MPI

presents

the EVENT

Partner/Sponsorship Presentation

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

	ARCHITECT	COLLABORATOR	DESIGNER	CONNECTOR	BUSINESS EXCHANGE INITIATIVE PACKAGE	BUSINESS EXCHANGE INITIATIVE PROGRAM
Partnership Investment	$25,000	$15,000	$10,000	$5,000	$3,900	$1,500
Opportunities available	1	2	2	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	2 in-person Registrations	1 in-person registration
Permitted use of **the EVENT** logo for promotion of partnership	✓	✓	✓	✓	✓	✓
Mentions on **the EVENT**'s social media posts or marketing	6	4	3	3	1 MPI Pulse Ad or Push Notification	1 (Group)
Introduce an Education session	3 sessions	2 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 speed meetings & networking opportunities					2 Representatives	1 Representative
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 within Plenary Room
- 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)
  - -MPI to include mentions in conjunction with The Event promotion
- 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)

* 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.

These opportunities are intended to be interactive experiences. Sponsor videos will not be shown.

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COLLABORATOR

$15,000 QUANTITY: 2

- 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

- 4 unique mentions on the EVENT's social media posts (2 pre-event, 1 during event, 1 post-event)
  - MPI to include mentions in conjunction with The Event promotion
- 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)

* 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.

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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: 2 - 1 SOLD

- 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)
  - MPI to include mentions in conjunction with The Event promotion
- 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.

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CONNECTOR

$5,000

QUANTITY: 10 - 4 Sold

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

- Permitted use of the EVENT logo for promotion
- One (1) unique mentions on the EVENT's social media posts or push notification in app
  - MPI to include mentions in conjunction with The Event promotion
- Access to registration list with contact information in electronic format (subject to opt-in consent)

* 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.

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Learning Journeys

$5,500 each

Sponsor a learning journey and provide The Event participants with an interactive, hands on experience. The Event 2024 will feature three Learning Journeys on Tuesday morning.

Sponsor Benefits

- Sponsor name and logo on schedule in app
- Opportunity to introduce sessions and partake in journey
- Opportunity to provide give-away to session attendees, MPI approval required, additional costs to sponsor will apply
- Conference event web page recognition
- Sponsor recognition where appropriate on app and all-sponsor signage – Listing

MPI BUSINESS EXCHANGE INITIATIVE

Hosted Buyer program at **the EVENT** that 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

$3,900

QUANTITY:
10 - 5 Sold

- (2) Conference Registrations (Value $799 Each)
- 2 exclusive invitations to the INITIATIVE only speed meetings and 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
- MPI Canadian Pulse Ad or Push notification in the app (based on availability)

*** 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.**

All $ amount are in Canadian dollars

BUSINESS EXCHANGE INITIATIVE PROGRAM

$1,500 QUANTITY: UNLIMITED

- (1) Conference Registration (Value $799)
- 1 exclusive invitation to the INITIATIVE speed meetings & 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)

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.

BUSINESS EXCHANGE INITIATIVE PROGRAM

Other Key Sponsorships in Program

- Initiative Planner Welcome Gift - $3,000 (approximately 40-50)
- Initiative Networking Breakfast - $10,000 (Planners and Suppliers), Sunday, September 22nd, 2024

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.

EXPERIENCE PARTNER

General Experience Lounge:
Entertainment, Rentals, Decor

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

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

- 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

All $ amount are in Canadian dollars

Lunch Sponsor x 2 Monday or Tuesday $15,000 each

- Details coming soon
- Video opportunities (looped only; no presentation or captive audience)

Charging Station
$5,000

- Includes wraps or clings of stations (two built-in tables)
- Opportunity to bring in pop-up banner and/or branded items
- Access to registration list with contact information in electronic format (subject to opt-in consent)
- 1 registration included

Breakfast Sponsor (two days Monday x Tuesday)
$15,000 each

- Details coming soon
- Video opportunities (looped only; no presentation or captive audience)
- (2) Registrations included

Break Sponsor (two days Monday x Tuesday) $12,000

- Details coming soon
- Video opportunities (looped only; no presentation or captive audience)
- Opportunity to bring table cloths, pop-up banners, branded items, etc
- 1 registration included (value $799)

The Event Attendee App

Splash Page

Every attendee using the app sees the sponsored splash page—a visual that fills the entire screen, free from distraction. As an exclusive opportunity to introduce the event app, it's recommended that its design incorporate the event name, date and location, with a "brought to you by" message.

