



## 2023 ADVERTISING & SPONSORSHIP GUIDE

This is your access to the **most buying power** in the meeting and event industry





# \$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 58,000 meeting and event professionals, including almost 11,000 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.

85%

OF MPI MEMBERS BUY  
FROM SUPPLIERS THAT  
ADVERTISE WITH MPI

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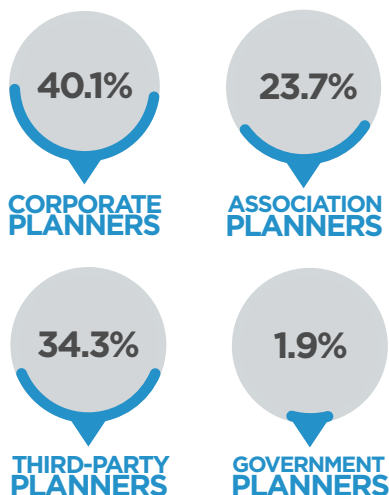
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# MPI

## Membership Overview

### MPI PLANNER MEMBER PROFILE:



### SIZES OF MEETINGS BOOKED BY MPI PLANNERS:

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

### MPI EXCLUSIVE MEMBERS:

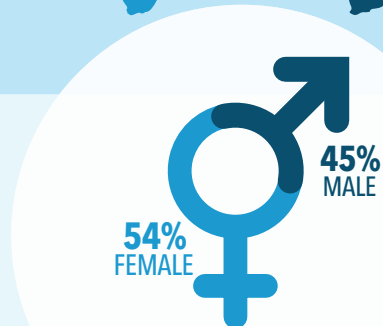
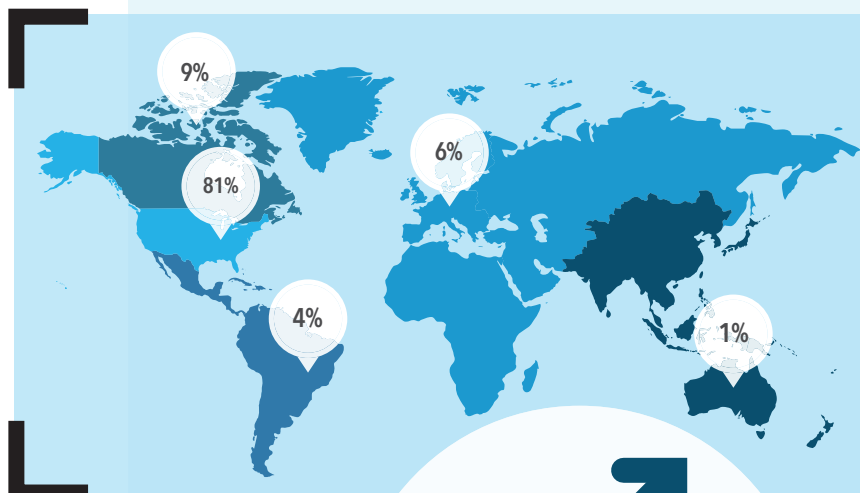
# 38.6%

### GLOBAL MEMBERSHIP:

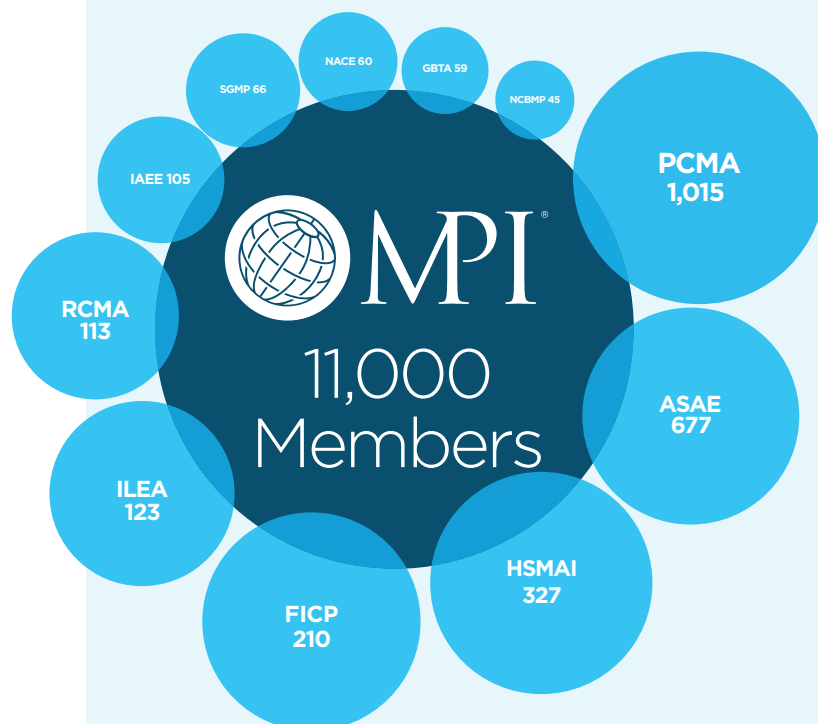
# 11k

ENGAGED MEMBERS  
REPRESENTING 71 COUNTRIES

**52%** PLANNER  
**40%** SUPPLIER  
**7%** 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
<b>Subject Expert of a Feature Story</b>			
<b>Targeted Marketing Emails</b>		2 	4 
<b>Partner Highlight TMP Digital Magazine</b>	Fractional Page 	Full-Page Ad 	Full-Page Spread 
<b>Annual Partnership Report</b>			
<b>MPI Preferred Membership</b>	1 	2 	2 
<b>Live Event Registration</b>	1 	1 	2 
<b>Mention at WEC from Main Stage</b>			
<b>Highlight Partner on MPI Social Media Channels</b>	1x 	1x 	1x 
<b>Partner Recognition</b>			

# *The Meeting Professional*®

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

Our award-winning digital magazine *The Meeting Professional*® is an industry standout that both celebrates MPI members and delivers timely content that is relevant to them. Rated as a **top value of membership** and a must-read by industry professionals, it's the perfect opportunity for your brand to shine.



