



MPI[®]

EUROPEAN
MEETINGS & EVENTS
CONFERENCE

LUXEMBOURG • 3-5 MARCH, 2024

SPONSORSHIP OPPORTUNITIES

Contact Bruce Gudenberg at bgudenberg@mpi.org or Katri Laurimaa at klaurimaa@mpi.org for more information.



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About EMEC

Get ready to experience the sights and sounds of Luxembourg at EMEC in 2024! Located in the heart of Europe, this fascinating and unique country fits the bill for Europe's one-of-a-kind conference for European meeting and event professionals.

EMEC is MPI's award-winning annual European signature event that brings together hundreds of event professionals in a different destination every year. Going into its 34th year, EMEC is built by Europeans for Europeans and serves as an industry incubator for innovative thinking that is flavored by the event's destination.

Proposed Agenda

Saturday, March 2, 2024

- Daytime: - Hosted Buyer
- Evening: - Leadership Dinner (invitation only)

Sunday, March 3, 2024

- Daytime: - Hosted Buyer
- European Chapter Leaders Summit (ECLF): Session & Luncheon
- Future Leaders Forum
- Opening Plenary Session
- Evening: - Opening Celebration

Monday, March 4, 2024

- Daytime: - Plenary Session
- Parallel Education Sessions
- Networking Lunch
- Learning Journeys
- Evening: - MPI Foundation Presents Rendezvous

Tuesday, March 5, 2024

- Daytime: - Plenary Session
- Parallel Education Sessions
- Networking Lunch – EMEC 25 Preview





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EMEC Luxembourg offers several ways connect and align your brand. Choose a sponsorship package or an individual sponsorship investment.



BUSINESS CONNECTIONS

Reconnect. Restore. Restart our Industry.



BRANDING & EXPOSURE

Reach event professionals from Europe and around the globe.



THOUGHT LEADERSHIP

Align your brand with helping attendees make their future.



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	PLATINUM Invest \$10,000 or more	GOLD Invest \$7,000 or more	SILVER Invest \$5,000 or more	BRONZE Under \$5,000
Sponsor recognition on website, signage, and app	Top Tier – Logo with Link	Logo	Logo	Listing
Discounts available on tabletops and social media opportunities	✓	✓	✓	
Push notification sent from app	2	1		
Digital “booth” space in app	✓	✓		
Attendee list – Opted-in attendees only, GDPR compliant	✓			

Hosted Buyer Program

Join the MPI Exchange at EMEC 2024

Our hosted buyer program brings together top meeting planners who are currently looking for destinations, venues, and services for their next meeting. Join us for this VIP experience in Luxembourg that will help your business both short and long term.

Cost: \$3,200 per company representative

Sponsor Benefits:

- Participation in hosted buyer program appointments with at least 20 participating hosted buyers
- Participation for company rep in all hosted buyer immersive experiences and meal functions with buyers as part of the official hosted buyer program.
- One (1) EMEC conference 2024 complimentary registration

2024 opportunities are still in development and subject to change.



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Hosted Buyer Program

Additional ways to engage with the EMEC Hosted Buyers.

Opening Reception for Hosted Buyers | *Ask for pricing.*

Showcase your brand or venue by host a happy hour for planners and supplier in the EMEC Hosted Buyer program.

Afternoon Hosted Buyer Activity | \$3,000 + cost of activity (\$4,000)

Partner with the MPI team to craft a unique experience for the Hosted buyer group after they are finished with appointments. The activation is a scavenger hunt / city exploration of Luxembourg that includes historical stops, fun sights to see, wine/beer tastings and local food bites! Activity may last for up to three hours.

Sponsor Benefits

- Logo Recognition on Hosted Buyer communication pieces
- Opportunity to address the captive audience during tour/reception, and chance to network with attendees throughout event
- Even listed in the app and on website, recognizing sponsor
- Sponsor link/offers/deals can be listed in post-event email to attendees

Sponsor Responsibilities

- Absorb costs of F&B, venue fees, transportation, etc.

Hosted Buyer Room Drop

\$1,500 | *Sponsor is responsible for providing gift/item and all associated costs, including shipping.*

Leave an impression on Hosted Buyers by providing a branded gift to take home or to enjoy during EMEC.

