorial format: Word
 Full image dimensions: 700 pixels wide,
 300-350 pixels tall

Sponsored Content/Video
 Teaser image dimensions:
 255w x 122h (pixels)
 File size: 50K max
 Format: 72 dip/GIF, JPG, third-party tags
 Video: Size & Length 100 MB maximum
 Up to 4 minutes for optimal performance,
 less than 60 seconds recommended
 File Formats: MPEG4, .MOV, .FLV, .WMV, or .AVI

Adhesion Banner (mobile)
 Dimensions: 350w x 50h (pixels)
 File size: 50K max
 Format: 72 dpi/GIF, JPG, third-party tags

Blog Banner Specs

Takeover Ads
 Dimensions: 728w x 90h or 970w x 250h and
 300w x 600h or 300w x 250h (pixels)
 File size: 50K max
 Format: 72 dpi/GIF, JPG, third-party tags

Sponsored Content (includes hero headline and
 takeover content page)
 Dimensions: 728w x 90h or 970w x 250h and
 300w x 600h or 300w x 250h (pixels)
 File size: 50K max
 Format: 72 dpi/GIF, JPG, third-party tags

Sponsored Video Content
 1920w x 1080h
 Size & Length 100 MB maximum
 Up to 4 minutes for optimal performance,
 less than 60 seconds recommended
 File Formats: MPEG4, .MOV, .FLV, .WMV, or .AV

Inline Banner (blog run-of-site)
 Dimensions: 300w x 250h, 240w x 400h,
 970w x 250h
 File size: 50K max
 Format: 72 dpi/GIF, JPG, third-party tags

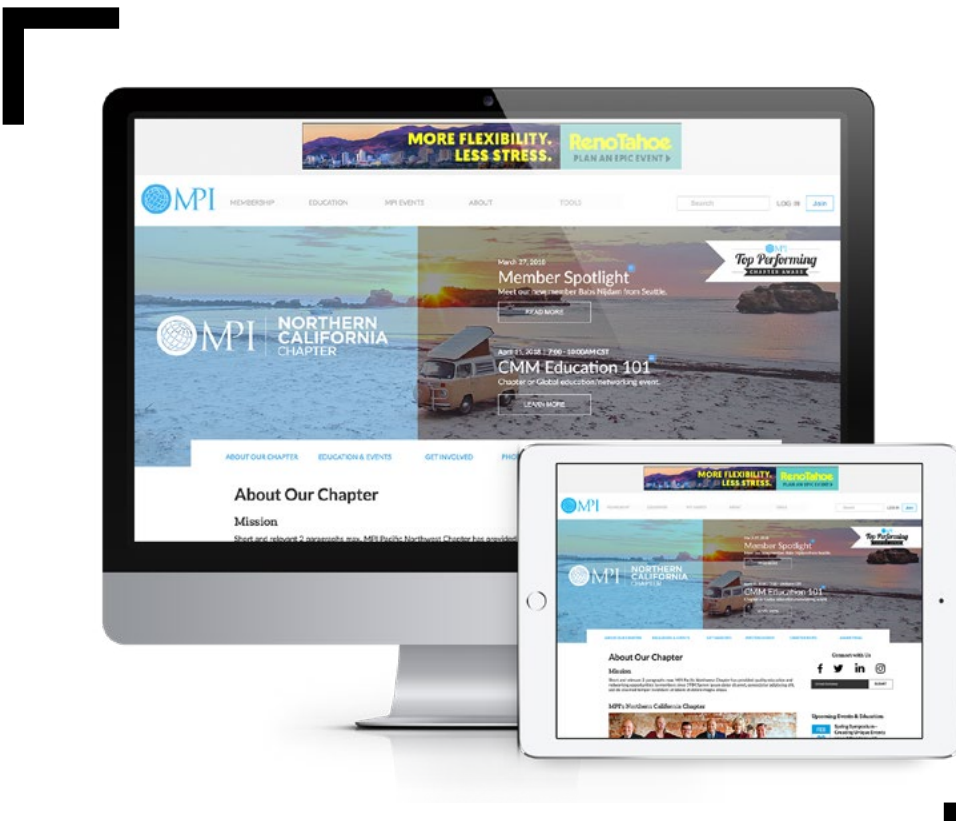
Website Rates

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

*100% Share of Voice

Target Planners in Your Region with MPI Chapter Websites

MPI's global community of 60,000 meeting and event professionals is 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.



