

This is your access to  
**THE MOST  
BUYING  
POWER**  
in the meeting  
and event industry.



2020 Advertising &  
Sponsorship Guide





# \$13 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.<sup>SM</sup>

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 nearly 18,000 engaged MPI members and the Plan Your Meetings audience, 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.

**3.5k**

PLANNERS EXCLUSIVE TO MPI

**\$4.8  
BILLION**

IN BUYING DECISIONS  
CONTROLLED BY EXCLUSIVE  
MPI PLANNERS

**85%**

OF MPI MEMBERS BUY FROM  
SUPPLIERS THAT ADVERTISE WITH MPI.



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# MPI Membership Overview

GLOBAL MEMBERSHIP:

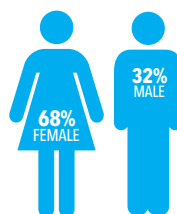
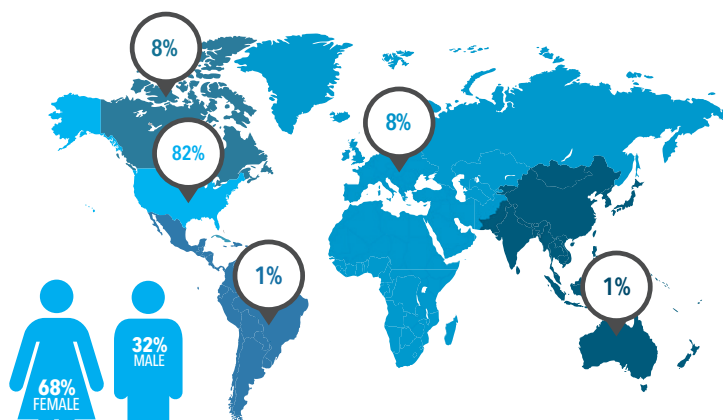
**18k**

ENGAGED MEMBERS  
REPRESENTING 71 COUNTRIES

**44.5%**  
PLANNER

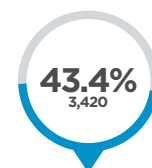
**43.5%**  
SUPPLIER

**12%**  
STUDENT/  
FACULTY



**44** AVERAGE AGE  
MPI MEMBER

## MPI PLANNER MEMBER PROFILE:



CORPORATE  
PLANNERS



ASSOCIATION  
PLANNERS

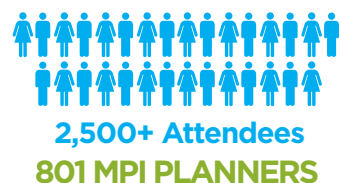


THIRD PARTY  
PLANNERS

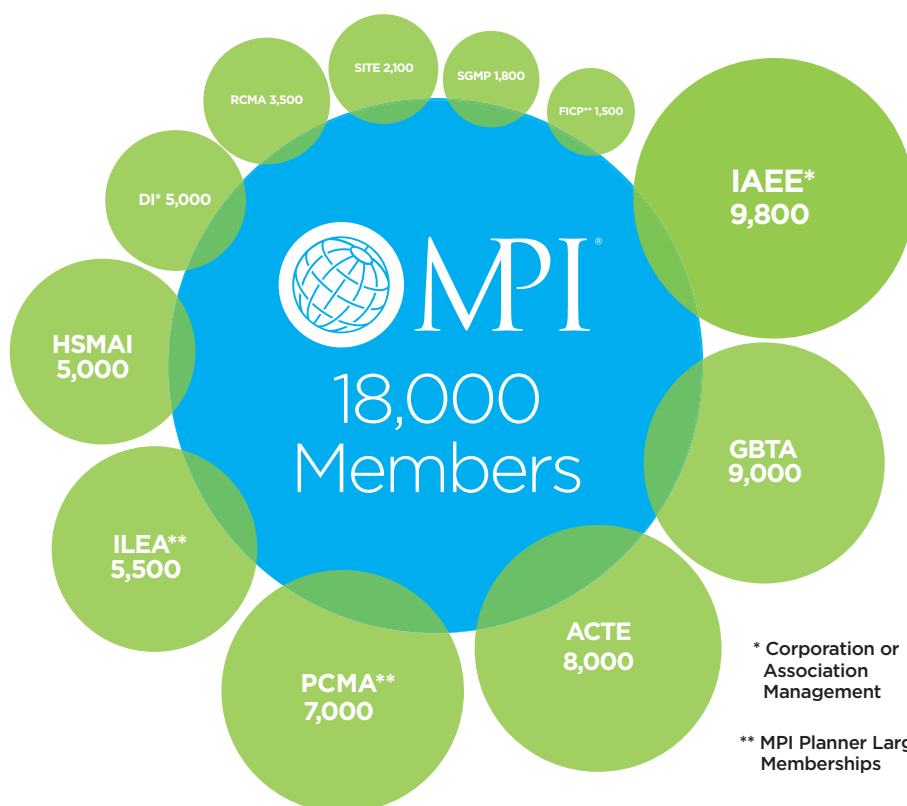


GOVERNMENT  
PLANNERS

## SIZES OF MEETINGS BOOKED BY MPI PLANNERS:



## OVERLAP OF MPI MEMBERS IN OTHER ORGANIZATIONS:



\* Corporation or  
Association  
Management

\*\* MPI Planner Largest  
Memberships

## MPI vs PCMA:







**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 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			
Consultation with MPI CEO and/or COO			
Partner Highlight	1/2 Page	Full Page	Spread
Targeted Marketing Emails		2	4
Preferred Membership	1	2	2
Live Event Registration	1	1	2
Partner Level Sponsorship at a Plan Your Meetings event	1	1	1
Annual Report			
Mention at WEC from main stage			
Highlight Partner on MPI social media channels	1x	1x	1x
Partner Recognition			



# *The Meeting Professional*<sup>®</sup>

# THE **MUST-READ** MAGAZINE FOR MEETING AND EVENT PROFESSIONALS.

Our award-winning magazine *The Meeting Professional*<sup>®</sup> 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**<sup>\*</sup>, and a must-read by industry professionals<sup>\*\*</sup>, it's the perfect opportunity for your brand to shine.



## ***The Meeting Professional:***

- Has received more than 60 top awards for design and editorial—the most in the industry.
- Reaches more than 50,000 global industry professionals.
- Reaches members of the International Association of Events and Exhibitions (IAEE), Society for Incentive Travel (SITE), Plan Your Meetings and others.
- Is delivered in both print and digital editions.





