



POTOMAC
CHAPTER

**PARTNERSHIP
OPPORTUNITIES**

WHO WE ARE

MPI POTOMAC is an inclusive community of meeting professionals who embrace learning, collaboration and your development.

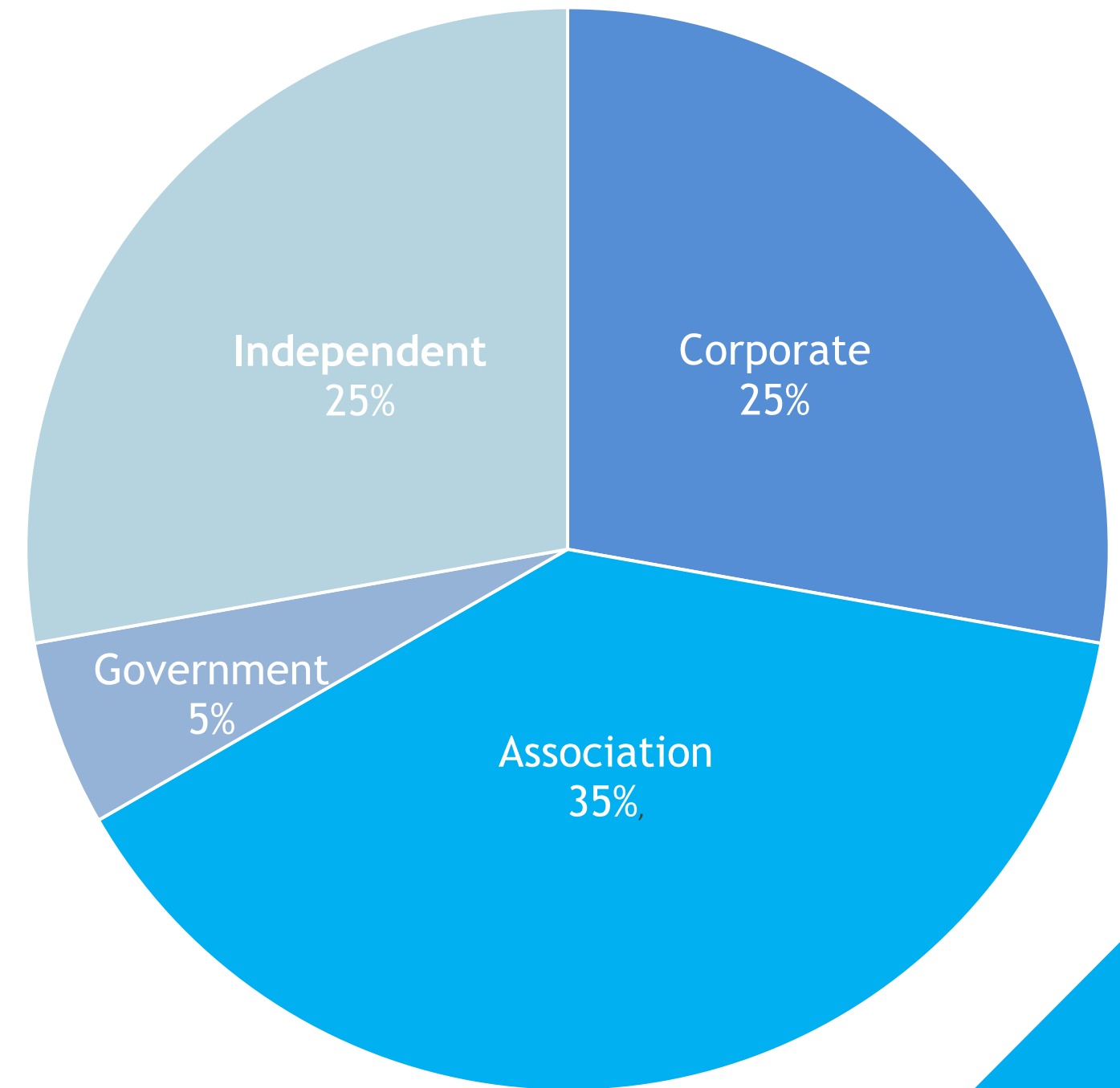


OUR COMMUNITY

Your Target Audience

MPI serves nearly 12,000 meeting professionals, more than any other global industry organization

- MPI Potomac has nearly 600 professional members - the largest chapter in MPI
- Favorable ratio
65% Meeting Planner/Organizer Professionals
35% Supplier Partners



OUR REACH

**MPI POTOMAC REGION
REPRESENTS
WASHINGTON DC,
MARYLAND
AND NORTHERN
VIRGINIA,
THE 6TH LARGEST
US MARKET**



- 1,200 MEETING PROFESSIONAL EMAIL LIST
 - 3,100 PAGE VIEWS IN LINKEDIN IN SEPTEMBER 2022
- 12-15 PLANNED SOCIAL AND EDUCATION PROGRAMS THROUGHOUT THE YEAR
 - AUDIENCES RANGING FROM 40-400 ATTENDEES