MULTI-CHAPTER DISCOUNTS

ALL 6 REGIONS

30%

GLOBAL + CHAPTERS

3-5 REGIONS

20%

GLOBAL AND/OR CHAPTERS

2 REGIONS

10%

GLOBAL AND/OR CHAPTERS

	MPI Global		Any U.S. Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$7,140	\$6,065	\$2,390	\$2,030	\$1,705	\$1,445
Sidekick (8)	\$6,145	\$5,220	\$2,390	\$2,030	\$1,705	\$1,445
Sponsored Content (Native or Video)(1)*	\$8,645	\$7,345	\$2,890	\$2,660	\$2,065	\$1,750
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$6,145	\$5,220	\$2,050	\$1,660	\$1,400	\$1,180
Sidekick (4)	\$4,904	\$4,140	\$2,050	\$1,660	\$1,400	\$1,180
Sponsored Content (Native or Video)(4)	\$7,285	\$6,155	\$4,200	\$3,549	\$2,000	\$1,690
Inline Banner (4)			\$720	\$608	\$545	\$460
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$8,645	\$7,345	\$2,890	\$2,450	\$2,065	\$1,750
Sidekick (1)*	\$5,265	\$4,475	\$1,755	\$1,495	\$1,260	\$1,070

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

Chapter Web Regions

Chapter Member Count

CANADA

ATLANTIC CANADA CHAPTER	80
BRITISH COLUMBIA CHAPTER	254
GREATER CALGARY CHAPTER	45
GREATER EDMONTON CHAPTER	56
MONTREAL & QUEBEC CHAPTER	67
OTTAWA CHAPTER	171
TORONTO CHAPTER	391

CENTRAL U.S.

DALLAS/FT. WORTH CHAPTER	421
GULF STATES CHAPTER	128
HEARTLAND CHAPTER	78
HOUSTON AREA CHAPTER	148
INDIANA CHAPTER	196
KANSAS CITY CHAPTER	99
KENTUCKY BLUEGRASS CHAPTER	97
MICHIGAN CHAPTER	163
MINNESOTA CHAPTER	246
OHIO CHAPTER	249
OKLAHOMA CHAPTER	48
ST. LOUIS AREA CHAPTER	151
TENNESSEE CHAPTER	240
TEXAS HILL COUNTRY CHAPTER	215
WISCONSIN CHAPTER	215

EASTERN U.S.

CAROLINAS CHAPTER	314
CONNECTICUT RIVER VALLEY CHAPTER	54
GEORGIA CHAPTER	352
GREATER NEW YORK CHAPTER	348
GREATER ORLANDO CHAPTER	238
MIDDLE PENNSYLVANIA CHAPTER	133
NEW ENGLAND CHAPTER	266
NEW JERSEY CHAPTER	164
NORTH FLORIDA CHAPTER	146
PHILADELPHIA AREA CHAPTER	246
PITTSBURGH CHAPTER	94

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

EUROPE/INTL

AFRICA CLUB PROJECT	13
BELGIUM CHAPTER	47
BRAZIL CHAPTER	12
CARIBE MEXICANO CHAPTER	76
COLOMBIA CHAPTER	435
DENMARK CHAPTER	64
FINLAND CHAPTER	56
FRANCE - SWITZERLAND CHAPTER	75
GERMANY CHAPTER	21
IBERIAN CHAPTER	92
ITALY CHAPTER	153
JAPAN CHAPTER	76
MEXICO CHAPTER	170
NETHERLANDS CHAPTER	90
POLAND CHAPTER	31
SCANDINAVIA CHAPTER	66
TURKEY CLUB	25
UNITED KINGDOM & IRELAND CHAPTER	136

WESTERN U.S.