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

- Has received more than 70 top awards for design and editorial—the most in the industry.
- Delivered to more than 100,000 global industry professionals in digital format.

# The Meeting Professional®

## 2023 Editorial Calendar

	Jan (Special Edition)	Feb - Mar	Apr - May	June (Printed)	July - Aug	Sept	Oct	Nov - Dec
Editorial Features	Caesars	EMEC	State of the Industry	WEC	RISE	Convention Centers	IMEX America	New MPI Chair Profile
		Safety & Security	Pre-WEC	Careers	WEC Follow-up	IMEX America	Technology	Event Marketing/Communications
		Inclusivity	Outdoor Event Trends	Sustainability/Wellness	Engagement Strategies	F&B	Innovative DMOs/CVBs	Look Ahead to 2024/Year in Review
						F&B	Inclusion	
MPI Communities		Community Spotlight	Community Spotlight	Community Spotlight		Community Spotlight	Community Spotlight	Community Spotlight
Meetings Outlook		February Report	May Report		August Report			November Report
Partner Reports		Partner Report	Partner Report	Partner Report		Partner Report	Partner Report	Partner Report
Showcase		Texas	New York & New Jersey	Georgia	Illinois		Gulf States	Colorado
			Midwest	Florida	Golf Meetings	Canada	Capital States	Oklahoma
			Central Florida		New England	Europe	Las Vegas	
					Texas	Arizona		
			Meetings at Sea		Asia/Pacific			
			All Inclusives		Latin America			
Special Sections		New Day In...	Casino Meetings & Resorts	Hotels & Resorts Who's Who		Hawaii	Southeast	Midwest
		March Drive Market	Southeast					Carolinas
		Hotels & Resorts						Florida Meetings
Supplements		Medical Meetings	Mountain Meeting	Convention & Visitors Bureaus	Southeast	Convention Centers	IMEX America	Texas
		Florida	Northeast	President's Dinner		West Coast		
			Medical	LATAM				
Ad Close Date	Dec 1, 2022	Jan 6, 2023	Mar 30, 2023	Apr 27, 2023	June 20, 2023	Aug 4, 2023	Aug 21, 2023	Oct 26, 2023
Ad Materials Due	Dec 16, 2022	Jan 31, 2023	Apr 4, 2023	May 2, 2023	July 5, 2023	Aug 11, 2023	Sept 1, 2023	Oct 31, 2023
Release Date	Mail Date: Jan 12, 2023; Issue Live: Jan 19, 2023	Feb 16, 2023	Apr 20, 2023	Mail Date: June 9, 2023 Issue Live: June 15, 2023	July 20, 2023	Sept 21, 2023	Oct 19, 2023	Nov 16, 2023
Print	Yes			Yes			Yes	

# The Meeting Professional®

## Rates & Specifications

### Four-Color Ads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full-page Ad	\$14,700	\$12,500	\$12,600	\$10,700	\$11,900	\$10,100	\$10,500	\$9,500	\$9,900	\$9,400
Fractional Ad	\$10,300	\$8,700	\$8,800	\$7,400	\$8,200	\$7,200	\$7,300	\$6,200	\$6,600	\$6,300

### Four-Color Spreads, Per Insertion:

Size	1x		3x		6x		9x		12x	
	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates	Gross	Net Rates
Full-page Spread	\$19,800	\$16,800	\$17,000	\$14,500	\$16,100	\$14,000	\$14,200	\$13,500	\$12,600	\$12,000

### Specifications

#### Output/Submission requirements for digital ad files

(Full page 4-color ad size): 8 3/8 x 11 1/8

(Full page 4-color ad size): 8 3/8 x 11 1/8 or two consecutive full-page ads.

**Preferred software:** Adobe InDesign

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

#### All font and image guidelines:

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

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

### The Meeting Professional Digital Add-On Specs

#### Leaderboard Ad

**Location:** Above the digital issue, within the interface

**Size:** 728w x 90h (pixels)

**Format:** JPEG, GIF, animated GIF

**Features:** Supports JavaScript ad tag (must work in iFrame), link to URL

#### Navigation Bar Ad

**Location:** Above the digital issue, in the toolbar

**File size:** 230w x 28h (pixels)

**Format:** EPS preferred (PNG, JPEG, GIF, TIFF accepted)

**Other:** If ad is transparent, use background color to match the navigation bar

### Audio/Video

#### GTxcel Hosted Video

Hosting option is recommended for reliability and visibility across platforms.