#### Recent awards for *The Meeting Professional* include:

- 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
- 2018 Association Media & Publishing National Bronze EXCEL Award for overall excellence



# The Meeting Professional®

## 2020 Editorial Calendar

Content Subject to Change

	January (Special Edition)	February	March	April	May
<b>Feature</b>	Caesars	Event Design	Food Issue	Social Issues	State of the Industry
<b>Feature</b>	Caesars	International Meetings	Food Issue	International Meetings	Meetings Outlook
<b>Feature</b>	Caesars	Meetings Outlook	Food Issue	Value of Meetings	
<b>Special Partnerships</b>			IAEE Signet Ad Study	SITE	
<b>Showcase</b>		Destination Alliances  Latin America	Texas  Northern California  New England	Asia/Pacific  Missouri  Georgia	Central Florida  Meetings in Mexico
<b>Supplements</b>		5 Questions to Key Women in the Industry	Florida  Medical Meetings: 5 Facts about HMCC  IACC	Mountain Meetings  Northeast	WEC  Midwest Meetings  Southwest Airlines
<b>Special Section</b>		New Day in...	Hotels and Resorts	Southeast  Casino Meetings/ Resorts	Carolinas
<b>Directories</b>					Plan Your Meetings Professional Development Guide
<b>Bonus Distribution at Industry Events</b>		EMEC	IACC  Pharma Forum		IBTM Americas  IMEX
<b>Ad Close Date</b>	11/18/19	12/9/19	1/13/20	2/10/20	3/9/20 PDG 4/24/20
<b>Ad Materials Due</b>	11/25/19	12/16/19	1/20/20	2/17/20	3/16/20 PDG 5/1/20

# The Meeting Professional®

## 2020 Editorial Calendar

June	July	August	September	October	November	December
Convention Centers	Rise	Professional Development	CVBs	Safety and Security	Learning from Mistakes	Year in Review
Sustainability/CSR	WEC	International Meetings	Medical Meetings	Engagement Strategies	Special Interest Groups	New MPI Chair Profile
Technology	Leadership	Meetings Outlook	Wellness	Incentives	Meetings Outlook	
IAEE IBTM Americas	SITE		IAEE IBTM World	SITE Signet Ad Study		IAEE SITE
Virginia Meetings at Sea Arizona	Illinois New York/ New Jersey	Texas Asia/Pacific Latin America	Las Vegas Canada	Gulf States Capital States	Colorado Caribbean	Wisconsin Oklahoma
CVBs President's Dinner Program	Southeast	America's Best Destinations Guide to IMEX America	Convention Centers	5 Questions to Industry Thought Leaders	Texas	SITE 5 Questions to MPI Community Leaders
Hotels and Resorts--Who's Who Golf Meetings	Ohio	Southwest Meetings	Hawaii South Florida	Michigan	Midwest Key Trends in Professional Development by MPI Academy	Illinois Carolinas Florida Meetings
				Plan Your Meetings Professional Development Guide		
WEC	Destinations International		IMEX America		IBTM World	IAEE
4/13/20	5/11/20	6/8/20	7/13/20	8/10/20 PDG 9/25/20	9/14/20	10/12/20
4/20/20	5/18/20	6/15/20	7/20/20	8/17/20 PDG 10/2/20	9/21/20	10/19/20



# The Meeting Professional®

# Rates

## 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	\$12,475	\$10,600	\$10,740	\$9,125	\$10,170	\$8,640	\$8,930	\$8,095	\$8,430	\$8,025
2/3 page	\$10,680	\$9,075	\$9,160	\$7,785	\$8,590	\$7,295	\$7,590	\$6,930	\$6,775	\$6,450
1/2 page	\$8,710	\$7,405	\$7,445	\$6,325	\$7,025	\$6,160	\$6,265	\$5,965	\$5,620	\$5,335
1/3 page	\$6,920	\$5,880	\$5,880	\$5,000	\$5,590	\$4,750	\$4,915	\$4,675	\$4,345	\$4,135

## 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	\$16,825	\$14,300	\$14,465	\$12,290	\$13,600	\$11,555	\$12,055	\$11,475	\$10,730	\$10,215
Half page	\$13,520	\$11,495	\$11,600	\$9,860	\$11,020	\$8,965	\$9,659	\$9,235	\$8,685	\$8,270

## Four-Color Ads, Per Insertion:

Size	1x		2x or More	
	Gross	Net Rates	Gross	Net Rates
1/4 page	\$3,915	\$3,325	\$3,025	\$2,565
1/6 page	\$2,110	\$1,790	\$1,730	\$1,465

## Premium Positions:

(Guaranteed premium positions are an additional 10% to gross rate)

	Gross	Net
Inside front cover gatefold (4 pages)	\$36,505	\$31,025
Inside front cover spread	\$23,715	\$20,155
Reverse cover gatefold (2 pages)	\$29,150	\$24,775
Gatefold inside (3 pages)	\$21,660	\$18,410
Belly band (printed at advertiser's expense)	\$21,940	\$18,650

## Inserts/Outserts\*:

(Printed at advertiser's expense)

Single leaf – 2 pages**	\$11,445	\$9,730
4 pages**	\$14,310	\$12,165
8 pages**	\$17,165	\$14,590
12 pages***	\$21,520	\$18,290
Inserts over 12 pages*** (per page)	\$1,510	\$1,280

\*Outserts/Supplements

Outserts are same rates as Inserts except for additional postage cost to advertiser. Maximum weight is 3.3 oz. to qualify for periodical mailing rate.

\*\*Page 1 = 1 side

\*\*\*12 pages or more require magna-stripping for an additional \$1,000 net.

## The Meeting Professional®

- **Format 1:** Three pages; one full-page ad and two pages advertorial/photos, premium placement within first half of the magazine. Limited to one sold each issue. **\$25,285 gross/\$21,490 net**
- **Format 2:** Two pages; one full-page ad and one page advertorial/photos, premium placement about halfway into pub. Limited to one sold each issue. **\$12,645 gross/\$10,745 net**
- **Format 3:** Two pages; one full-page ad and one page advertorial/photos, positioned in back half of pub. Limited to one sold each issue. **\$11,370 gross/\$9,665 net**
- **Special Section:** 2 pages; one full page advertisement and one page advertorial/photos. In appropriate special section **\$9,970 gross/\$8,475 net**
- Each issue can accommodate one of each format

# The Meeting Professional<sup>®</sup>

# Specifications

## Trim size of magazine:

The overall trim size of the magazine is 8 1/8" wide by 10 7/8" high.

