




the EVENT

Partner Deck

04/15/24



Showcase your organization in a creative environment as **the EVENT** will walk the line between innovation and disruption, by utilizing various peer to peer learning, technology and creative meeting room designs.

THE EVENT

Back in April 2018, three Meeting Professionals International (MPI) Chapters partnered to offer their memberships something bigger, better and different from what was currently in the marketplace. Year over year **the EVENT** continues to grow in to one of the most talked about events in our Industry.

In 2024, captivating and industry relevant education will continue to set **the EVENT** apart from others. Along with the right mix of business development opportunities, **the EVENT** will allow attendees to expand their network circles, create new business relationships and stay current with top industry insights.



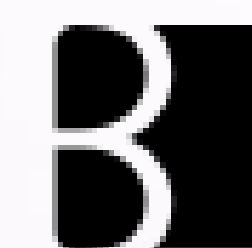


EVENT DETAILS

LOCATION: Brookstreet Hotel
Ottawa, Canada

DATES: September 22-24, 2024

WEBSITE: mpi.org/events/the-event



brookstreet
HOTEL

PARTNER CATEGORIES

BUSINESS EXCHANGE INITIATIVE PACKAGE PROGRAM

	<u>ARCHITECT</u>	<u>COLLABORATOR</u>	<u>DESIGNER</u>	<u>CONNECTOR</u>	<u>PACKAGE</u>	<u>PROGRAM</u>
Partnership Investment	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$800
Opportunities available	1	Up to 2	3	5	6	Unlimited
Showcase brand by designing Main Plenary Room	✓	Design 1 Breakout Room	Design 1 Breakout Room	Design activated area		
In-person or video presentation opportunity on Main Stage	2 times 3 mins each	1 time 3 mins each	—	—	—	—
Prominent logo placement on site	✓	✓	✓	—	—	—
Logo on the EVENT website home page and Sponsors page, directly linked to your website	✓	✓	Sponsor Page Only	Sponsor Page Only		
Complimentary Registrations	4 in-person registrations	3 in-person registrations	2 in-person registrations	1 in-person registrations	—	—
Permitted use of the EVENT logo for promotion of partnership	✓	✓	✓	✓	✓	✓
Mentions on the EVENT 's social media posts	6	4	3	3	2	1
Introduce an Education session	3 sessions	2 sessions	1 sessions	1 sessions	—	—
the EVENT participants contact information in electronic format (subject to consent)	✓	✓	✓	✓	List includes INITIATIVE Participants only	—
Pre-sale opportunity should any new partnership concept be developed after initial prospectus release	✓	✓				
INITIATIVE networking opportunities					2 tickets	1 tickets
Experience Partners (In-Kind) - see descriptions and contact for customization						

All \$ amount are in Canadian dollars

ARCHITECT

- Exclusive opportunity to showcase your product/destination by designing the Main Plenary Room with your brand
- 2 main stage opportunities (in-person or video) for a max of 3 min each prior to a main keynote (in line with the theme)
- Logo on the EVENT home page and sponsor page with link to your website



\$25,000 **QUANTITY: 1**

- 4 registrations for the EVENT
- Introduce 3 Education Sessions
- Permitted use of the EVENT logo for promotion
- 6 unique mentions on the EVENT's social media posts (2 pre-event, 2 during event, 2 post-event)
- 1 promo video/Reel for social media inclusion (tile must be submitted with posting guidelines)
- Access to Registration list with contact information in electronic format (subject to opt-in consent)
- First right of refusal on any new partnership concept that develops during planning phase

* Although the cash investment to the EVENT is \$25,000, to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation. Partnerships are also welcomed.

COLLABORATOR

- Exclusive opportunity to showcase your product/destination by designing one Breakout Room with your brand
- 1 main stage opportunity (in-person or video) for a max of 3 min prior to a main stage session (in line with the theme)
- Logo on the EVENT home page and sponsor page
- 3 registrations for the EVENT
- Introduce 2 Education Sessions
- Permitted use of the EVENT logo for promotion

* Although the cash investment to the EVENT is \$15,000, to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation. Partnerships are also welcomed.