**Location:** Overlays ad page

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

**Format:** h264

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

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

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

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

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

### Digital Add-On Opportunities

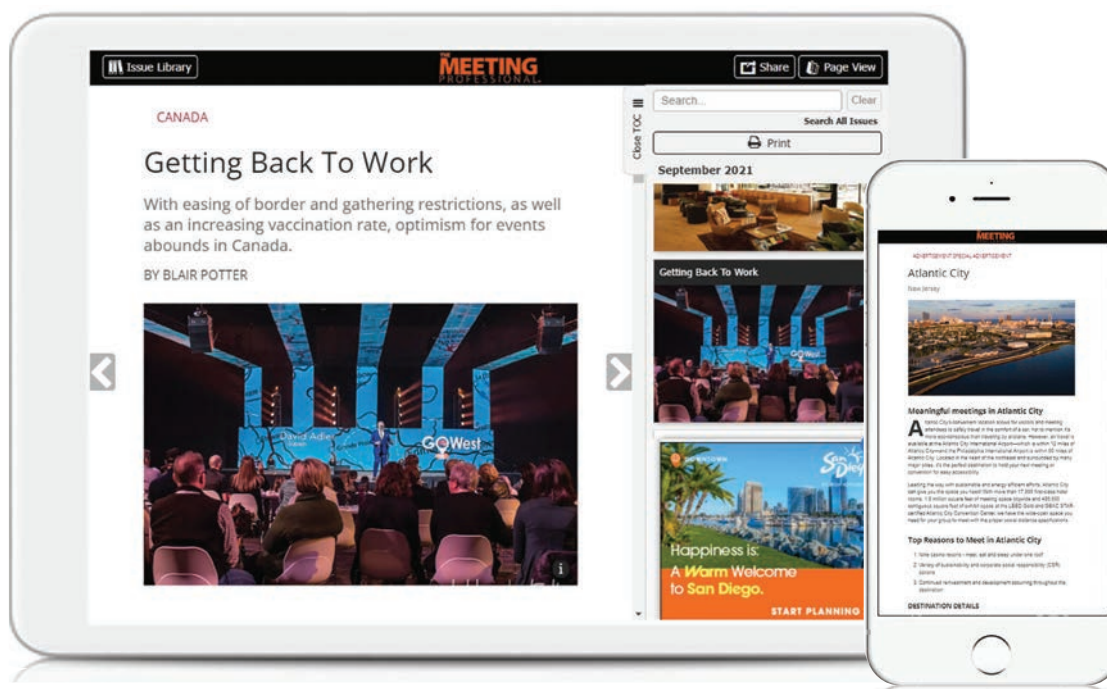
Overview	Description	Dimensions	Rate
Top Leaderboard	Ads can be static images or Google Ad Manager Available in Reading View and Page View. TOC Rectangle can be static images or Google Ad Manager.	960x90, 728x90	\$5,300/issue
Table of Contents Rectangle Ad	TOC Rectangle can be static images or Google Ad Manager.	300x250, 300x100	\$3,700
Custom Interstitial Ad	Advertisers or Agencies can use existing creative or create their own using any HTML5 editor of their choosing. Allows for responsive, interactive or even animated ads Available in Reading View.	Custom, responsive	Same as ad price
Bottom Banner	Ads can be static images or Google Ad Manager Available in Reading View and Page View Banner must float and contain a close button.	960x90, 728x90, 320x50, 300x50	\$2,600/Issue
Blow-in Video Images or Content	Supports images (GIF, PNG, JPG), video or iframed content (e.g., polls) Placed on any page. Available in Page View.	Publisher discretion	\$2,600/Issue
Fractional Ads	Size as close as possible to value of print ad. Placed within articles. Available in Reading View.	Replicates fractional print ad as closely as possible. Sizes may vary based on screen size.	Same as ad price



# The Meeting Professional® Supplements and Advertorials

## The digital magazine add-ons are equally impressive.

Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our planner members. Supplements are also distributed via a special e-newsletter.



## Supplement Rates

	Gross	Net Rates
Full-page spread ad with two full pages of advertorial	\$16,800	\$14,300
Full-page ad with full page of advertorial	\$12,600	\$10,700

## Supplement Premium Positions

	Gross	Net Rates
First full-page ad with matching advertorial	\$13,800	\$11,700

## Advertorials

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

- **Special Section:** One full-page advertisement and one full-page advertorial/photos. In appropriate special section.  
**\$10,470 gross/\$8,900 net**

## Specifications

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

**Preferred software:** Adobe InDesign

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

**All font and image guidelines:**

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

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

# TMP Brand Report



Your Story, Written by the MPI Team

## Let MPI help tell YOUR STORY:

- Main editorial—TOPIC chosen by you, written by MPI
- Look at the key stakeholders in your team/city
- Key facts and notes
- Featured services & products at a glance
- Art images, photos

## Rate options:

- 4 pages: 3 pages of content + 1 FP ad
- Digital package including TMP Digital edition & separate
- Email to 100,000 meeting professionals

**Rates from \$37,000**

## Printed Premium Positions (Book and Brand Report) - Available only on Select Print Issues

Belly Band	\$30,000
Back Cover	\$21,000
Inside Back Cover Spread	\$12,600
Inside Front Cover Spread	\$18,800
Inside Front Cover Gatefold	\$31,000

# Website & Blog

MPI's website is designed with the purpose of providing users with easy access to education, tools and content, updated regularly to remain current and relevant.

## The MPI site boasts:

- User-friendly experience
- Mobile-friendly design
- Exclusive MPI editorial content
- Social Login with Facebook or LinkedIn credentials
- Exclusive member newsfeed for easy access to MPI's content, tools, events and education
- Global and Regional Chapter digital marketing opportunities



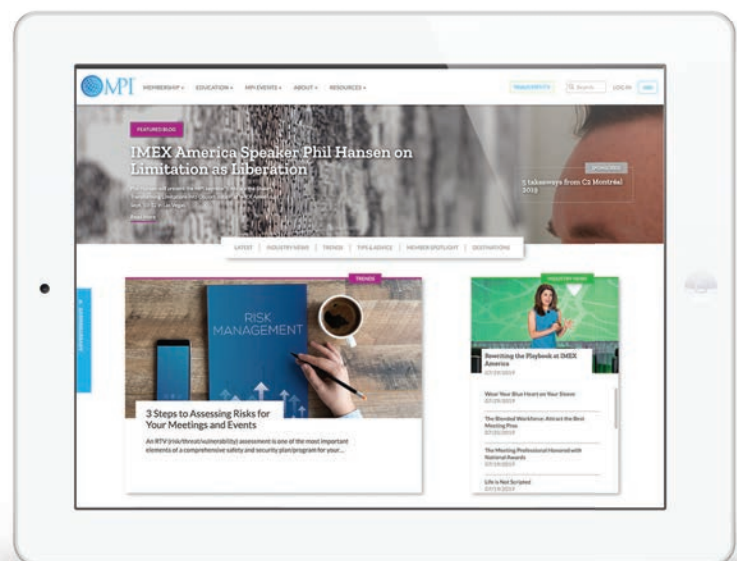
## Make High-Impact Connections

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

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

## MPI Blog

Reach the meeting and event community directly with information about your product, service or event. MPI opens up this ad space as a way of pairing our audience with offerings that are relevant to the reader, while offering the potential to boost your business.



