



Digital Advertising & In-Kind Sponsorship Brochure

MPI NENY (MPI of Northeastern New York) was established in 2004. Since that time, we joined with Eastern Great Lakes Chapter and have grown to over 200 members strong. As a premier meeting industry forum, our chapter promotes professional development and enhances the recognition of the profession within our business community. MPI Upstate NY provides the highest ranked education, member benefits, and an active exchange of ideas that meets the diverse needs of our members.

Why Sponsor?

- More than 80% of MPI planner members have the buying power to approve or recommend facilities, select geographical locations and destinations, and product and services.
- There is more than \$88 million of buying power among our chapter members!
- MPI members BUY MPI! Build lasting relationships with meeting professionals in the chapter.
- CONNECTIONS & EXPOSURE! You can connect with and gain increased visibility within the regional and national meetings industry.
- There are many opportunities to advertise your product, business or service to MPI Upstate NY members: website advertising, chapter e-newsletter, exhibiting or sponsoring at an event, hosting an event, and many more.

Sponsorship Opportunities will be available for these upcoming events:

- **Fall Focus – Date TBD**
Partner with us at our signature event, the annual Fall Focus! This day is chock full of education, networking, and fun. Exhibit booths and sponsorships will be available.
- **GMID Gala – Date TBD**
Our annual chapter fundraiser hosted on Global Meetings Industry Day is an opportunity for the meeting industry, and everyone supported by it, to come together and celebrate our industry. Sponsorships will be available.

Check our website, [here](#), for updates throughout the year.

Digital Advertising

| Digital Advertising | Price |
|--|---------|
| Inline Banner Website Ad* (duration 1 month) | \$125 |
| Sidekick Website Ad** (duration 1 month) | \$200 |
| Shout out on MPI's Social Media (Facebook, Twitter & LinkedIn) | \$200 |
| Promotional email blast to membership (1 time per year max) | \$250 |
| Article within the E-newsletter | \$250 |
| E-newsletter Banner Ad^ (2 issues) | \$300 |
| Inline Banner Website Ad* (duration 1 year) | \$1,250 |
| Sidekick Website Ad** (duration 1 year) | \$2,000 |

*Inline Banner Website Ad is located on the bottom of every page of the website. Specifications are 728w x 90h. Please submit as a .JPG file. This has unlimited rotations and only one ad will show at a time. Month or year will begin on the first of the month and end on the last of the month (month), or last day of the month on month 12 (year).

**Sidekick Banner Website Ad is location on the right side of every page of the website. Specifications are 300w x 250h. Please submit as a .JPG file. This has unlimited rotations and only one ad will show at a time. Month or year will begin on the first of the month and end on the last of the month (month), or last day of the month on month 12 (year).

^There are four E-newsletter issues sent per year. Specifications are 150w x 150h pixels, and no larger than 72 dpi. Please submit either a .JPG or .GIF file, maximum 100KB file size. You may provide a website link to hyperlink to your banner ad. There is only one advertisement per email blast. Space is reserved on a first-come, first-serve basis.

Digital Advertising Terms and Conditions Prior to the start of the advertising, all payments must be paid in full to MPI Upstate New York. Advertising will begin upon receipt of your payment. Please note, advertising purchased, but not used will expire at the end of one year from the date of purchase. Once advertising is selected, and mutually beneficial marketing deadlines are negotiated with the VP and Director of Sponsorship, all sponsors must adhere to set marketing deadlines or the opportunity may no longer be available.

Host an Event, Meeting or Retreat

The host venue will serve as backdrop for this event, meeting or retreat, resulting in the opportunity to showcase their venue and services to key decision-makers from the meeting and events industry and beyond. These are typically in-kind opportunities.

Monthly Education Programs

Anticipated Attendance: 30-50 average per event based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga) or Western NY (Niagara Falls, Buffalo, Rochester, Syracuse)

Event Summary: One- to two-hour educational programs, hosted approximately three times per year.