ARIZONA SUNBELT CHAPTER	211
NEW MEXICO CHAPTER	54
NORTHERN CALIFORNIA CHAPTER	454
ORANGE COUNTY CHAPTER	140
OREGON CHAPTER	153
ROCKY MOUNTAIN CHAPTER	316
SACRAMENTO/SIERRA NEVADA CHAPTER	121
SAN DIEGO CHAPTER	204
SOUTHERN CALIFORNIA CHAPTER	370
WASHINGTON STATE CHAPTER	153

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

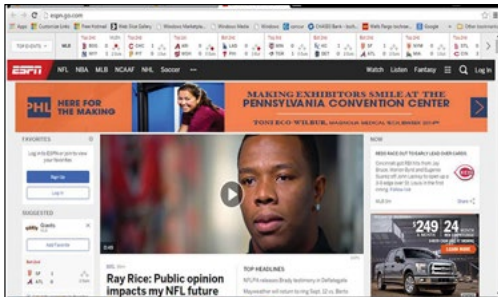
Geo-targeting and demo targeting

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: \$33.00 per net thousand

Minimum: 30-day campaign, 100,000 impressions \$3,800 gross / \$3,300 net



With Web Audience Retargeting, your ad will follow MPI Web 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: \$9,525+ NET

Tier Two: \$19,405+ NET

Tier Three: \$31,255+ NET



Social Media Retargeting



Targeted Email Marketing

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

Premier Supplier Partners can choose from many Planner segment options:

- MPI member geographic location
- Areas where events are planned
- Position level
- Primary business/industry
- Budget ownership
- Size of events (number of attendees)
- Types of facilities used/types of meetings

Rates:

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.

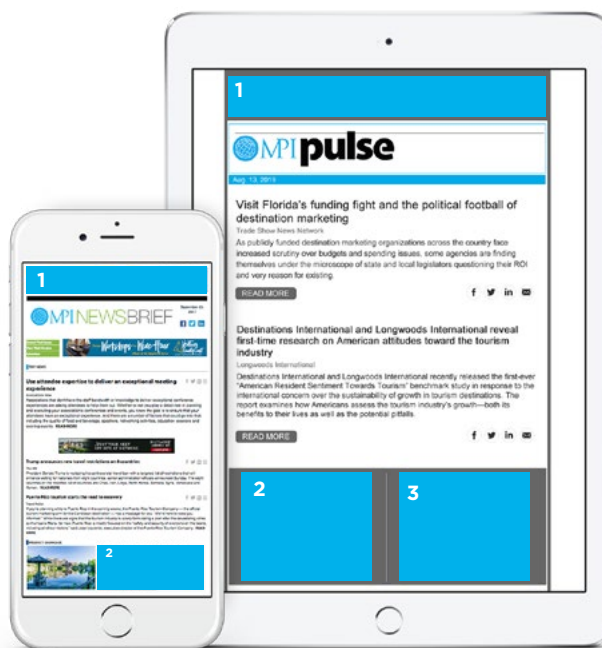
For additional information, contact your Director of Business Development

MPIpulse Editions

- 1 Top Banner
- 2 Sidekick Ad #2
- 3 Sidekick Ad #3

MPI NewsBrief Editions

- 1 Top Banner
- 2 Sponsored Content



e-Newsletter Rates

MPIpulse (Deploys Tue each week)	Gross	Net
Top banner	\$6,140/wk	\$5,220/wk
Sidekick Ads	\$4,175//wk	\$3,630/wk
Top banner (Europe)	\$1,155/wk	\$985/wk
Top banner (Canada)	\$1,155/wk	\$985/wk
Add Custom Pulse		\$9,375 1 Deployment (Date TBD by Advertiser)

MPI NewsBrief (Deploys Mon/Wed/Thur/Fri)	Gross	Net
Top banner	\$7,515/wk	\$6,385/wk
Sponsored Content	\$6,775/wk	\$5,775/wk

MPI NewsBrief Weekend	Gross	Net
Top banner	\$6,490/1 month	\$5,515/1 month
	\$11,415/2 months	\$9,705/2 months
	\$15,540/3 months	\$13,230/3 months
Middle banners	\$5,190/1 month	\$4,410/1 month
	\$9,860/2 months	\$8,380/2 months
	\$12,970/3 months	\$11,025/3 months