MPI Blog





## mpi.org

1.2 million user sessions  
generating 3.7 million  
page views annually

## Website Rates

Home Page	Gross	Net
Home page Leaderboard	\$7,600/month	\$6,400/month
Home page SideKick	\$6,500/month	\$5,500/month
Sponsored Content/Video	\$9,200/month	\$6,500/month
MPIweb: Run-of-Site	Gross	Net
Run-of-Site Leaderboard	\$6,500/month	\$5,500/month
Run-of-Site SideKick	\$5,200/month	\$4,400/month
Run-of-Site Sponsored Content/ Video	\$7,700/month	\$6,500/month
MPIweb: Mobile	Gross	Net
Adhesion Banner*	\$9,200 /month	\$7,800/month
SideKick*	\$5,600/month	\$4,700/month
MPI Blog	Gross	Net
Takeover Page w/ Hero Headline	\$10,900/month	\$9,200/month
Run-of-Site Inline Banner		
Med Rectangle or Sm Skyscraper	\$5,000/month	\$4,300/month
Run-of-Site Inline Banner Billboard	\$3,600/month	\$3,000/month
Sticky Pull-Out Banner (blog landing page)	\$5,100/month	\$4,300/month
Pre-Roll (auto-plays when user comes to page)	\$3,600/month	\$3,000/month
Sponsored Content/Video	\$5,100/month	\$4,300/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)

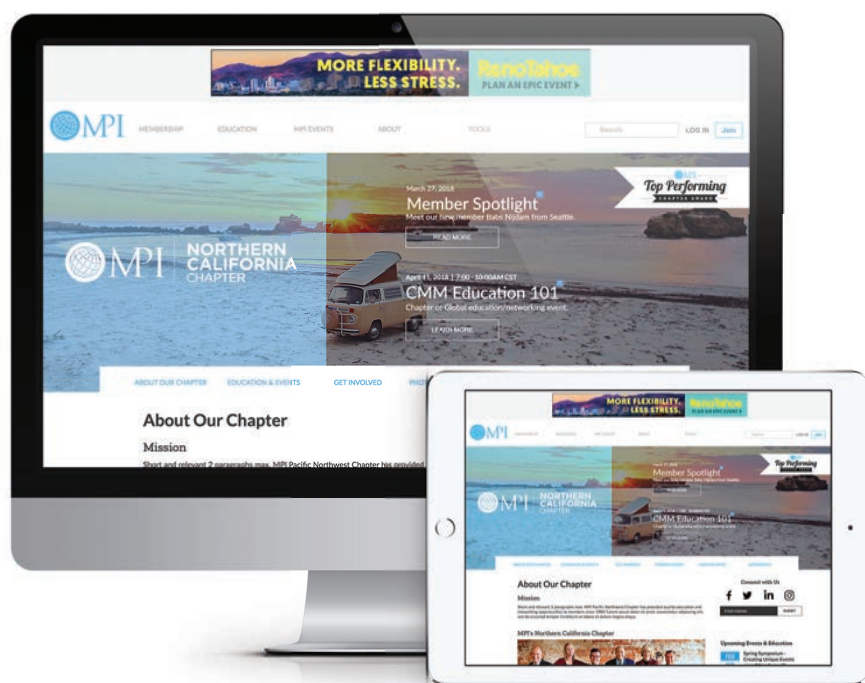
Dimensions: 300w x 250h, 240w x 400h,  
970w x 250h

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 U.S. Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$7,600	\$6,400	\$2,500	\$2,100	\$1,800	\$1,500
Sidekick (8)	\$6,500	\$5,500	\$2,500	\$2,100	\$1,800	\$1,500
Sponsored Content (Native or Video)(1)*	\$9,200	\$7,800	\$3,000	\$2,800	\$2,200	\$1,800
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$6,500	\$5,500	\$2,100	\$1,700	\$1,400	\$1,200
Sidekick (4)	\$5,200	\$4,400	\$2,100	\$1,700	\$1,400	\$1,200
Sponsored Content (Native or Video)(4)	\$7,700	\$6,500	\$4,400	\$3,700	\$2,100	\$1,800
Inline Banner (4)			\$770	\$650	\$580	\$490
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$9,200	\$7,800	\$3,000	\$2,600	\$2,200	\$1,800
Sidekick (1)*	\$5,600	\$4,700	\$1,800	\$1,500	\$1,300	\$1,100

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

# Chapter Web Regions

## Chapter Member Count

### CANADA

ATLANTIC CANADA CHAPTER	69
BRITISH COLUMBIA CHAPTER	196
GREATER CALGARY CHAPTER	52
GREATER EDMONTON CHAPTER	67
MONTREAL & QUEBEC CHAPTER	58
OTTAWA CHAPTER	173
TORONTO CHAPTER	371

### CENTRAL U.S.

DALLAS/FT. WORTH CHAPTER	426
CHICAGO AREA CHAPTER	440
GULF STATES CHAPTER	129
HEARTLAND CHAPTER	85
HOUSTON AREA CHAPTER	131
INDIANA CHAPTER	179
KANSAS CITY CHAPTER	149
KENTUCKY BLUEGRASS CHAPTER	84
MICHIGAN CHAPTER	176
MINNESOTA CHAPTER	225
OHIO CHAPTER	191
OKLAHOMA CHAPTER	73
ST. LOUIS AREA CHAPTER	159
TENNESSEE CHAPTER	304
TEXAS HILL COUNTRY CHAPTER	218
WISCONSIN CHAPTER	217