Sponsor Benefits

- Logo recognition on Hosted Buyers communication pieces and EMEC website
- Opportunity to provide Hosted Buyers with a tangible, branded item
- Sponsor link/offers/deals can be listed in post-event email to attendees

Sponsor Responsibilities

- Provide all items and materials for the room drop
- Bring to or ship to conference prior to EMEC and drop off at designated time and location as determined by MPI team
- Absorb all costs related to gift, including shipping, etc.



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Engage with MPI's social audience via a [Social Media Takeover](#) or [LinkedIn Live session](#).

Opportunities include recognition as a conference sponsor, in addition to the exposure on social media.

- **\$6,000 per activation**
- **\$3,500 per activation if added to a partner package of \$5,000 or higher.**

[Social Media Takeover – 1 Day](#)

Is a member of your team a savvy social media influencer and attending EMEC?

The assigned individual would make sure to showcase these items on their story to create a snapshot of a day in the life at EMEC. You would showcase your own brand while partnering with MPI and our audience. MPI will feature the posts relating to MPI activations in our highlights, so the exposure lives on after the event as well as during.

- Opportunity to showcase your brand on MPI's social media feeds for one day (8 hours) of EMEC (Facebook and Instagram)
- Sponsor's posts will be featured in MPI's highlights/story that will live on after the event
- Opportunity to promote your brand's initiatives to the MPI audience in a way that is combined with your experience of the event and partnership with MPI.

[LinkedIn Live!](#)

MPI will coordinate and promote a special live broadcast from LinkedIn to our entire audience.

Showcase your brand while engaging with a live digital audience.

Opportunity to promote your brand's initiatives to the MPI audience in a way that is combined with your experience of the event and partnership with MPI.





Networking Floor Space – Tabletop

- **\$3,500 à la carte**
- **\$2,000 when added to a partner package of \$5,000 or higher.**

Create a sponsor activation of your very own to network with attendees in a high-traffic area.

Sponsor Benefits

- MPI will provide 6ft table and 2 chairs (exact space TBD, event guidelines)
- Opportunity to network with guests in a high traffic area for all three days of the conference
- Customizable digital “booth” in Attendee Hubb event app
- Option for digital lead capture within the app (upgrade fee will apply)
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.





European Chapter Leaders Forum

Includes networking luncheon and session.

\$5,000

Sunday, March 3 (subject to change).

Support MPI's European Chapter Leaders by sponsoring the ECLF program at EMEC 2024. Approximately 30 to 40 leaders are expected to attend and engage in discussions and meal functions throughout the day.

Sponsor Benefits

- Opportunity for representatives to attend ECLF lunch (logistics still in development)
- Speaking time on stage, up to 5 minutes either during session or luncheon (details TBD)
- Recognition in promotion of ECLF program to European chapter leaders, if applicable
- Opportunity to provide gift/give-away to ECLF attendees (MPI approval required, any additional costs to be absorbed by sponsor)
- Sponsor name and logo on signage surrounding ECLF
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.





Learning Journeys:

Offsite Learning Activity Sponsorships

\$7,000 each

Additional costs may apply to select activities. Details coming soon.

Sponsor a learning journey and provide EMEC participants with an interactive, hands-on experience. EMEC 2024 will feature three Learning Journeys.

[EMEC Brighton Learning Journeys](#) included a vineyards tour, a graffiti & Brighton Dome tour with interactive innovation workshop, and a Brighton city tour focused on balancing digital sales and people skills. **2024 Learning Journeys are still in development.**

Sponsor Benefits

- Opportunity to display marketing collateral in room during session
- Sponsor name and logo on entrance signage at entrance of session
- Opportunity to introduce sessions and/or show a short video (3-minute limit)
- Opportunity to provide give-away to session attendees
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.



EMEC Plenary Sponsorship

Make a huge impact on attendees by sponsoring a plenary session at EMEC.

Sessions

- Opening Plenary; \$12,500
- Monday Plenary; \$10,000
- Tuesday Plenary; \$10,000

Sponsor Benefits

- Onsite signage at session location – Logo
- Opportunity to provide gift/give-away to session attendees (MPI approval required, any additional costs to be absorbed by sponsor)
- Logo displayed on screen before or after session, as appropriate
- Opportunity for stage time worked into the program, as appropriate
- Sponsor recognition on all-sponsor signage, web page, and app.