## Print Advertising Specifications

Ad Size	Non-Bleed	Bleed
Full page	7" x 10"	8 3/8" x 11 1/8"
Full-page spread	15 1/2" x 10"	16 1/2" x 11 1/8"
2/3-page vertical	4 1/2" x 10"	5" x 11 1/8"
1/2-page island	4 1/2" x 7 1/2"	N/A
1/2-page horizontal	7" x 4 7/8"	8 3/8" x 5 5/8"
1/2-page spread	15 1/2" x 4 7/8"	16 1/2" x 5 5/8"
1/3-page vertical	2 1/4" x 10"	N/A
1/3-page square	4 1/2" x 4 7/8"	N/A
1/4-page horizontal	7" x 2 7/16"	N/A
1/4-page island	3 1/2" x 4 7/8"	N/A
1/6-page vertical	2 1/4" x 4 7/8"	N/A

## Gatefold Specifications

Gatefolds require space to fold – page sizes are listed below.

### Regular Cover Gatefold (4 Pages)

	Page Sizes	Bleed	Total Size
Outside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Inside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Gutter panel	7 7/8" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"
Full page (right-hand read)	8 1/8" x 10 7/8"	+ 1/8"	8 3/8" x 11 1/8"

### Reverse Cover Gatefold (2 Pages)

	Page Sizes	Bleed	Total Size
Front cover flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Gutter panel	7 7/8" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"

### Inside Feature Gatefold (3 Pages)

	Page Sizes	Bleed	Total Size
Gutter panel	7 7/8" x 10 7/8"	+ 1/8"	8 1/8" x 11 1/8"
Inside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"
Outside flap	7 1/2" x 10 7/8"	+ 1/8"	7 3/4" x 11 1/8"

## Important notes:

YOU MUST add crop marks to all gatefold ads.  
Keep type and logos 1/2" from both gutter and trim.  
Draft of final creative must be approved by MPI six weeks prior to issue date.

## Belly Bands

call or email for specifications

**Dimensions (+bleed):** 8 5/8" x 5" FRONT, add 1 1/2" for overlap (glue area) = 18 7/16"

**Height+bleed:** 5 1/4"

**Total size+bleed:** 18 7/16" x 5 1/4"

## Paper stock weight:

Minimum of 60 lb. Text  
Maximum of 100 lb. Cover

## Quantity to ship:

Dependent upon distribution

## Approval process:

Draft of final creative must be approved by MPI six weeks prior to issue date. Once approval is received, belly bands are to be preprinted at advertiser's expense and delivered to the printer.

## Mechanical Specifications

**Output/Submission requirements for digital ad files (Full page 4-color ad size):**

**Preferred software:** Adobe InDesign

**Color preference:** CMYK with no spot colors

## All font and image guidelines:

- Images should be 300 dpi or higher resolution in JPG, TIF or EPS formats
- Both printer and screen fonts should be collected and included, in Type 1-3, true-type or opentype formats

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

## The Meeting Professional<sup>®</sup> Advertorial

**SPECIAL ADVERTISING EVENT**

## Philadelphia

Convention & Visitors Bureau

**Pennsylvania Convention**

### Top 3 Reasons to Meet in Philadelphia

- 1 Diverse, inclusive and welcoming for all.
- 2 Bring history to life—meet where the Founding Fathers met.
- 3 Our Convention Center sits in the center of the action.

**Destination Details**

Hotel Rooms: **15,400** within a 15-minute walk of the Pennsylvania Convention Center

Total Square Footage of FCC Meeting Rooms: **240,542**

Official Venue Options: **100** plus

Travel Time: Approximately **20** minutes by car or train from the Philadelphia International Airport (PHL) to Center City Philadelphia.

**CONTACT**

Don Haggerty, Vice President of Sales  
(215) 636-4461 • [DonHaggerty@philacon.com](mailto:DonHaggerty@philacon.com)  
[philacon.com](http://philacon.com)

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



# 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



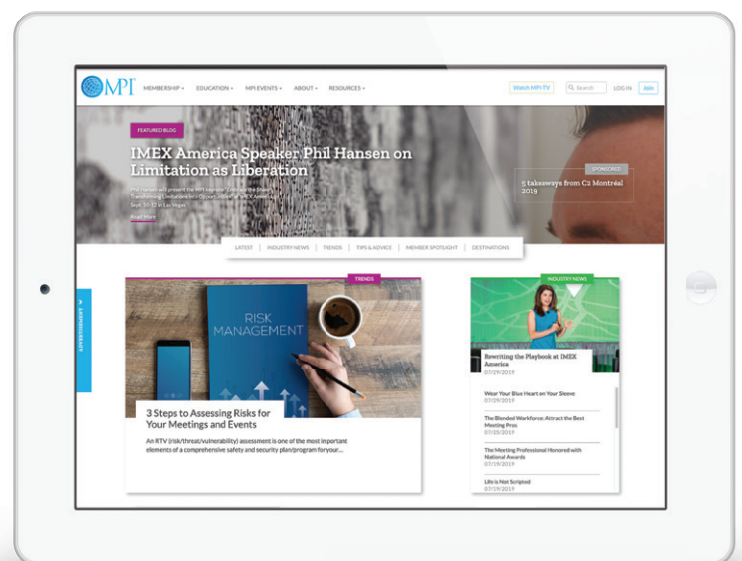
## Make High Impact Connections

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

The MPI and PYM websites give 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 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

## Website Rates

Home Page	Gross	Net
Home page Leaderboard	\$6,475/month	\$5,500/month
Home page SideKick	\$5,570/month	\$4,730/month
Sponsored Content/Video	\$7,840/month	\$6,660/month
MPIweb: Run-of-Site	Gross	Net
Run-of-site Leaderboard	\$5,570/month	\$4,730/month
Run-of-site SideKick	\$5,570/month	\$4,730/month
Sponsored Content/Video	\$4,770/month	\$4,055/month
MPIweb: Mobile	Gross	Net
Adhesion Banner*	\$7,840/month	\$6,660/month
SideKick*	\$4,770/month	\$4,055/month
MPI Blog	Gross	Net
Takeover Page w/ Hero Headline	\$9,265/month	\$7,875/month
Run-of-Site Inline Banner		
Med Rectangle or Sm Skyscraper	\$4,325/month	\$3,675/month
Run-of-Site Inline Banner Billboard	\$3,090/month	\$2,625/month
Sticky Pull Out Banner (blog landing page)	\$4,325/month	\$3,675/month
Pre-Roll (auto-plays when user comes to page)	\$3,090/month	\$2,625/month
Sponsored Content/Video	\$4,325/month	\$3,675/month