### EASTERN U.S.

CAROLINAS CHAPTER	301
CONNECTICUT RIVER VALLEY CHAPTER	53
GEORGIA CHAPTER	369
GREATER NEW YORK CHAPTER	343
GREATER ORLANDO CHAPTER	232
MIDDLE PENNSYLVANIA CHAPTER	147
NEW ENGLAND CHAPTER	282
NEW JERSEY CHAPTER	169
NORTH FLORIDA CHAPTER	146
PHILADELPHIA AREA CHAPTER	244
PITTSBURGH CHAPTER	85
POTOMAC CHAPTER	549

SOUTH FLORIDA CHAPTER	163
TAMPA BAY AREA CHAPTER	165
UPSTATE NY CHAPTER	86
VIRGINIA CHAPTER	112
WESTFIELD CHAPTER	64

### EUROPE/INTL

AFRICA CLUB PROJECT	10
ARGENTINA CLUB	29
BELGIUM CHAPTER	33
BRAZIL CHAPTER	15
CARIBE MEXICANO CHAPTER	103
COLOMBIA CHAPTER	82
DENMARK CHAPTER	64
FINLAND CHAPTER	24
FRANCE - SWITZERLAND CHAPTER	67
GERMANY CHAPTER	18
IBERIAN CHAPTER	77
ITALY CHAPTER	174
JAPAN CHAPTER	75
MEXICO CHAPTER	189
NETHERLANDS CHAPTER	70
POLAND CHAPTER	38
SCANDINAVIA CHAPTER	38
TURKEY CLUB	20
UNITED KINGDOM & IRELAND CHAPTER	85

### WESTERN U.S.

ARIZONA SUNBELT CHAPTER	227
NEW MEXICO CHAPTER	42
NORTHERN CALIFORNIA CHAPTER	513
OREGON CHAPTER	144
ROCKY MOUNTAIN CHAPTER	288
SACRAMENTO/SIERRA NEVADA CHAPTER	135
SAN DIEGO CHAPTER	195
SOUTHERN CALIFORNIA CHAPTER	486
WASHINGTON STATE CHAPTER	154



# 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

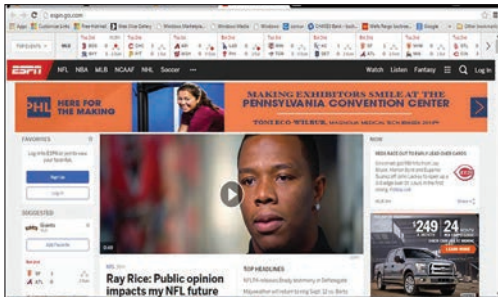
Geo-targeting and demo targeting

### 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:** \$35.00 per net thousand

**Minimum:** 30-day campaign, 100,000 impressions \$4,000 gross / \$3,500 net



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

## Advanced Programmatic

Real-time data and data-driven optimizations

Enhanced targeting

Proof of performance/screen shots

### MPI and/or Administrative Planners lists:

- Planners only
- Look alike audiences
- Salesforce, Facebook, Instagram

**Rates:**

**Tier One:** \$10,100+ NET

**Tier Two:** \$20,800+ NET

**Tier Three:** \$33,400+ NET



**Social Media Retargeting**



## Targeted Email Marketing

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

### Premier Supplier Partners can choose from many Planner segment options:

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

**Rates:**

**All MPI Planner Members:** \$2,700

**All MPI Members (Planner + Supplies):** \$5,400

**Each additional segment:** \$0.37/name  
(Minimum 2,000 names)

Ask your account manager about premium deployment times. Additional fee will apply.

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

## Social Media Marketing Opportunities

**Facebook Retargeting:** \$8,800+ Net

**Social Media Post (to Facebook, Instagram, Twitter and LinkedIn):** 1 Post Per Month: \$3,000+ Net

# Award-winning E-Newsletters

Email is an essential component of any brand's integrated marketing program. MPI's all-new E-Newsletter strategy allows marketers to reach MPI planner members in exciting, well-read formats. Average open rates are **24 percent** and average clicks rates are **12 percent**.

**MPI NewsBrief**—MPI NewsBrief delivers curated meetings and travel industry news to more than 8,000 recipients every Monday, Wednesday, Thursday and Friday. **MPI NewsBrief Weekend** showcases the most-read stories and features of the week every Saturday.

**MPIpulse**—Three unique editions of the award-winning E-Newsletter—**MPIpulse**, **MPIpulse Canada** and **MPIpulse Europe**—delivered every Tuesday, featuring a rich collection of stories on industry topics of high interest to MPI members and professional development, as well as MPI members and chapters in action. *MPIpulse Canada* and *MPIpulse Europe* are filled with news specifically curated for those audiences. *MPIpulse* reaches nearly 6,500 members, *MPIpulse Canada* reaches more than 700 members and *MPIpulse Europe* reaches nearly 500 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, \$500 minimum charge.**

**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

<b>MPIpulse</b> (Deploys Tue each week)		<b>Gross</b>	<b>Net</b>
Top banner		\$6,500/wk	\$5,500/wk
Sidekick Ads		\$4,400/wk	3,800/wk
Top banner (Europe)		\$1,200/wk	\$1,000/wk
Top banner (Canada)		\$1,200/wk	\$1,000/wk
Add Custom Pulse			\$10,000 (1) Deployment (Date TBD by Advertiser)
<b>MPI NewsBrief</b> (Deploys Mon/Wed/Thur/Fri)		<b>Gross</b>	<b>Net</b>
Top banner		\$8,000/wk	\$6,800/wk
Sponsored Content		\$7,200/wk	\$6,100/wk
<b>MPI NewsBrief Weekend</b>		<b>Gross</b>	<b>Net</b>
Top banner		\$6,900/1 month	\$5,900/1 month
		\$12,200/2 months	\$10,300/2 months
		\$16,600/3 months	\$14,100/3 months
Middle banners		\$5,500/1 month	\$4,700/1 month
		\$10,500/2 months	\$8,900/2 months
		\$13,800/3 months	\$11,700/3 months



# Conference Publications

## **MPI Onsite, the award-winning official WEC newspaper,**

is delivered directly to most guest rooms, where readers are likely to spend more time with it. Also distributed at the conference center, it's packed with the latest, most pertinent conference and industry news.