\$15,000 QUANTITY: 2

- 4 unique mentions on the EVENT's social media posts (2 pre-event, 1 during event, 1 post-event)
- 1 promo video/Reel for social media inclusion (file must be submitted with posting guidelines)
- Access to Registration list with contact information in electronic format (subject to opt-in consent)
- Second right of refusal on any new partnership concept that develops during planning phase



DESIGNER

- Exclusive opportunity to showcase your product/destination by designing one Breakout Room with your brand
- Logo on the sponsor page of website
- 2 registrations for the EVENT



\$10,000 QUANTITY: 3

- Introduce/Host 1 Education Session in line with the event theme
- Permitted use of the EVENT logo for promotion
- 3 unique mentions on the EVENT's social media posts (1 pre-event, 1 during event, 1 post-event)
- 1 promo video/Reel for social media inclusion (file must be submitted to MPI with posting guidelines)
- Access to Registration list with contact information in electronic format (subject to opt-in consent)

* Although the cash investment to the EVENT is \$10,000, to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation. Partnerships are also welcomed.

CONNECTOR

- Showcase your brand in activated area
Eg: Registration, Networking Lounge, Marketplace Booth)
- Logo on the sponsor page of website
- 1 registration for the EVENT



\$5,000 QUANTITY: 5

- Permitted use of the EVENT logo for promotion
- 3 unique mentions on the EVENT's social media posts (1 pre-event, 1 during event, 1 post-event)
- Access to Registration list with contact information in electronic format (subject to opt-in consent)
- Introduce/Host 1 Education Session in line with event theme

* Although the cash investment to the EVENT is \$5,000, to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation.

EXPERIENCE PARTNER

General Experience Lounge:
Entertainment, Rentals, Decor

Graphic Design & Printing:
Design/Printing needs (signage, decals)

Start your Day Activities: (Day 2)
3 Morning activities consist of:

- Breakfast 1:1
- Outdoor Group Walk
- Indoor Group Meditation/Breathwork

All associated costs for activation with the in-kind offering will be the responsibility of the in-kind Partner.

IN-KIND

QUANTITY: 1 EACH

Benefits

- Collaborate on design of the experience
- Brand Exposure on site in activated area only
- Logo on the Strategic Partner page only with active weblinks to your site
- Permitted use of the EVENT logo for promotion
- 1 Group mention on Social Media post event



MPI BUSINESS EXCHANGE INITIATIVE

This Hosted Buyer program at **the EVENT** will include planners and suppliers for speed meetings and up to one reception, breakfast or networking event. All hosted buyers will be fully vetted through an application process by the MPI Business Exchange.

Program helps qualified planners attend **the EVENT** by providing financial support to assist in their participation.



BUSINESS EXCHANGE INITIATIVE PACKAGE



\$2,500 QUANTITY: 6

- Partner discount on Registration Fees
- 2 exclusive invitations to the INITIATIVE only networking opportunities
- Connection to all Planners in the INITIATIVE Program (subject to opt-in consent)
- Permitted use of the EVENT logo for promotion of partnership
- 2 unique mentions on the EVENT's social media posts (1 Pre-event; 1 post event)

* The program helps qualified planners that need MPI BUSINESS EXCHANGE INITIATIVE financial assistance attend the EVENT. All Planners accepted into the program must run through our qualification process. There will be specific MPI BUSINESS EXCHANGE INITIATIVE Program Participant Networking Opportunities.

BUSINESS EXCHANGE INITIATIVE PROGRAM

- Partner discount on Registration Fees
- 1 exclusive invitation to the INITIATIVE networking opportunities
- Connection to all Planners in the INITIATIVE Program.
- Permitted use of the EVENT logo for promotion of partnership
- 1 Group mention on the EVENT's social media posts (1 post event)

\$800 QUANTITY: UNLIMITED



All Planners accepted into MPI BUSINESS EXCHANGE INITIATIVE program must run through our qualification process. There will be specific MPI BUSINESS EXCHANGE INITIATIVE Program Participant Networking Opportunities.

NEXT STEPS:

Contact MPI to secure your investment in **the EVENT!**

Reach out the account manager of your geographic area:

Cheryl Hatcher

Vice President, Business Development

Canada & USA East

Email: chatcher@mpi.org

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Katri Laurimaa

Vice President, Business Development

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For general inquiries or additional information on partnership opportunities contact **Jessica Stone** at jstone@mpi.org or **Rachel Benedick** at rbenedick@mpi.org



presents

the EVENT

THANK YOU

mpi.org/THE-EVENT