\*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 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



# Target Planners in Your Region with MPI Chapter Websites

MPI's global community of 60,000 meeting and event professionals is comprised 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 US Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$6,475	\$5,500	\$2,165	\$1,835	\$1,545	\$1,310
Sidekick (8)	\$5,570	\$4,730	\$1,860	\$1,580	\$1,330	\$1,125
Sponsored Content (Native or Video)(1)*	\$7,840	\$6,660	\$2,615	\$2,220	\$1,870	\$1,585
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$5,570	\$4,730	\$1,860	\$1,580	\$1,330	\$1,125
Sidekick (4)	\$5,570	\$4,730	\$1,860	\$1,580	\$1,330	\$1,125
Sponsored Content (Native or Video)(4)	\$4,770	\$4,055	\$1,590	\$1,350	\$1,110	\$965
Inline Banner (4)			\$685	\$585	\$490	\$415
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$7,840	\$6,660	\$2,615	\$2,220	\$1,870	\$1,585
Sidekick (1)*	\$4,770	\$4,055	\$1,590	\$1,350	\$1,140	\$965

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

# Chapter Web Regions

## Chapter Member Count

### CANADA

ATLANTIC CANADA	103
BRITISH COLUMBIA	179
GREATER CALGARY	78
GREATER EDMONTON	76
MONTREAL & QUEBEC	109
OTTAWA	272
TORONTO	608
TOTAL	1,425

### CENTRAL US

CHICAGO AREA	770
DALLAS/FT. WORTH	583
GULF STATES	180
HEARTLAND	100
HOUSTON AREA	300
INDIANA	245
KANSAS CITY	155
KENTUCKY BLUEGRASS	118
MICHIGAN	193
MINNESOTA	401
OHIO	292
OKLAHOMA	80
ST. LOUIS AREA	271
TENNESSEE	382
TEXAS HILL COUNTRY	280
WISCONSIN	340
TOTAL	4,727

### EASTERN US

CAROLINAS	396
CONNECTICUT RIVER VALLEY	85
GEORGIA	535
GREATER NEW YORK	501
GREATER ORLANDO	332
MIDDLE PENNSYLVANIA	153
NEW ENGLAND	463
NEW JERSEY	242
NORTH FLORIDA	146

NORTHEASTERN NY	170
PHILADELPHIA AREA	431
PITTSBURGH	82
POTOMAC	713
SOUTH FLORIDA	350
TAMPA BAY AREA	249
VIRGINIA	163
WESTFIELD	126
TOTAL	5,137

### EUROPE/INTL

BELGIUM	53
DENMARK	125
FINLAND	90
FRANCE-SWITZERLAND	113
GERMANY	51
ITALIA	130
JAPAN	90
MEXICO	125
NETHERLANDS	128
POLAND	51
SPAIN	126
SWEDEN	100
UNITED KINGDOM & IRELAND	246
TOTAL	1,465

### WESTERN US

ALOHA	64
ARIZONA SUNBELT	307
NEW MEXICO	53
NORTHERN CALIFORNIA	835
ORANGE COUNTY	211
OREGON	197
ROCKY MOUNTAIN	423
SACRAMENTO - SIERRA NEVADA	217
SAN DIEGO	296
SOUTHERN CALIFORNIA	549
WASHINGTON STATE	249
TOTAL	3,401



# 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

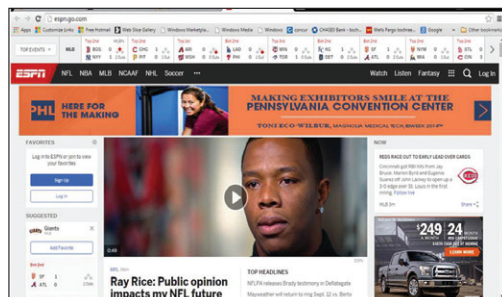
Geo-targeting and demo targeting

### 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:** \$30 net per thousand.

**Minimum:** 30-day campaign; 100,000 impressions



With Web Audience Retargeting, your ad will follow MPIWeb users to other websites.

## Advanced Programmatic

Real-time data and data-driven optimizations

Enhanced Targeting

Proof of Performance/Screen Shots

### MPI and/or Plan Your Meetings options:

- Planners Only
- Look Alike Audiences
- Salesforce, Facebook, Instagram

## Rates:

**Tier One:** \$8,640+ net

**Tier Two:** \$17,600+ net

**Tier Three:** \$28,350+ 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

**1 market segment** - \$2.00/name

**Each additional segment** - \$0.50/name  
(Minimum 2,000 names)

\*Targeted and Behavioral Email marketing is only available to Partners who are also MPI Premier members. Please contact your Director of Business Development for additional information.

# Award-winning E-Newsletters

Email is an essential component to any brand's integrated marketing program. MPI's all-new E-Newsletter strategy allows marketers to reach MPI planner members in exciting, well-read formats. Average open rates are **26 percent**, well above the industry average of 11 percent.\*

**MPI NewsBrief** - *MPI NewsBrief* delivers curated meetings and travel industry news to nearly 14,000 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, professional development, as well as MPI members and chapters in action. *MPIpulse Canada* and *MPIpulse Europe* are filled with news specifically curated for those audiences. *MPIpulse* reaches 13,000 members; *MPIpulse Canada* reaches 1,250 members and *MPIpulse Europe* reaches nearly 1,000 members.

**Plan Your Meetings** - Reach more than 14,000 non-titled meeting and event planners by aligning your brand with our monthly *Plan Your Meetings Digest* of curated web content; expand your messaging to our social media audience via our Weekly Deals and Highlights newsletters and web feature.

