

This is your access to

THE MOST BUYING POWER

in the meeting and event industry



MPI

2021

Advertising & Sponsorship Guide



\$15 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

3.5k

PLANNERS EXCLUSIVE TO MPI

**\$15
BILLION**

IN BUYING DECISIONS
CONTROLLED BY
MPI PLANNERS

78%

OF MPI MEMBERS BUY FROM
SUPPLIERS THAT ADVERTISE WITH MPI

MPI understands that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That's why 80,000 meeting and event professionals, including over 15,000 engaged MPI members, look to MPI for professional development, innovative solutions and business partnerships to help them succeed.

That's where **you** come in.

MPI's various sponsorship opportunities and advertising platforms are the perfect ways to connect your brand to the planners who need it the most.

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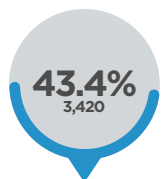
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MPI

Membership Overview

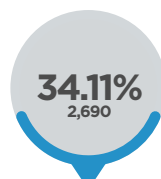
MPI PLANNER MEMBER PROFILE:



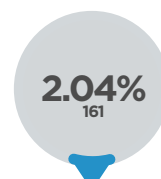
CORPORATE PLANNERS



ASSOCIATION PLANNERS



THIRD-PARTY PLANNERS



GOVERNMENT PLANNERS

SIZES OF MEETINGS BOOKED BY MPI PLANNERS:

- ▶ 500-999 Attendees
2,700 MPI PLANNERS
- ▶ 1,000-2,500 Attendees
2,800 MPI PLANNERS
- ▶ 2,500+ Attendees
700 MPI PLANNERS

MPI VS PCMA:

MPI'S
PLANNER
MEMBERS
7,200

PCMA'S
PLANNER
MEMBERS
1,616

GLOBAL MEMBERSHIP:

15k

ENGAGED MEMBERS
REPRESENTING 71 COUNTRIES

50%

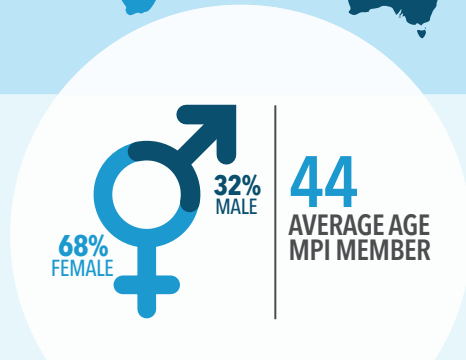
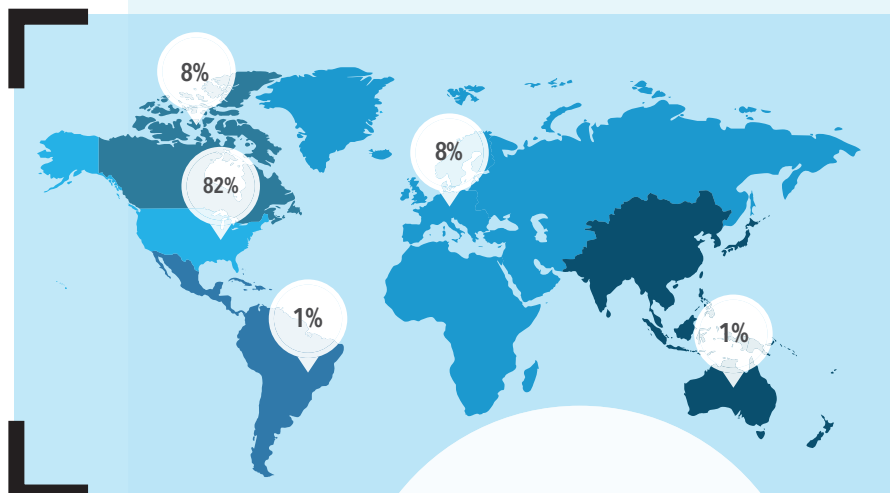
PLANNER