- Previews of professional development, networking, and educational opportunities, vital to attendees, for the day ahead.
- Review of previous day's experiences.
- Digital edition of *MPI Onsite* is distributed to all MPI members and attendees.

## **Drive traffic to your business with:**

- Repeat impressions.
- Direct access each morning to key decision-makers.
- Ability to highlight your brand, or your company's conference sponsorship.

## **Premium placements enhance brand visibility:**

- Belly band to spotlight your brand message.
- Special cover positions—sticky notes: front cover, inside front cover, or inside back cover.

## **Rates**

4-color	Gross	Net	Run
Back cover	\$27,000	\$23,000	3 days
Inside front cover	\$23,000	\$19,500	3 days
Inside back cover	\$15,700	\$12,500	3 days
Full-page	\$16,600	\$14,100	3 days
1/2-page horizontal	\$11,500	\$9,800	3 days
Belly bands	\$12,600	\$10,700	Per day

## **MPIpulse, Conference Edition**

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

Top banner	\$11,800	\$10,100	3 days
Sidekick Ads #2 or #3	\$8,500	\$7,200	3 days

### **MPI Onsite Daily print dates for WEC:**

June 12-15, 2023

Ad reservations due: May 9, 2023

Ad materials due: May 12, 2023

## **Publication dates for MPIpulse special editions**

### **MPIpulse dates for IMEX in Frankfurt:**

May 23-25, 2023

Ad reservations due: May 9, 2023

Ad materials due: May 16, 2023

### **MPIpulse dates for IMEX America:**

October 17-19, 2023

Ad reservations due: Oct. 2, 2023

Ad materials due: Oct. 9, 2023

### **MPIpulse dates for WEC:**

June 13-15, 2023

Ad reservations due: May 29, 2023

Ad materials due: June 5, 2023

### **MPIpulse dates for EMEC:**

Mar. 26-28, 2023

Ad reservations due: March 10, 2023

Ad materials due: Mar. 17, 2023



# 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 13-5, 2023

**Ad reservations due:** May 10, 2023

**Ad materials due:** May 17, 2023

# Sponsorships

## **Influential sponsorships build powerful, long-lasting relationships.**

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

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

## Signature Events

MPI offers three exceptional signature events for you to engage the industry's top meeting and business event professionals:



### **European Meetings & Events Conference (EMEC)**

**Brighton, March 2023**

MPI's European Meetings and Events Conference (EMEC) 26-28 March, 2023, will push the limits of what modern meetings and events can be, showcasing innovative learning formats, future-focused education and engaging networking opportunities.



### **MPI World Education Congress (WEC)**

**Mexican Caribbean 2023**

MPI's signature education event, scheduled for June 13-15, will blend a mix of leisure and pleasure for an experience that meets the changing needs of our community. The perfect opportunity to position your brand in front of thousands of meeting professionals.



### **IMEX America Las Vegas,**

**October 17 – 19, 2023**

As IMEX America's sole strategic partner and premier education provider, MPI offers a variety of events and education sponsorship opportunities, starting with Smart Monday, powered by MPI—a full day of education kicking off the tradeshow the following day

### **Sponsorship opportunities for MPI signature events include, but are not limited to:**

- MPI Exchange's Hosted Buyer participation
- Food and beverage experiences
- Education and keynotes
- Guest amenities
- VIP access at MPI Foundation's Rendezvous

## MPI Exchange

Building strong relationships is the secret to establishing successful, long-term partnerships. The MPI Exchange is a collection of live event programs that deepen your relationship-building skills to help grow your business. These engaging programs will lead you to new and interesting partnerships formed through a natural exchange of ideas and shared experiences. The intention? To spark your creative juices and reinvigorate your professional connections!





# Sponsorships

## **MPI COMMUNITY**

MPI Community sponsorships offer your brand the opportunity to align itself with niche groups of MPI members aligned by their personal and professional interests, and the industry initiatives they support. Community sponsors may choose from industry verticals with one of the communities listed below. Sponsors receive recognition on MPI-produced and community-produced thought-leadership assets and activities, online and face-to-face. Gain access to through MPI Community Forums and immerse your brand in the real-time networking and idea-sharing fostered by these tailor-made, affinity groups.

- Association Professionals
- Administrative Professionals
- Marketers and Experience Designers
- Financial & Insurance Professionals
- Small Business Owners
- Meeting Executives
- MPI-MD Medical Meeting & Healthcare Professionals
- MPI Women
- Black Meeting Professionals
- LGBTQ+

### ***Opportunities to be involved in:***

- Community Council meetings as an ad-hoc council member
- Special activations at MPI events (WEC, IMEX, etc.)
- Community-hosted online events throughout the year with impactful content
- Creation of white papers, blogs, & articles
- Partnership with communities at industry conferences for a session or happy hour



## **MPI EVENTalks Podcasts**

MPI's podcast, the podcast for meeting and event professionals, delivers relevant, timely news and information featuring subject matter experts from the MPI community and the meeting and event industry. The podcast is produced monthly and is distributed on mpi.org, the MPI blog, in the digital edition of *The Meeting Professional*®, on social media and in MPI e-newsletters.