\*eNonProfit Benchmark Study, 2015





# 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

**Plan Your Meetings Monthly 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

## Plan Your Meetings

- 1 Top Banner
- 2 Side Banner



## e-Newsletter Rates

MPIpulse		Gross	Net
Top banner		\$5,565/week	\$4,730/week
Sidekick Ads		\$3,875/week	\$3,290/week
Top banner (Europe)		\$1,050/week	\$890/week
Top banner (Canada)		\$1,050/week	\$890/week
MPI NewsBrief		Gross	Net
Top banner		\$6,815/4x week	\$5,790/4x week
Sponsored Content		\$6,140/4x week	\$5,215/4x week
MPI NewsBrief Weekend		Gross	Net
Top banner		\$5,885/1 month	\$5,000/1 month
		\$10,350/2 months	\$8,800/2 months
		\$14,115/3 months	\$12,000/3 months
		\$4,705/1 month	\$4,000/1 month
		\$8,940/2 months	\$7,600/2 months
Middle banners		\$11,765/3 months	\$10,000/3 months
Plan Your Meetings Digest		Gross	Net
Top banner		\$5,510	\$4,685
Side banner		\$3,860	\$3,280
Custom e-blasts (partial database)			\$4,200
Custom e-blasts (entire database)			\$5,250

# The Meeting Professional® Supplements

## The magazine add-ons are equally impressive.

Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our planner members. Supplements are also distributed at MPI conferences and industry trade shows attended by MPI staff.



## Supplement Rates

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

	Gross	Net Rates
Full-page spread ad with two full pages of advertorial	\$14,280	\$12,140
Full-page ad with full page of advertorial	\$10,685	\$9,080
Half-page spread ad with full page of advertorial	\$10,685	\$9,080
Half-page ad with half page of advertorial	\$7,375	\$6,270

## Supplement Premium Positions

Inside front cover or back cover ad, no advertorial  
Inside back cover ad with matching advertorial  
First full-page ad with matching advertorial

	Gross	Net Rates
Inside front cover or back cover ad, no advertorial	\$9,325	\$7,920
Inside back cover ad with matching advertorial	\$11,720	\$9,960
First full-page ad with matching advertorial	\$11,720	\$9,960

## Supplement Ad Specifications

Trim size of publication: The overall trim size is 8" wide by 10 1/2" high.

Ad Size	Non-Bleed Specifications	Bleed Specifications
Full page	7" x 9 1/2"	8 1/4" x 10 3/4"
Full-page spread	15" x 9 1/2"	16 1/4" x 10 3/4"
1/2-page horizontal	7" x 4 1/2"	8 1/4" x 5 1/8"
1/2-page spread	15" x 4 1/2"	16 1/4" x 5 1/8"

NOTE: Crop marks MUST be added to bleed ads  
Keep type and logos 1/2" from both gutter and trim

## Supplement Advertorial

SPECIAL ADVERTORIAL

**Philadelphia**  
Convention & Visitors Bureau

**Top 3 Reasons to Meet in Philadelphia**

- 1 Diverse, inclusive and welcoming for all.
- 2 Bring history to life—meet where the Founding Fathers met.
- 3 Our Convention Center sits in the center of the action.

**Purposeful Meetings, in a City that Sizzles**

Philadelphia has never been a better destination, as it relates to hosting memorable meetings, conventions and events.

We've hosted everyone—from the Founding Fathers to Pope Francis.

Time spent in Philadelphia is purposeful. The city's accessibility has made it easy to arrive (by car, plane or train) and to navigate by foot where you're here. Historic World Heritage sites like Independence Hall and the Liberty Bell will inspire and bring your attendees together.

The Pennsylvania Convention Center has 1 million square feet of valuable space, 62 meeting rooms and the largest ballroom in the Northeast. The city knows what it's like to play host to 5,000, 10,000, 25,000 or even 1 million people, so your meeting? We can handle it. Food, energy and connectivity—that's just part of Philadelphia's pulse.

**DESTINATION DETAILS**

Hotel Rooms: **11,460** within a 15-minute walk of the Pennsylvania Convention Center

Total Square Footage of PCC Meeting Rooms: **2,065,542**

Offsite Venue Options: **100** plus

Travel Time: Approximately **20** minutes by car or train from the Philadelphia International Airport (PHL) to Center City Philadelphia.

**CONTACT**

Tim Haggerty, Vice President of Sales  
(215) 464-4461 • [timhaggerty@pcc.com](mailto:timhaggerty@pcc.com)  
[discoverPHL.com](http://discoverPHL.com)

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

## Mechanical Specifications

**Output/Submission requirements for digital ad files (Full page 4-color ad size):**

**Preferred software:** Adobe InDesign

**Color preference:** CMYK with no spot colors

**All font and image guidelines:**

- Images should be 300 dpi or higher resolution in JPG, TIF or EPS formats
- Both printer and screen fonts should be collected and included, in Type 1-3, truetype or opentype formats

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



# The Meeting Professional® Digital Edition



## The Meeting Professional Digital Edition Specs

### Cover Sponsorship

Location: Adjacent to publication cover  
Size: Full page built to magazine specs  
Format: High resolution PDF  
Features: Can link to internal or external pages

### Leaderboard Ad

Location: Above the digital issue, within the interface  
Size: 728w x 90h (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Supports JavaScript ad tag (must work in iFrame), link to URL

### Navigation Bar Ad

Location: Above the digital issue, in the toolbar  
File size: 230w x 28h (pixels)  
Format: EPS preferred (PNG, JPEG, GIF, TIFF accepted) Other: If ad is transparent, use background color to match the navigation bar

### Belly Band

Location: Overlays ad page  
Size for Two Pages: 800w x 175h suggested max (pixels)  
Size for Single Page: 500w x 175h suggested max (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Can select page position, link to URL

MPI members can choose to receive the print edition, digital edition or both. The digital edition uses scalable, non-Flash technology that can be viewed on any desktop, laptop, or mobile device. All advertisers are included in the digital edition at no extra charge. And advertising partners can choose to add many exciting elements to their regular print ad including multi-media, cover sponsorships, digital belly bands, leaderboards, navigation bar ads and more.

## Digital Edition Rates

Full Digital Edition	Gross	Net
Cover Sponsorship	\$10,730/month	\$9,120/month
Leaderboard	\$7,155/month	\$6,080/month
Navigation Bar	\$5,010/month	\$4,055/month

### On The Ad

Belly Band	\$5,010/month	\$4,055/month
Rich Media Video	\$3,585/month	\$3,040/month
Rich Media Slideshow	\$3,585/month	\$3,040/month
Rich Media Audio	\$2,150/month	\$1,825/month

## AUDIO/VIDEO

### GTxcel Hosted Video

Hosting option is recommended for reliability and visibility across platforms.