HOW WE SERVE

WE SERVE OUR MEMBERS WITH COMPREHENSIVE PROGRAMMING THROUGHOUT THE YEAR:

MONTHLY EDUCATION EXPERIENCES "E2" SERIES

CMP PREP COURSES FOR PROFESSIONAL ADVANCEMENT

**NETWORKING & SPECIAL EVENTS LIKE TRIVIA NIGHT
AND EVENING OF THE STARS ANNUAL AWARDS**

**INDUSTRY ADVOCACY & EMPLOYMENT
RESOURCES**

DIVERSITY EQUITY & INCLUSION INITIATIVES

COMMUNITY OUTREACH ACTIVITIES

**RECONEX ANNUAL REGIONAL EDUCATION
CONFERENCE**

FYI Monthly E-Newsletter



Partner with MPI Potomac

Annual Strategic Partnerships

- 12-month packages starting at \$8,000
- Top recognition at education and networking events
- Digital marketing packages
- Complimentary passes to events
- Attendee lists of event participants
- Other premium sponsor benefits

A la carte Sponsorships

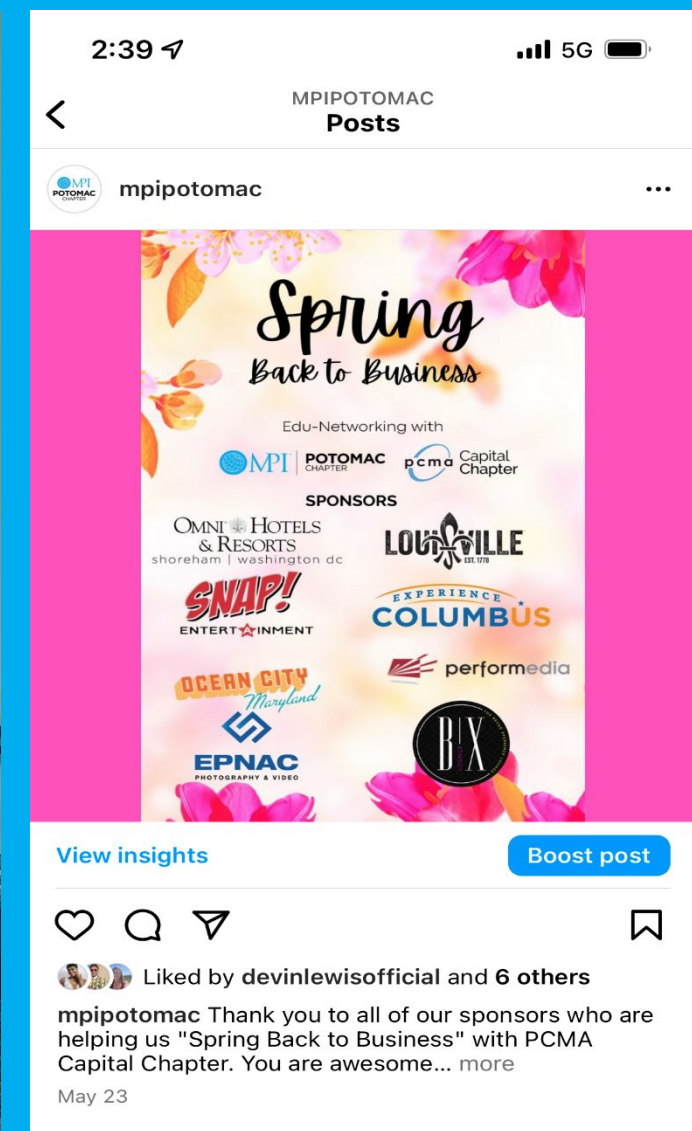
- CMP Prep Course: \$2,000 per course
- E2 Educational Events: \$2,000 - \$4,000
- Annual Regional Conference \$2,500-\$10,000
- Special Events: \$2,000-\$10,000
- Industry Advocacy
- Community Service
- DE&I Programs

Advertising Opportunities

- Email database: \$1,500 - \$1,800
- Social Media marketing: \$450-\$600 priced per post per platform
- FYI advertorials: \$500-\$1,500 priced based on size and placement (subject to editorial approval)
- Open Job Listings: packages starting at \$500

Entitlements for Sponsors

- Direct Mailers
- Social Media Take Over
- Speaking appearances at in-person events and on podcasts
- Opportunity for commercial time at in-person and virtual events
- Feature services in deliverable content via FYI article, speaking role at e2 or ReConEx
- Logos on name badges
- Prizes/Raffles/Giveaways
- YouTube channel activation
- Logo Recognition with website hyperlink on all marketing communication tools
- Opportunity to poll participants pre-event via registration questions
- In-kind donations



TESTIMONIALS

*“xxx aglapk[eawe’;fam,dbaposme
afkdpa[*
- XYZ Person/ ABC company



*“xxx aglapk[eawe’;fam,dbaposme
afkdpa[*
- XYZ Person/ ABC company



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