## **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.



# Be an Example of Good!

Since 2009, the MPI Foundation has distributed over \$6.2 million in aid to distressed members, non-members, chapters, and industry associations. Donations received directly or as part of events & campaigns continue to deliver value. Over the last year, MPIF has directly helped 1/4 of MPI's total membership; largely suppliers and planners that have tenure in our industry. That's impact!

**CHOOSE A WAY** to raise your profile by supporting the industry foundation that continues to surpass all others in giving back to our community.



## Legacy Giving:

Establishing a legacy through a named endowment gift is among the most important things anyone can do for a professional community. Individual MPI members—and the community as a whole—will enjoy brighter futures filled with greater opportunities because of your generosity. Create scholarships in your organization's name that last FOREVER!

Visit [www.mpifoundation.org/foreverfund](http://www.mpifoundation.org/foreverfund) to learn more!



## Thought Leaders Summit – 2023

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. Ask your MPI partner for details!



## Global Silent Auctions – Hosted periodically throughout year

To enable our industry membership, colleagues, friends, and family to help contribute, we've created multiple silent auctions across the globe that are available via online platforms. Our partners generously donate diverse trips, weekend getaways, dream experiences and amazing individual packages. Please join us in creating memorable experiences and place your own bid to reward yourself! Donate an item at:

[mpi.org/about/foundation/auction-intake-form](http://mpi.org/about/foundation/auction-intake-form)



## Rendezvous EMEC – March 2023 | Brighton, United Kingdom

Join this celebration over a year in the making! Rendezvous event parties are MPI Foundation's premier networking events for meeting and event professionals. We'll enjoy the Brighton nightlife with a classic British twist!



## Rendezvous WEC – June 2023 | Riviera Maya, Mexico

MPIF hosts an afterhours event that stretches from the gulf shores to the hottest nightclub on the Yucatan peninsula!! Ask your MPI partner for details!



## Rendezvous IMEX America – October 2023 | Las Vegas, Nevada

Take your VIPs to the top by providing your clients with an exciting nightclub experience in a dynamic space for conversation, networking, and dancing. Want to really impress? Private cabanas and lounges are available with your own bar service. Ask your MPI partner for details! [Our venue hosts are Drai's Night Club @The Cromwell and Caesars Entertainment!](#)



# Our Pursuit of a Better Industry!



## Branded Scholarships and Grants

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

### Contribution Levels

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

### MPI Foundation Scholarship Contribution \$10,000+ Annual contribution

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

### MPI Foundation Grants \$30,000+ Annual Contribution

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

### Pre-Developed Best of MPI Academy Program Starting at \$30,000

Education is at the forefront of chapter requests. Select from approximately five topics per year featuring MPI's most in-demand content. Each program is approximately 45 to 60 minutes in length and identifies your organization as supporter.







The MPI Academy is a forward-thinking and idea-driven powerhouse of meeting and event innovation, with knowledge as its driving force and transformation as its goal. MPI Academy education and experiences equip event professionals with the ingredients to innovate and ignite the change they seek for themselves, their careers and their events. Meeting professionals who engage with the MPI Academy are confident, recognized and connected to the world's most vibrant meeting and event community. Join the revolution by sponsoring the following educational experiences.

**MPI Academy has more than 5,000 active users and MPI Academy has more than 7,000 unique users active in the LMS every month and an average of 30,000 unique pageviews a month on the Academy pages on the MPI site.**

## DISCOVER

The first level of learning through the MPI Academy involves discovery, wherein meeting professionals seek and find knowledge about their industry, role, careers and selves and learn the skills they need to excel in the world today and tomorrow.

### Webinars (20/year)

MPI Academy's popular and highly rated webinars offer live, expert-led education in real time anywhere, on any device. MPI Academy delivers leading experts across sectors in all areas of business who share their wisdom with our community of meeting professionals in this series of one-hour educational experiences. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can choose content that aligns with their brand values and share resources with participants that elevate the knowledge shared. Premium sponsorship includes the opportunity to provide the speaker for the webinar (topic/speaker must be approved by MPI Academy).

### 30-Minute Mondays (20/year)

30-Minute Mondays are MPI Academy's version of Meet the Press. These hard-hitting sessions jump-start the week with a subject-matter expert and moderator sitting down for jam-packed, 30-minute conversations about topics meeting professionals need to know. No slides, no long lectures, just facts, tips and tricks that help meeting pros take their events and businesses to the next level. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can join the conversation as the session moderator or suggest an expert to address a critical topic, challenge or solution.

### #RealTalk Dialogue Series (8/year)

Consisting of four webinars and four 30-Minute Mondays, the #RealTalk Dialogue Series focuses specifically on diversity, equity, inclusion and belonging. Led by MPI's Diversity, Equity & Inclusion Committee the series hosts honest and open dialogues regarding critical issues such as race, gender and sexual orientation; accessibility and accommodations; and other human issues that are essential to the understanding and development of a more holistically inclusive meeting industry. The goal of the series is to provide opportunities for greater acceptance, understanding and appreciation for celebrated differences. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can choose content that aligns with their brand values and share resources with participants that elevate the knowledge shared.

### Demo Days (4/year)

MPI Academy Demo Days offer a peak at some of the industry's brightest and best technologies. Featuring two-to-three demonstrations each, demo days provide meeting professionals with a sought-after chance to experience new tech without the pressure of a more traditional sales environment. Featuring opportunities to probe new and existing platforms, discuss development pipelines and explore innovative use cases, Demo Days help meeting professionals creatively imagine new event solutions and opportunities for their business. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can present their platform or technology as one of the featured demos.