**Location:** Overlays ad page

**Size and Length:** 100 MB max/Up to 4 minutes for optimal performance (recommended)

**Format:** h264

GTxcel can convert to h264: .MP4, .MOV, .FLV, .WMV, .AVI

**Design:** Video should include at least one extra second of play

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio

**Features:** Click to open from hotspot or autoplay

**Other:** Not available for viewing offline or from mobile web reader

### Slideshow

Slideshow module lets readers play or swipe through images and their accompanying captions.

**Location:** Overlays ad page

**Portrait file size:** 576w x 768h minimum (pixels)

**Landscape file size:** 768w x 576h minimum (pixels)

**Format:** JPG, GIF, PNG, TIF, BMP

**Design:** Minimum 2 images, suggested maximum of 50 images

Images should be RGB (not CMYK)

Caption text (if separate from image) appears in translucent field at bottom of module

**Features:** Autoplay or click/tap to play

**Platforms:** Digital edition, Mobile app

**Other:** Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image name (suggested maximum of 450 characters per caption including spaces).

# 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.

## 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	\$22,900	\$19,540	3 days
Inside front cover	\$19,530	\$16,600	3 days
Inside back cover	\$12,475	\$10,600	3 days
Full page facing Schedule-at-a-Glance	\$10,680	\$9,075	3 days
Full page facing conference photo page (Mon. & Tues. only, ROP on Sun.)	\$8,710	\$7,405	3 days
Full page	\$14,120	\$12,000	3 days
1/2-page horizontal	\$9,780	\$8,310	3 days
1/4 page	\$4,980	\$4,225	3 days
Belly Bands	\$10,685	\$9,080	Per day
Insert (8 pgs.)	\$16,825	\$14,300	Per day
Insert (4 pgs.)	\$13,520	\$11,495	Per day

See page 15 for ad dimension

## MPIpulse, Conference Edition

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

Top banner	\$10,075	\$8,560	3 days
Sidekick Ads #2 or #3	\$7,220	\$6,130	3 days

See page 18 for ad dimensions.

## Print publication dates for WEC:

**Ad reservation due:** May 1, 2020

**Ad materials due:** May 8, 2020

**Publication date:** June 7-9, 2020

**MPIpulse dates for EMEC:** Feb. 9-11, 2020

**MPIpulse dates for IMEX in Frankfurt:** May 11-14, 2020

**MPIpulse dates for WEC:** June 6-9, 2020

**MPIpulse dates for IMEX America:** Sept. 14-17, 2020



# 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)

## Recent award for MPI's Onsite daily:

**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

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

Quantity to ship: 2,000

## 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.

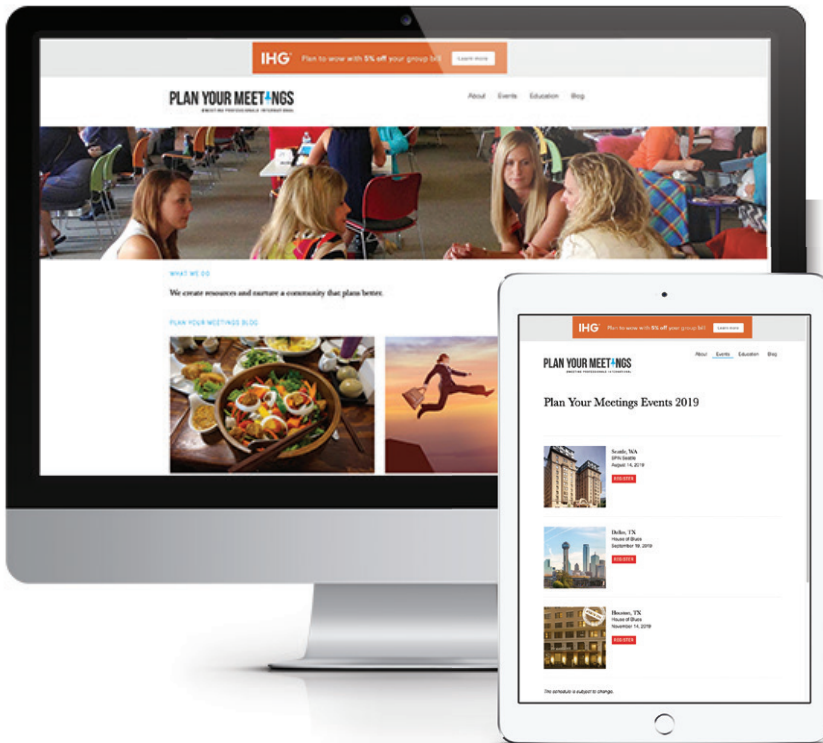
**Materials deadline for WEC 2019:** May 17, 2019



# Plan Your Meetings: Website

[planyourmeetings.com](http://planyourmeetings.com)

The Plan Your Meetings website is designed to educate, empower and inspire planners, connecting them to the resources and ideas they need to plan better meetings and events. It's an excellent source of education, tips and advice on meeting planning, and it's an excellent platform to spotlight your brand through advertising.



# PLAN YOUR MEETINGS

@MEETING PROFESSIONALS INTERNATIONAL

## Web Banner Specs

### Leaderboard/Top Banner

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Bottom Banner

Dimensions: 728w x 90h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Side Banner B

Dimensions: within 180w x 150h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Side Banner A

Dimensions: within 180w x 150h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

### Sponsored Content/Native Content

Teaser image dimensions:

255w x 122h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

Full Native Content image:

Word count: 300

Advertorial format: Word

Full image dimensions: 700 pixels wide,

300-350 pixels tall

### Sponsored Content/Video

Teaser image dimensions:

255w x 122h (pixels)

File size: 50K max

Format: 72 dpi/GIF, JPG, third-party tags

Video: Size & Length 100 MB maximum

Up to 4 minutes for optimal performance, less than 60 seconds recommended

File Formats: MPEG4, .MOV, .FLV, .WMV, or .AVI

## Plan Your Meetings Website Rates

Banners	Gross	Net
Leaderboard/Top Banner	\$1,440/month	\$1,255/month
Bottom Banner Ad	\$1,440/month	\$1,255/month
Side Banner A	\$1,100/month	\$965/month
Side Banner B	\$1,100/month	\$965/month
Sponsored Content/Video	\$1,373/month	\$1,195/month