$3,500 Exclusive Sponsorship

Key Takeaways:

- Full-screen visual appears when an event is launched
- Prime real estate with a front-and-center impression
- Displays for up to 5 seconds
- Only sold to one sponsor

Specs & Tips:

- Creative must be approved by MPI and include co-branding with WEC
- Recommend large text and clear fonts
- Save in a lossless format (e.g., png or gif)
- Design for retina display: 340 pixels top, 260 pixels bottom, 260 pixels left/right.

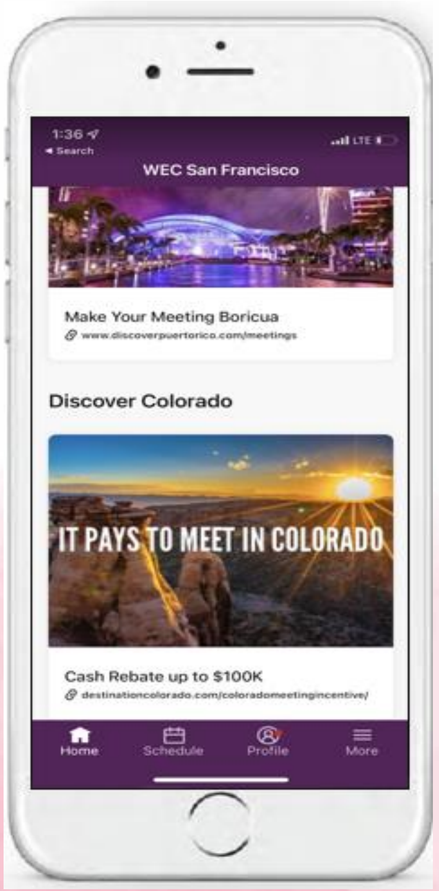
Specifications subject to change.

The Event Attendee App

Custom Cards

Custom cards direct in-person and digital attendees to sponsor websites or videos directly from the Home page. You may submit either a video card or an image card.

$2,500



Specifications:

- **Card Name** –This name will be visible to attendees. It is the headline that appears directly under the image or video. **Up to 30 characters.**
- **For Image Cards:**
  - **Custom Image** – 296 x 204 pixels. JPEG, JPG, PNG or GIF only.
  - **URL** - Provide the link that your card will lead to when clicked.
- **For Video Cards**
  - **Custom Image** – 296 x 204 pixels. JPEG, JPG, PNG or GIF only.
  - **Video URL –** YouTube, Wistia, or Vimeo

The Event Attendee App

Push Notifications

Push notifications are the optimal way for sponsors to make important announcements and promotional offerings to attendees directly. These messages provide an effective vehicle for sponsors to remind attendees to stop by a booth, complete a survey, schedule a meeting, take part in a challenge, explain a change in plans, and—if needed—get them to a web page.

$1,200 each. Bundle of 3 for $3,500

Key Takeaways:

- Push notifications give sponsors an opportunity to communicate to attendees directly with a read rate 50% higher than opt-in emails
- Messages sent directly to event attendees' mobile device
- Notifications can be scheduled in advance or last minute, on-the-fly
- Reach all attendees or a select group at strategic times

Specs:

- Limit to 160 characters or 20 words
- Limited number of sponsors may be active during the conference. No more than one push notification per hour.

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THANK YOU
mpi.org/THE-EVENT