40%

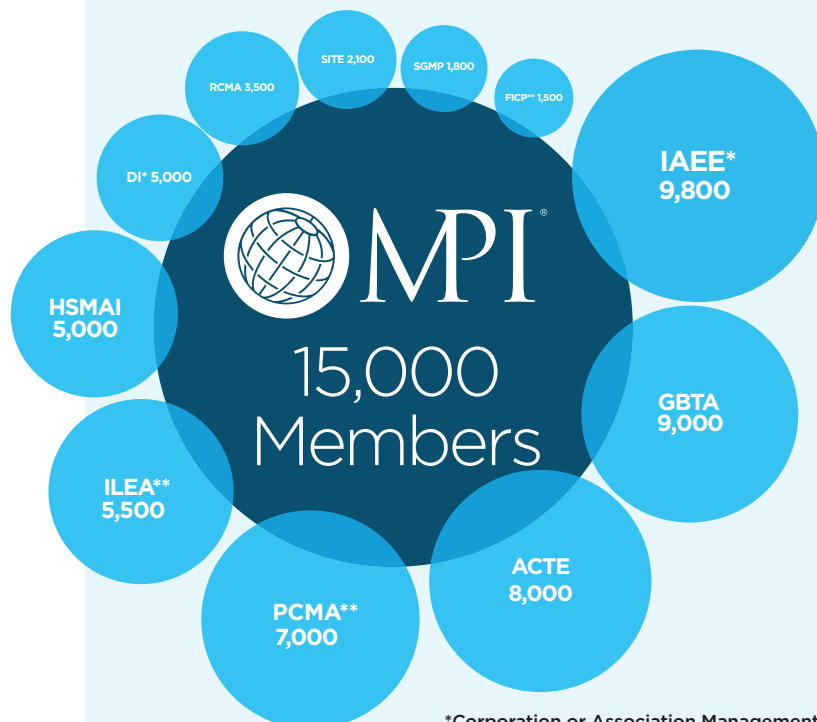
SUPPLIER

10%

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			
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 an MPI Exchange networking 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®

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.
- Reaches members of the International Association of Events and Exhibitions (IAEE), Society for Incentive Travel (SITE) and others.
- Is delivered in digital format.



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® 2021 Editorial Calendar

Content Subject to Change

	January (Special Edition)	February	March	April	May
Editorial Features	Caesars Caesars	Meetings Outlook Contracts/ Negotiations	Event Design Safety/Security	WEC Technology	Meetings Outlook Networking
Annual Project	Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery
Special Reports		Careers		Technology	
MPI Communities		Medical & Healthcare Professionals	MPI Women	Association Professionals	Administrative Professionals
Partner Reports		New Day in...	IAEE	SITE	
Showcase		Destination Alliances	Texas Northern California	Asia/Pacific Missouri New York/New Jersey	Central Florida Meetings in Latin America
Special Section		New Day In...	Hotels and Resorts	Casino Meetings/ Resorts	Carolinas Southeast
Supplements		Medical Meetings Influential Medical Meeting Professionals (Careers Special Report)	Florida IACC Drive Market Meetings	Mountain Meetings Northeast (Technology Special Report)	WEC Medical Meetings
Ad Close Date	11/20/20	12/28/20	1/22/21	2/19/21	3/26/21
Ad Materials Due	12/4/20	1/5/21	1/29/21	2/26/21	4/2/21
Directories					Professional Development Guide
Ad Close Date					4/30/2021
Ad Materials Due					5/7/2021