# Plan Your Meetings: *Professional Development Guide*



## Plan Your Meetings Professional Development Guide

### Cover Sponsorship

Location: Adjacent to publication cover  
Size: Full page built to magazine specs  
Format: High resolution PDF  
Features: Can link to internal or external pages

### Leaderboard Ad

Location: Above the digital issue, within the interface  
Size: 728w x 90h (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Supports JavaScript ad tag (must work in iFrame), link to URL

### Navigation Bar Ad

Location: Above the digital issue, in the toolbar  
File size: 230w x 28h (pixels)  
Format: EPS preferred (PNG, JPEG, GIF, TIFF accepted) Other: If ad is transparent, use background color to match the navigation bar

### Belly Band

Location: Overlays ad page  
Size for Two Pages: 800w x 175h suggested max (pixels)  
Size for Single Page: 500w x 175h suggested max (pixels)  
Format: JPEG, GIF, animated GIF  
Features: Can select page position, link to URL

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

## Digital Edition Rates

Full Digital Edition	Gross	Net
Cover Sponsorship + Full Page Ad with Full Page Advertorial and Video (Optional)	\$12,045	\$10,475
Leaderboard + Full Page Ad with Full Page Advertorial and Video (Optional)	\$8,430	\$7,330
Full Page Ad with Full Page Advertorial and Video (Optional)	\$6,340	\$5,510
Full Page Ad	\$4,310	\$3,750

## On The Ad

Belly Band	\$5,010	\$4,255
Rich Media Video	\$3,585	\$3,040
Rich Media Slideshow	\$3,585	\$3,040
Rich Media Audio	\$2,150	\$1,825

## Plan Your Meetings Professional Development Guide Advertorial Specifications

- **Format 1:** Total two pages of Advertorial Copy (text only) for three pages of advertorial:
  - a. With two high-res images, can be no more than 900 words
  - b. With four high-res images, can be no more than 700 words
- **Format 2:** Total one page of Advertorial Copy (text only) for two pages of advertorial:
  - a. With one high-res image, can be no more than 400 words

## AUDIO/VIDEO

### GTxcel Hosted Video

Hosting option is recommended for reliability and visibility across platforms.

**Location:** Overlays ad page

Size and Length: 100 MB max/Up to 4 minutes for optimal performance (recommended)

**Format:** h264

Gtxcel can convert to h264: .MP4, .MOV, .FLV, .WMV, .AVI

**Design:** Video should include at least one extra second of play

**PDF/Page Setup:** If video is embedded or accessed via hotspot, add placeholder or icon to PDF Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio

**Features:** Click to open from hotspot or autoplay

**Other:** Not available for viewing offline or from mobile web reader

### Slideshow

Slideshow module lets readers play or swipe through images and their accompanying captions.

**Location:** Overlays ad page

**Portrait file size:** 576w x 768h minimum (pixels)

**Landscape file size:** 768w x 576h minimum (pixels)

**Format:** JPG, GIF, PNG, TIF, BMP

**Design:** Minimum 2 images, suggested maximum of 50 images

Images should be RGB (not CMYK)

Caption text (if separate from image) appears in translucent field at bottom of module

**Features:** Autoplay or click/tap to play

**Platforms:** Digital edition, Mobile app

**Other:** Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image name (suggested maximum of 450 characters per caption including spaces).

# 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.



### **EUROPEAN MEETINGS & EVENTS CONFERENCE**

9-11 February, 2020  
Sevilla, Andalucia, Spain



## 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) Sevilla, Spain, February 9-11, 2020**

The 2020 European Meetings and Events Conference (EMEC20) is scheduled for February 9-11, 2020 in Sevilla, Spain. EMEC20 is the conference for meeting and event professionals in Europe to learn, network, forge business partnerships, and test new ideas to advance the industry.

### **MPI World Education Congress (WEC) Grapevine, Texas, June 6-9, 2020**

MPI's bringing WEC to Grapevine, Texas. Grapevine is the ideal setting for creativity, collaboration and community—the cornerstones that make WEC the can't-miss event year after year. The 2020 event will continue its tremendously successful new format, delivering premier education, business and networking opportunities that will revitalize attendees and the events they plan. From pep rallies to concurrent sessions, from networking functions to the food, it will be THE place to recharge, learn, and be inspired.

### **IMEX America Las Vegas, September 14-17, 2020**

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 participation (WEC only)
- Food and beverage experiences
- Education and keynotes
- Guest amenities
- VIP access at MPI Foundation's Rendezvous

## MPI Exchange

Suppliers and planners need each other. The MPI Exchange is a collection of live event programs featuring one-on-one preferred buyer appointments, supplier-focused education and a full interactive environment where event professionals from all levels and functions come together to solve problems, understand each other's needs and get business done.

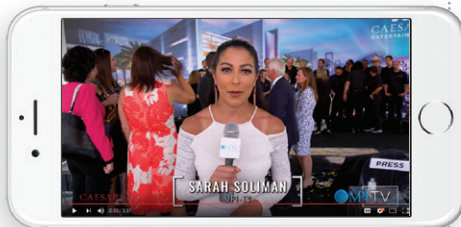


# Sponsorships

## Plan Your Meetings Live

Plan Your Meetings live are half day events offering our Partners face-to-face connections with end user corporate meeting planners from emerging businesses and verticals around the country.

For details visit -  
[planyourmeetings.com/events](http://planyourmeetings.com/events)



## Plan Your Meetings Live

While ensuring only qualified meeting and event planners are invited, Plan Your Meetings live is designed to be intimate and nurture relationships between our planners and partners. Featured in multiple cities each year, all events include our signature innovative education experiences.

## Plan Your Meetings Lead Generation

We gather data on our planners' booking tendencies through a variety of channels and contact information for the ones who participate will be provided upon completion of campaign.

## Thought Leadership

Planners seeking to further their careers look to White Papers, on-going research projects, MPI or Plan Your Meetings webinars, MPI or Plan Your Meetings virtual events, Plan Your Meetings Planner Toolbox and more to sharpen their skills and create memorable experiences. That's where partnering with MPI makes sense.

## Research

Conducted in person at multiple events using surveys and collaborative meetings, MPI works with you to define a trajectory in line with your goals and mission statement while gathering psychological, emotional and behavioral data at a minimum of two (2) of your customer events.