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Parallel Education Session or Campfire Session Sponsorship

\$3,500 each

Parallel session will run concurrently on Monday and Tuesday (3 sessions per day). Each session will touch on relevant timely topics to help develop the careers of meeting professionals.

Sponsor Benefits

- Opportunity to display marketing collateral in room during session
- Sponsor name and logo on entrance signage at entrance of session
- Opportunity to introduce sessions and/or show a short video (3-minute limit)
- Opportunity to provide give-away to session attendees
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.



Parallel Education Session or Campfire Session “Subject Matter Expert” and Sponsorship \$5,000 each

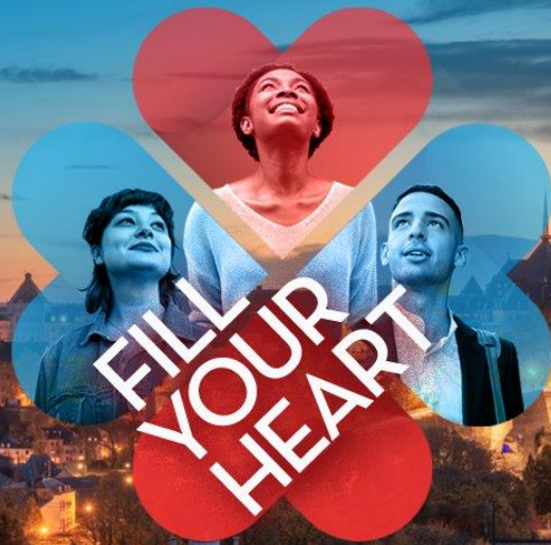
Parallel session will run concurrently on Monday and Tuesday (3 sessions per day). Each session will touch on relevant timely topics to help develop the careers of meeting professionals.

Sponsor Benefits

- Opportunity to engage in session as “Subject Matter Expert” on content delivery
- Opportunity to display marketing collateral in room during session
- Sponsor name and logo on entrance signage at entrance of session
- Opportunity to introduce sessions and/or show a short video (3-minute limit)
- Opportunity to provide give-away to session attendees,
- Sponsor recognition on all-sponsor signage, web page, and app.

MPI has limited opportunities for SME Sponsorships

2024 opportunities are still in development and subject to change.




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All-Attendee Lunch Sponsorship

\$10,000 non-exclusive; up to two sponsors per luncheon.

Make a huge impact on attendees by sponsoring a general luncheon for EMEC attendees.

Sponsor Benefits

- Onsite signage at lunch location – Logo
- Opportunity to provide branded items such as cocktail napkins, gifts, etc. (MPI approval required)
- Logo displayed on screen before or after session, as appropriate
- Opportunity for stage time worked into the program, as appropriate
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.





Attendee Welcome Gift Sponsor

\$3,000 + gift

Provide a branded welcome gift to EMEC attendees. Sponsor is responsible for providing gift and shipping.

Sponsor Benefits

- Opportunity to provide a branded gift to attendees at sponsor's expense
- Sponsor recognition on all-sponsor signage, web page, and app.

2024 opportunities are still in development and subject to change.



MPIpulse, EMEC 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 \$8,000 (3 days)
- Sidekick Ads #2 or #3 \$5,800 (3 days)

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



2023 opportunities are still in development and subject to change.





EMEC Attendee App

Custom Cards

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

\$2,500



Specifications:

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



EMEC Attendee App

Splash Page

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

\$4,000 Exclusive Sponsorship

Key Takeaways:

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

Specs & Tips:

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

Specifications subject to change

MPI FOUNDATION
PRESENTS

Rendezvous

THE PREMIER
NETWORKING EVENT FOR
MEETING AND EVENT
PROFESSIONALS

The MPI Foundation Rendezvous is a must-attend one-night party featuring music and dancing, with all proceeds going to the MPI Foundation. Gain valuable exposure, invite your clients, and relax during a great night for networking and fun.

All registered EMEC attendees will receive a ticket to Rendezvous.

VIP Spaces starting at \$1,500. More details coming soon!



THANK YOU!

Contact Bruce Gudenberg at bgudenberg@mpi.org or
Katri Laurimaa at klaurimaa@mpi.org to secure your
investment in EMEC Luxembourg.