The Meeting Professional®

2021 Editorial Calendar

June	July	August	September	October	November	December
Convention Centers	RISE	Meetings Outlook	CVBs	Technology	Meetings Outlook	New MPI Chair profile
State of the Industry	Leadership	Wellness	Event Marketing / Communications	International Meetings (IMEX-A)	Hybrid Engagement Strategies	
Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery	Industry Recovery
			IMEX America			Look Ahead to 2022/Year in Review
Marketers & Experience Designers	Independent & Small Business Owners	Meeting & Event Executives	Financial & Insurance Professionals			
IAEE	IBTM Americas		IAEE	SITE	IBTM World	IAEE SITE
Virginia	Illinois	Texas	Las Vegas	Gulf States	Colorado	Wisconsin
Georgia	Golf Meetings	Asia/Pacific	Canada	Capital States	Caribbean	Oklahoma
Arizona	New England	Latin America	California			
		Meetings at Sea	MPI Chapters/ Destinations			
Hotels and Resorts Who's Who	Ohio	Southwest Meetings	Hawaii Atlantic City	Michigan	Midwest Key Trends in Professional Development by MPI Academy	Illinois Carolinas Florida Meetings
CVBs	Southeast	America's Best Destinations	Convention Centers	Midwest Meetings	Texas	SITE
President's Dinner Program		Young Professionals Making An Impact		Women in Leadership (IMEX America Special Report)	Sports/ Entertainment Venues	(Look Ahead to 2022/Year in Review Special Report)
4/23/21	5/28/21	6/25/21	7/23/21	8/27/21	9/24/21	10/22/21
4/30/21	6/4/21	7/2/21	7/30/21	9/3/21	10/1/21	10/29/21
				Professional Development Guide		
				10/1/21		
				10/8/21		

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	\$13,100	\$11,130	\$11,270	\$9,580	\$10,670	\$9,070	\$9,375	\$8,500	\$8,850	\$8,430
1/2 page	\$9,195	\$7,775	\$7,860	\$6,640	\$7,380	\$6,470	\$6,580	\$6,625	\$5,900	\$5,620

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	\$17,670	\$15,015	\$15,190	\$12,905	\$15,190	\$12,905	\$12,660	\$12,050	\$11,270	\$10,725
1/2 page	\$13,910	\$12,070	\$12,180	\$10,355	\$11,570	\$9,415	\$10,140	\$9,700	\$9,120	\$8,680

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.

Premium Positions:

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

	Gross	Net
Inside Front Cover Spread	\$24,900	\$21,160

Digital Position Rates

Full Digital Edition	Gross	Net
Cover Sponsorship	\$11,270/month	\$9,575/month
Leaderboard	\$7,510/month	\$6,385/month
Navigation Bar	\$5,250/month	\$4,260/month

On the Ad	Gross	Net
Belly Band	\$5,260/month	\$4,260/month
Rich Media Video	\$3,765/month	\$3,190/month
Rich Media Slideshow	\$3,765/month	\$3,190/month
Rich Media Audio	\$2,260/month	\$1,915/month

Digital Add-Ons	Gross	Net
Cover Survey - Digital on the Ad	\$3,620/month	\$3,150/month
Pop up Survey (on the ad) Digital Add on	\$1,205/month	\$1,050/month
Pop up Video (on the ad) Digital Add on	\$605/month	\$525/month
Belly Band on Digital Cover	\$2,415/month	\$2,100/month
Blow-in Belly Band - Digital Add on	\$300/month	\$260/month
Geo Fencing IMEX America	\$2,892	\$2,755

Advertising Specifications

Ad Size

Full page	8 3/8" x 11 1/8"
Full-page spread	16 1/2" x 11 1/8"
1/2-page island	N/A
1/2-page horizontal	8 3/8" x 5 5/8"
1/2-page spread	16 1/2" x 5 5/8"
1/4-page horizontal	N/A
1/4-page island	N/A
1/6-page vertical	N/A