## 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 by 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](http://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 also allow users to experience daily panel interviews with keynote speakers via Facebook Live.

## Partner Events

MPI partners with many key organizations throughout the year offering notable education and networking opportunities. Take advantage of our established relationships and sponsor an event in a different industry sector. Speak with your Director of Business Development to create a custom strategy for maximum audience engagement.

## MPI'S PARTNER EVENTS:





# MPI Foundation Fundraising Events

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



## Thought Leaders Summit – October/November 2020

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 summit's focused on Event Design Canvas, Diversity & Inclusion, and Convention/Congress Risk Management. These are exclusive programs and sell out.



## Global Silent Auctions - May, June, August, September

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!

- **May:** IMEX Frankfurt
- **June:** World Education Congress, Grapevine TX
- **August:** Canadian Meetings & Events Expo, Toronto
- **September:** IMEX America, Las Vegas



## Rendezvous

Rendezvous event parties are MPI Foundation's premier networking events for meeting and event professionals. The MPI Foundation partners with organizations throughout the year to hold Rendezvous events and proceeds benefit the MPI Foundation. Event attendance varies from 150 – 2200 depending upon the location and event.

- **January:** GO WEST, Edmonton, Alberta
- **February:** EMEC – Seville, Spain
- **April:** THE EVENT – Toronto, Canada
- **May:** IMEX Frankfurt + CIM Magazine
- **May:** IBTM Americas, Mexico City
- **June:** World Education Congress, Grapevine, TX
- **August:** Canadian Meetings & Event Expo, Toronto
- **September:** IMEX America, Las Vegas



# MPI Foundation Fundraising Events



## Rendezvous WEC- 2020

### Grapevine, Texas

WEC's can't miss fundraising and networking event goes down in Grapevine, Texas and includes live entertainment, an open bar, and indoor and outdoor activation areas.

- Select VIP Area - \$8,500 USD
- Premium VIP Area - \$12,500 USD
- Platinum VIP Area - \$50,000 USD

## Rendezvous IMEX America - 2020

### Drai's Club at The Cromwell, Las Vegas, Nevada, USA

Take your VIPs to the top by providing your clients with an exciting VIP experience on the top of The Cromwell on The Strip at Drai's. A dynamic space for conversation, networking and dancing includes a large pool club area outside and inside nightclub area.

- Elevated VIP Booth - \$2,500
- Platinum VIP Banquette - \$10,000
- Premium VIP Bungalow - \$10,000
- Select VIP Balcony Area - \$7,500

## Branded Scholarships and Grants

The MPI Foundation provides MPI members professional development and career opportunities through scholarships and grants on an ongoing basis. When you give to the MPI Foundation, you are actively growing the knowledge base of the MPI community. It's an investment in the strength of the MPI community, and in securing the future success of the industry.

### Contribution Levels

- Legend: \$50K+ Annual
- Education: \$25K+ Annual
- Corporate: \$12.5K+ Annual

### MPI Foundation Scholarship Contribution

As a sponsor, you may provide branded scholarships to recipients of your choice. Scholarships are available for MPI membership, professional development through MPI Academy, and conference attendance to one of our Signature Events.

### MPI Foundation Grants

#### \$25,000+ Annual Contribution

As a sponsor of an MPI Foundation grant, you will have the opportunity to showcase your brand in front of MPI chapter leaders and members while helping attendees to further their professional development.

### Pre-Developed Best of MPI Academy Program

#### Starting at \$25,000 for delivery of four (4) grants

You may choose from approximately five topics per year featuring MPI's most in-demand content. Each program is approximately 45 - 60 minutes in length.





Meeting professionals' livelihood depends on providing the highest levels of engagement at all of their events, therefore, seeking innovation and utilizing best practices is 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, 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 word-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 for not only 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).

### **Virtual Summits**

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 Paper**

Partner with MPI to create a 4-5 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.



# MPI Academy

## Safety Microsite

In the last two years, MPI has proven to be an industry thought leader in meeting safety and security. Our initiatives included partnering with NCS4 at the University of Southern Mississippi and industry experts, creating research, collecting best practices and delivering certificate courses. This sponsorship will bring the 2018 *Essential Guide to Safety and Security* to life in a searchable microsite of more than 50 blogs and videos that help meeting professionals find the safety information they need in seconds and at their fingertips.

## 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 provide brand recognition after the course is created and delivered. All courses will be EIC eligible for CMP clock hours, with certificate of completion. Title sponsor recognition will also be provided for the length of the contract term.

## Research Initiative

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

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



### Basics Boot Camp: Meeting Fundamentals

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



### Meeting & Event Strategist Certificate Program

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



### Certificate in Meeting Management (CMM)

Focused on strategy and executive leadership for the business of meetings, the CMM Program is an intensive, three-phased executive education program that packs the highlights of a world-class graduate degree program.



## **Crisis Communications: Anticipate and Communicate**

With the prevalence of social media as the first place people go for real-time information, it's now more important than ever to be prepared to communicate in the event of a crisis. In the wake of crises like the Route 91 Harvest Festival shooting and Hurricane Maria, how we communicate to our attendees is something we can no longer overlook.

## **Emergency Preparedness for Meetings and Events**

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

## **Healthcare Meeting Compliance Certificate**

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

## **Venue Sales Certificate Program**

Discover how to create high impact, powerful sales tools that sell your venue and generate great results.

## **Women in Leadership**

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

## **Inclusive Event Design**

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



### **Advertising File Submission Requirements**

1. Please submit digital ads in high-resolution PDF format along with corresponding URL to [publications@mpiweb.org](mailto:publications@mpiweb.org).
2. All materials should be 300 dpi or higher resolution, in CMYK color (no RGB).
3. To ensure your materials are in spec with our requirements we will review your materials and alert you in a timely fashion of any issues preventing execution of your ad.
4. We ask that you submit materials to MPI 10-15 days in advance of your ads' start date so that we may review before launching on the first of the month (\*ideally) and give you a chance to make minor corrections if needed.
5. For assistance or to answer any questions you may have about sponsorship and advertising, please contact your Director of Business Development, listing located below.
6. Send any pertinent materials to:  
**Advertising Department**  
**Meeting Professionals International**  
**2711 LBJ Freeway, Suite 600**  
**Dallas, TX 75234**
7. All files & inquiries can be directed to **publications@mpi.org** or to your Director of Business Development, listing located on final page.





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 18,000 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](http://mpi.org)

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