### **S<sup>3</sup> Speaker Session Series (11/year)**

Have we reached the end of the “sage on a stage” era of speaking? MPI Academy’s S<sup>3</sup> Speaker Session Series offers our community a closer listen to (and look at) up-and-coming, new and next keynotes, emcees and facilitators. Participants discover the next book they can’t put down, song to play on repeat or keynote they’ll never forget? With S<sup>3</sup>, it’s just you, a featured speaker and a microphone. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can choose content that aligns with their brand values and share resources with participants that elevate the knowledge shared.

### **MPI Community Connect (3/year)**

MPI Community Connect experiences provide the platform for global members of MPI’s affinity communities to commune, engage and learn together across borders. Helmed by a keynote on a critical industry challenge or opportunity, each experience centers on critical breakout conversations led by members of each MPI community’s leaders. Current MPI communities include administrative professionals, association professionals, Black meeting professionals, financial and insurance professionals, independent and small business owners, marketers and experience designers, meeting executives, medical meeting and healthcare professionals and women. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can take a critical role in any number of breakout discussions as well as participate in the plenary session.

### **White Papers & Job Aids (unlimited)**

Partner with MPI Academy to create a white paper on a critical topic or a job aid (template or tool) that will help meeting professionals solve a problem or become more efficient. One of the featured subject matter experts can even be from the sponsor’s organization. MPI will host the results on its website and translate it into a PDF (if appropriate), for sponsors to use in their education, sales and marketing efforts. Hot topics include experience design, event strategy, critical skills (innovation, creativity), global citizenship and technology. All typical branding opportunities apply (logo recognition, video/live session introduction) and sponsors can play a critical role in the online session promoting the new paper or tool.

### **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).

### **Global Meetings Industry Day**

Join MPI Academy as a sponsor for its sixth annual, industry-leading Global Meetings Industry Day: Virtual experience. This live, 12-hour broadcast features education and activities from all over the world as the meeting industry comes together to celebrate, commemorate and honor the millions of global events that impact the lives of billions of people every year. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can choose content that aligns with their brand values and share resources with participants that elevate the knowledge shared. Premium sponsorship includes the opportunity to provide a speaker on GMID (topic/speaker must be approved by MPI Academy).

## **TRANSFORM**

The second level of learning through the MPI Academy involves transformation, wherein meeting professionals find the skills they need to stay ahead of the curve and lead the charge toward what’s next. With MPI Academy’s transformative programs, meeting professionals become the trusted, go-to strategic visionary that their organizations can’t afford to lose, or their clients can’t afford not to have.

## Certificates

MPI Academy's world-class and expert-led certificate courses team transformative skills that enable meeting professionals to ignite change, grow holistically and become indispensable. Individual class sponsorship includes underwriting tuition for up to 25 participants, showcasing a sponsor's industry leadership and care for the professional development of meeting professionals. Underwrite a year's worth of classes (up to 100 participants) as a title sponsor and bring your exclusive certificate to an MPI signature event. Title sponsorship also includes certificate customization to feature sponsor case studies and job aids. Available certificate programs include the following.

- Basics Boot Camp
- CMP Academy
- Contract & Negotiation Specialist
- Emergency Preparedness
- Emerging Meeting Professional\*
- Event Marketing Strategist
- Event Wellness Design
- Healthcare Meetings Compliance Certificate
- Inclusive Event Strategist
- Meeting & Event Strategist
- Women in Leadership

## Sales Training

MPI Academy offers training for sales and business development teams that need to understand the world of meetings and events (and the challenges their clients face) to find 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. MPI Academy sales training identifies the stressors and problems facing today's meeting professionals, discuss and provide relevance about current market trends and position sponsor teams for success.

## Research Initiative

Invest in cutting-edge research that results in new tools, courses and sessions (such as webinars and sessions at MPI signature and partner events) that helps meeting professionals around the globe stay on trend and ahead of the curve. Sponsors are recognized in the research and any publications, blogs, articles and emails associated with it, as well as in any tools it informs such as worksheets and workbooks, job aids, presentations, sessions and much more. All typical branding opportunities apply (logo recognition, video/live session introduction) and sponsors can play a critical role in any of the activations that follow.

## MPI Masterclass

The four-part MPI Masterclass gives meeting professionals unprecedented access to MPI C-suite executives from finance and operations to experience and impact. Participants learn the skills and abilities necessary to take a seat at the table, and discover the pathways to organizational leadership that will create the opening to executive-level roles at their organizations and beyond. After extracting lessons from three critical leaders, participants will reconvene to discuss how to apply those lessons to their own professional lives and careers. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can lead conversations and pose questions. Premium sponsorship includes the opportunity for the sponsor to feature their own C-suite leaders as the subject matter experts.

*\*Sponsor the EMP for a cohort of students and new industry professionals*

## MASTER

The third level of learning through the MPI Academy involves mastery, wherein meeting professionals realize their ambition to ignite change and deliver unimagined strategies, concepts and experiences that lead the charge of tomorrow. MPI Academy's mastery-level programs include the Certified Meeting Manager (CMM) certificate with Indiana University Kelley School of Business and its alignment with the San Diego State University Master's in Meeting & Event Management (MEM) and the Event Design Collective's Certified Event Designer (CED) designation.

## Certified Meeting Manager

MPI Academy's world-class Certified Meeting Manager designation bequeaths a mastery-level application for meeting professionals seeking expertise in business management, leadership and meeting strategy. Graduates present can themselves as dynamic and credentialed professionals skilled in solving problems, negotiating, resolving conflict, leading and managing change and applying design thinking practices to their industry roles. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can choose content that aligns with their brand values and share resources with participants that elevate the knowledge shared. Sponsorships are available for each of the three tracks: business management, leadership and meeting strategy.





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 13,000 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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