Digital Add-On Specs

Overview	Description	Dimensions
Top Leaderboard	Throughout all pages Ads can be static images or Google Ad Manager Available in Reading View or Page View	728x90
Table of Contents Ad	TOC Rectangle can be static image or Google Ad Manager TOC Interstitial can be static image only Appears at bottom of TOC (all pages) plys C2 position	300x250
Custom Interstitial Ad	Full page HTML 5 Allows for responsive, interactive or animated ads Available in Reading View	Full page
Navigation Bar	Throughout all pages Available in Reading View	230x28
Blow-in Ad (Belly Band or Cover Belly Band)	Supports images (GIF, PNG, JPEG) video or iframed content (e.g. polls) Allows for responsive, interactive or animated ads Available in Reading View	500x175
Two-page Cover	Opposite front cover and C4 position Full page Available in Page View	1 full page Live area 7x9.5" Bleed 8.25x10.75"
Cover Survey Sponsor	iFrame cover survey (1 question) Includes mention in notification emails and pop-up survey Cover	TBD
Pop-up Survey	iFrame survey on ad	TBD
Pop-up Video	Video on ad or advertorial page	300x250

The Meeting Professional Digital Add-On 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

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).

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



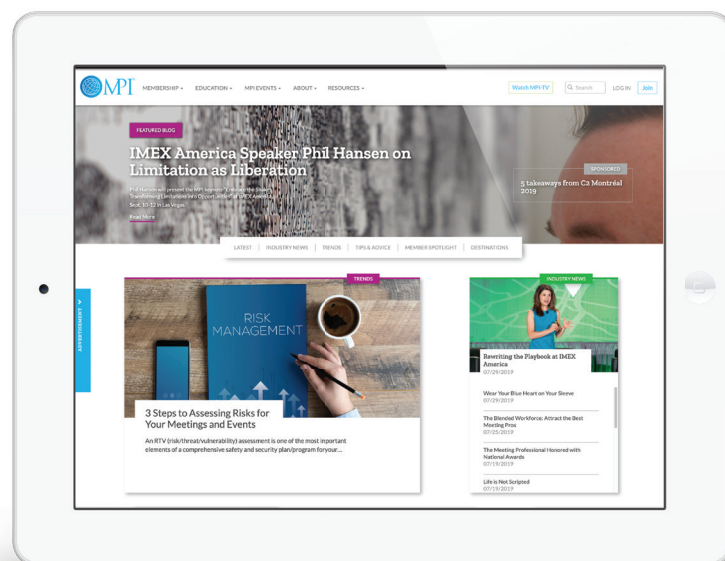
Make High Impact Connections

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

Website Rates

Home Page	Gross	Net
Home page Leaderboard	\$6,800/month	\$5,775/month
Home page SideKick	\$5,850/month	\$4,970/month
Sponsored Content/Video	\$8,230/month	\$6,995/month
MPIweb: Run-of-Site	Gross	Net
Run-of-Site Leaderboard	\$5,850/month	\$4,970/month
Run-of-Site SideKick	\$5,365/month	\$4,670/month
Run-of-Site Sponsored Content/ Video	\$8,735/month	\$6,935/month
MPIweb: Mobile	Gross	Net
Adhesion Banner*	\$8,230 /month	\$6,995/month
SideKick*	\$5,010/month	\$4,260/month
MPI Blog	Gross	Net
Takeover Page w/ Hero Headline	\$9,730/month	\$8,270/month
Run-of-Site Inline Banner		
Med Rectangle or Sm Skyscraper	\$4,450/month	\$3,860/month
Run-of-Site Inline Banner Billboard	\$3,245/month	\$2,755/month
Sticky Pull-Out Banner (blog landing page)	\$4,540/month	\$3,860/month
Pre-Roll (auto-plays when user comes to page)	\$3,245/month	\$2,755/month
Sponsored Content/Video	\$4,540/month	\$3,860/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)