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

4-color	Gross	Net	Run
Back cover	\$25,250	\$21,550	3 days
Inside front cover	\$21,540	\$18,305	3 days
Inside back cover	\$14,700	\$11,690	3 days
Full-page	\$15,570	\$13,230	3 days
1/2-page horizontal	\$10,785	\$9,165	3 days
Belly bands	\$11,785	\$10,015	Per day

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	\$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 MPIpulse special editions

MPIpulse dates for IMEX in Frankfurt:

May 25-28, 2022

Ad reservations due: Apr. 21, 2022

Ad materials due: Apr. 21, 2022

MPIpulse dates for IMEX America:

October 11-13, 2022

Ad reservations due: Oct. 20, 2022

Ad materials due: Oct. 20, 2022

MPIpulse dates for WEC:

June 20-23, 2022

Ad reservations due: June 17, 2022

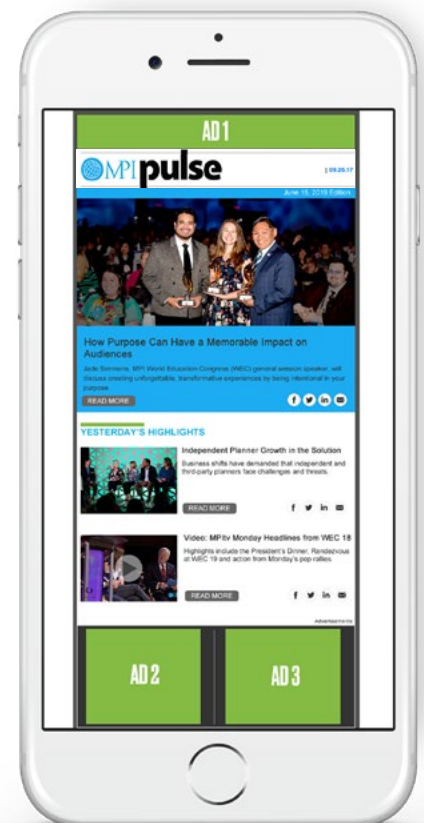
Ad materials due: June 17, 2022

MPIpulse dates for EMEC:

Feb. 27-Mar. 1, 2022

Ad reservations due: Feb. 20, 2022

Ad materials due: Feb. 20, 2022



Conference Publications



Specifications

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

Ad size Non-bleed

Full-page 8" x 11"

1/2-page horizontal 8" x 5.5"

1/4-page 4.25" x 5.5"

1/4-page spread 17" x 6.5"

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

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

Belly band dimensions: 18" x 3"

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

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

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

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

Sponsorships

Influential sponsorships build powerful, long-lasting relationships.

Align your brand with the MPI programs best suited to your business approach.

The creative possibilities to engage our planners and event attendees are virtually limitless.

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.

Sponsorships

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 EVENTalks 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.



Be An Example of Good in our Industry!

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.



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 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



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!**



Our Pursuit of a Better Industry!



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.



When we **meet**,
we change the world.®

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

Bernie Schraer

Senior Vice President of
Global Business Development
Email: bschraer@mpi.org
Phone: +1.201.232.4541

Estefani Aguirre

Vice President of Sales
West Coast, New England
& International
Email: eaguirre@mpi.org
Phone: +1.773.213.0275

Cheryl Hatcher

Vice President of
Business Development
Territory: East Coast
Email: chatcher@mpi.org
Phone: +1.772.800.3205

Katri Laurimaa

Vice President of
Business Development
Territories: Midwest/
Mid-Atlantic/South
Email: klaurimaa@mpi.org
Phone: +1.817.251.9891

Federico Toja

Director of Chapter
Business – Europe
Email: ftoja@mpi.org
Phone: +33.610245377

Kevin Kirby

Executive Director
MPI Foundation
Email: kkirby@mpi.org
Phone: +1.972.702.3008

Jessica Stone

Director of Sales Operations
Email: jstone@mpi.org
Phone: +1.972.406.6518

For general inquiries or additional
information on partnership opportunities,
contact jstone@mpi.org.