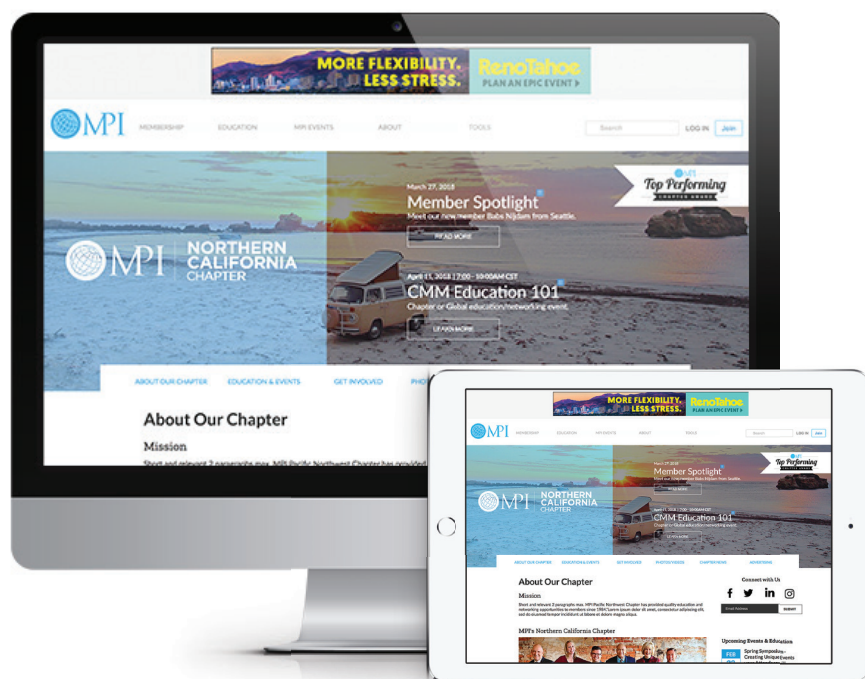
Dimensions: 300w x 250h, 240w x 400h,
970w x 250h

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 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 US Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$6,800	\$5,775	\$2,275	\$1,930	\$1,620	\$1,375
Sidekick (8)	\$5,850	\$4,970	\$1,955	\$1,660	\$1,400	\$1,665
Sponsored Content (Native or Video)(1)*	\$8,230	\$6,995	\$2,750	\$2,530	\$1,965	\$1,665
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$5,850	\$4,970	\$1,950	\$1,660	\$1,400	\$1,180
Sidekick (4)	\$5,365	\$4,670	\$1,950	\$1,660	\$1,400	\$1,180
Sponsored Content (Native or Video)(4)	\$8,735	\$6,935	\$1,670	\$1,420	\$515	\$435
Inline Banner (4)			\$720	\$615	\$515	\$435
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$8,230	\$6,995	\$2,750	\$2,330	\$1,965	\$1,665
Sidekick (1)*	\$5,010	\$4,260	\$1,670	\$1,420	\$1,200	\$1,015

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

Chapter Web Regions

Chapter Member Count

CANADA

ATLANTIC CANADA	80
BRITISH COLUMBIA	151
GREATER CALGARY	59
GREATER EDMONTON	77
MONTREAL & QUEBEC	79
OTTAWA	209
TORONTO	502

CENTRAL US

CHICAGO AREA	592
DALLAS/FT. WORTH	509
GULF STATES	171
HEARTLAND	94
HOUSTON AREA	200
INDIANA	231
KANSAS CITY	127
KENTUCKY BLUEGRASS	104
MICHIGAN	197
MINNESOTA	312
OHIO	301
OKLAHOMA	57
ST. LOUIS AREA	221
TENNESSEE	281
TEXAS HILL COUNTRY	259
WISCONSIN	257

EASTERN US

CAROLINAS	396
CONNECTICUT RIVER VALLEY	69
GEORGIA	441
GREATER NEW YORK	459
GREATER ORLANDO	287
MIDDLE PENNSYLVANIA	167
NEW ENGLAND	342
NEW JERSEY	199
NORTH FLORIDA	156
UPSTATE NY	134
PHILADELPHIA AREA	329
PITTSBURGH	103

POTOMAC	681
SOUTH FLORIDA	208
TAMPA BAY AREA	186
VIRGINIA	149
WESTFIELD	103

EUROPE/INTL

BELGIUM	54
BRAZIL	8
CARIBE MEXICANO	52
COLOMBIA	54
DENMARK	125
FINLAND	74
FRANCE - SWITZERLAND	186
GERMANY	28
IBERIAN	117
ITALY	158
JAPAN	86
MEXICO	163
NETHERLANDS	108
POLAND	45
SCANDINAVIA	139
SWEDEN	100
TURKEY	22
UNITED KINGDOM & IRELAND	93

WESTERN US

ALOHA	51
ARIZONA SUNBELT	249
NEW MEXICO	55
NORTHERN CALIFORNIA	614
ORANGE COUNTY	174
OREGON	138
ROCKY MOUNTAIN	368
SACRAMENTO - SIERRA NEVADA	161
SAN DIEGO	277
SOUTHERN CALIFORNIA	476
WASHINGTON STATE	197

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

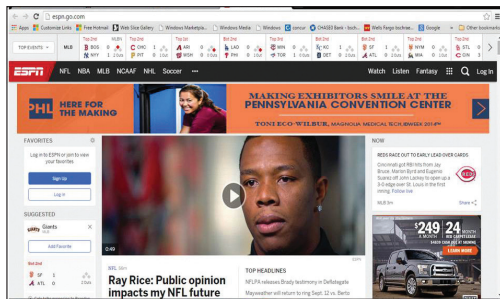
Geo-targeting and demo targeting

MPI and/or Administrative Planners List options:

- Gender
- Age
- Geography (Country, region, state or ZIP code)
- Facebook Social
- Mobile/Desktop
- Size of meetings planned
- Type of meetings planned

Rates: \$31.50 per net thousand

Minimum: 30 day campaign, 100,000 impressions \$3,620 gross / \$3,150 net



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 Administrative Planners List options:

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

Rates:

Tier One: \$9,070+ NET

Tier Two: \$18,480+ NET

Tier Three: \$29,765+ 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 - \$2.10/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.

Social Media Marketing Opportunities

Facebook Retargeting: \$7,875+ Net

LinkedIn Programmatic: \$10,500+ Net

Social Media Post (to Facebook, Instagram) - 1

Post Per Month: \$2,625+ 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 **26 percent** and average clicks rates are **14 percent**.

MPI NewsBrief – *MPI NewsBrief* delivers curated meetings and travel industry news to nearly 11,000 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 13,000 members, *MPIpulse Canada* reaches 1,000 members and *MPIpulse Europe* reaches nearly 850 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.

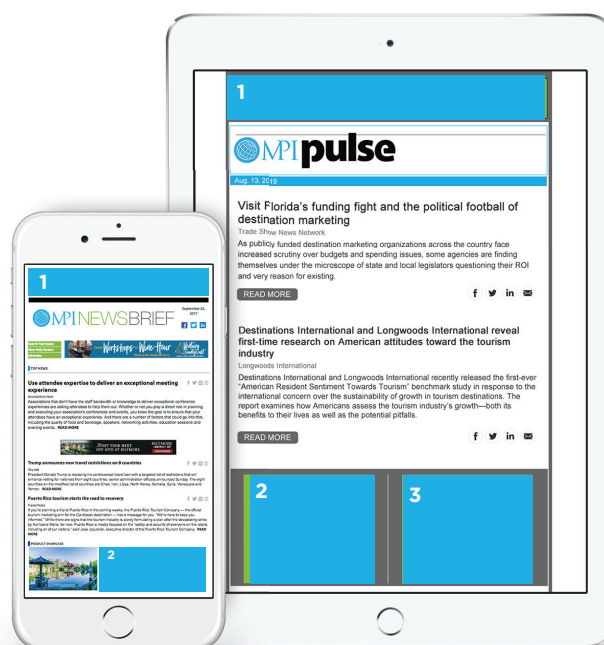
For additional information, contact your Director of Business Development

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		\$5,845/wk	\$4,970/wk
Sidekick Ads		\$4,070/wk	\$3,455/wk
Top banner (Europe)		\$1,100/wk	\$935/wk
Top banner (Canada)		\$1,100/wk	\$935/wk
Add Custom Pulse			8,925 1 Deployment (Date TBD by Advertiser)
MPI NewsBrief (Deploys Mon/Wed/Thur/Fri)		Gross	Net
Top banner		\$7,155/wk	\$6,080/wk
Sponsored Content		\$6,450/wk	\$5,480/wk
MPI NewsBrief Weekend		Gross	Net
Top banner		\$6,180/1 month	\$5,250/1 month
		\$10,870/2 months	\$9,240/2 months
		\$14,800/3 months	\$12,600/3 months
Middle banners		\$4,940/1 month	\$4,200/1 month
		\$9,390/2 months	\$7,980/2 months
		\$12,350/3 months	\$10,500/3 months

The Meeting Professional® Supplements and Advertorials

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 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
Half-page spread ad with full page of advertorial
Half-page ad with half page of advertorial

Gross	Net Rates
\$14,995	\$12,750
\$11,220	\$9,535
\$11,220	\$9,535
\$7,745	\$6,585

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
\$9,790	\$8,315
\$12,305	\$10,460
\$12,305	\$10,460

Supplement Ad Specifications

Ad Size

Full page	8 1/4" x 10 3/4"
Full-page spread	16 1/4" x 10 3/4"
1/2-page horizontal	8 1/4" x 5 1/8"
1/2-page spread	16 1/4" x 5 1/8"

Advertorials

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

- **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. **\$26,550 gross/\$22,565 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. **\$13,280 gross/\$11,280 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. **\$10,470 gross/\$8,900 net**
- **Special Section:** 2 pages; one full-page advertisement and one page advertorial/photos. In appropriate special section. **\$9,970 gross/\$8,475 net**

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.

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	24,045	\$20,520	3 days
Inside front cover	\$20,510	\$17,430	3 days
Inside back cover	\$14,000	\$11,130	3 days
Full page	\$14,825	\$12,600	3 days
1/2-page horizontal	\$10,270	\$8,725	3 days
Belly Bands	\$11,220	\$9,535	Per day

See page 15 for ad dimensions.

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	\$10,580	\$8,990	3 days
Sidekick Ads #2 or #3	\$7,580	\$6,435	3 days

See page 21 for ad dimensions.

MPI Onsite Daily print dates for WEC:

June 14-17, 2021

Ad reservations due: May 14, 2021

Ad materials due: May 21, 2021

Publication dates for MPIpulse special editions

MPIpulse dates for IMEX in Frankfurt:

May 24-27, 2021

Ad reservations due: May 21, 2021

Ad materials due: May 21, 2021

MPIpulse dates for IMEX America:

Nov. 8-11, 2021

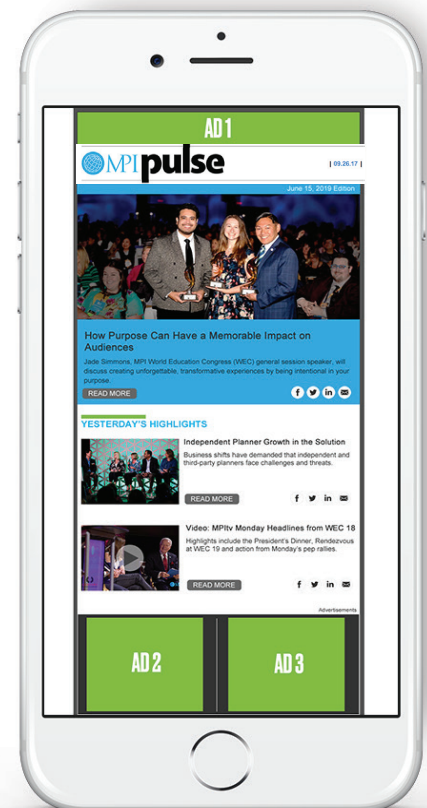
Ad reservations due: Nov. 5, 2021

Ad materials due: Nov. 5, 2021

MPIpulse dates for WEC: : June 14-17, 2021

Ad reservations due: June 11, 2021

Ad materials due: June 11, 2021



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 14-17, 2021

Ad reservations due: May 14, 2021

Ad materials due: May 21, 2021

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

Professional Development Guide

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

Digital Edition Rates

Full Digital Edition	Gross	Net
Full-Page Ad with Full-Page Advertorial and Video (Optional)	\$6,660	\$5,785
Full-Page Ad	\$4,525	\$3,940

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).

Send

Easy Steps for file submission.

Advertising File Submission Requirements

1. Please submit digital ads in high-resolution PDF format along with corresponding URL to 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 ad's 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.

Spring Professional Development Guide dates

Ad reservations due: April 30, 2021

Ad materials due: May 7, 2021

Fall Professional Development Guide dates

Ad reservations due: Oct. 1, 2021

Ad materials due: Oct. 8, 2021

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

28 February – 1 March, 2022
Brighton, UK



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) 27 February - 1 March, 2022 Brighton, UK

The 2022 European Meetings and Events Conference (EMEC) is scheduled for February in Brighton! EMEC 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) San Francisco, CA June 21-23, 2022

MPI's bringing WEC back to California! WEC San Francisco is the ideal setting for creativity, collaboration and community—the cornerstones that make WEC the can't-miss in-person event year after year. The 2022 event will continue its tremendously successful new format, delivering premier education, business and networking opportunities that will revitalize attendees and the events they plan.

WEC Digital Digital Event, June 2022

A “live digital WEC” is exactly what it sounds like. Instead of a virtual stream of pre-produced sessions, attendees have a fully live and comprehensive individual experience, with the ability to learn, network and engage like never before. On top of that, WEC Digital will include programming exclusive to the online audience.

IMEX America Las Vegas, October 2021

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:

- WEC Digital Connection Marketplace (WEC Digital only)
- MPI Exchange's Hosted Buyer participation (WEC Las Vegas 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

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

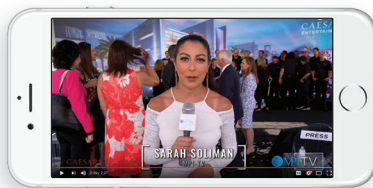
Planners seeking to further their careers look to White Papers, on-going research projects, MPI webinars, MPI or virtual events, and more to sharpen their skills and create memorable experiences. That's where partnering with MPI makes sense.

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.

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 verticals, such as Association Planners, or business resource groups, such as MPI Women. Sponsors receive recognition on MPI-produced and community-produced thought-leadership assets and activities, online and face-to-face.



MPI 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.

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 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. They represent unique opportunities to raise your profile by aiding the industry foundation that gives the most back to our community.



Thought Leaders Summit – Fall/Winter 2021

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—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!

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 to 2200 depending upon the location and event.

Rendezvous

Rendezvous WEC – June 2021

Las Vegas, Nevada

WEC's can't-miss fundraising and networking event returns to Las Vegas, Nevada, and includes live entertainment, an open bar, and indoor and outdoor activation areas.

Rendezvous IMEX America – November 2021

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. Includes a large pool club area outside and inside nightclub area.



MPI Foundation Fundraising Events



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 to 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 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.

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.

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 to 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.

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.

Sustainable Event Strategist

As the meeting and event industry looks for solutions to the climate crisis, plastic pollution and other world challenges, the potential increases for our sector to be a force for good. Humans will always gather for face-to-face connection, so the challenge for today's event professionals remains—how can we plan those gatherings in ways that preserve the planet for future generations?

More Specializations Coming Soon

We will roll out even more top-tier certificate programs in 2021, including data-driven decision-making, new leadership courses and more! Pitch your idea for a certificate program to the MPI Academy and watch as it comes to life with key learnings and reskilling for the future meeting and event professional.



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 16,000 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

Cheryl Hatcher

Vice President of
Business Development
Territories: 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

Estefani Aguirre

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

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.