As the host, you will receive:

- Three (3) minutes podium time to promote venue to audience
- Three (3) complimentary registrations to the event
- Prominent sponsorship recognition on all marketing materials used to promote the event
- One email blast sent by MPI to members

Interested in hosting? Contact the Director of Monthly Programs, Chloejean Tedford at chloejean@discoversaratoga.org the Vice President of Education, Marissa Streun, at marissa@sswmeetings.com for further information including event specifications, preferred event dates, critical decision elements and how to submit a proposal.

Fall Focus

Anticipated Attendance: 125-150 average per event based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga)

Event Summary: Half-day education program featuring a dynamic keynote speaker, educational breakout sessions outlining current industry trends, and tradeshow to network with vendors. This event is hosted annually, usually in November.

As the host, you will receive:

- Five (5) minutes podium time to promote venue to audience during the general session
- One (1) complimentary exhibit table
- Four (4) complimentary registrations to the event
- Prominent sponsorship recognition on all marketing materials used to promote the event

Interested in hosting? Contact the Vice President of Education, Marissa Streun, at marissa@sswmeetings.com or the Director of Monthly Programs, Chloejean Tedford at chloejean@discoversaratoga.org for further information including event specifications, preferred event dates, critical decision elements and how to submit a proposal.

Networking Events

Anticipated Attendance: 30-50 average per event based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga) or Western NY (Niagara Falls, Buffalo, Rochester, Syracuse)

Event Summary: These are our Cocktails and Connections or Coffee and Connections events that are held in the evening or morning and are designed to encourage attendees to bring a friend, colleague, or peer to learn more about the opportunities available through our chapter and to make new connections.

As the host, you will receive:

- Two (2) minutes podium time to promote venue to audience
- Ability to greet attendees at the registration table
- Prominent sponsorship recognition on all marketing materials used to promote the event

Interested in hosting? Contact the Vice President of Special Events, Jessica Joralemon, CMP, at jessicajoralemon@gmail.com for further information including event specifications, preferred event dates, critical decision elements and how to submit a proposal.

GMID Gala

Anticipated Attendance: 125-150 average per event based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga)

Event Summary: Be part of our annual GMID Gala that celebrates Global Meetings Industry Day and recognizes meeting planner superstars from our region. This event features an evening of quality networking, delicious food, and showing support to those who have made the meeting industry all that it is. It is a wonderful opportunity for the meeting industry and everyone supported by it to come together and celebrate accomplishments and individuals who have made a significant contribution to our mission.

As the host, you will receive:

- Five (5) minutes podium time to promote venue to audience
- Two (2) complimentary registrations to the event
- Prominent sponsorship recognition on all marketing materials used to promote the event
- One email blast sent by MPI to members

Interested in hosting? Contact the Vice President of Special Events, Jessica Joralemon, CMP, at jessicajoralemon@gmail.com for further information including event specifications, preferred event dates, critical decision elements and how to submit a proposal.

Board Retreats

Anticipated Attendance: 10-20 board members based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga) or Western NY (Niagara Falls, Buffalo, Rochester, Syracuse)

Event Summary: One and a half to two-day board retreat, held two times per year.

As the host, you will receive:

- Three (3) minutes podium time to promote venue to audience
- Guided walking tour of venue for board members
- Join the board members for dinner and networking.
- One email blast sent by MPI to members

Interested in hosting? Contact the President-Elect, Theresa W. Moore, CMP, at Theresa@nyscoss.org for further information including retreat specifications, preferred event dates, critical decision elements and how to submit a proposal.

Board Meetings

Anticipated Attendance: 10-20 board members based on history

Location of Venue: Capital District (Albany, Troy, Schenectady, Saratoga)

Event Summary: Two-hour board meetings held approximately 6 times a year.

As the host, you will receive:

- Three (3) minutes podium time to promote venue to audience

Interested in hosting? Contact the President, Caitlin Gaborow, CMP, at cfgaborow@gmail.com for further information including meeting specifications, preferred event dates, critical decision elements and how to submit a proposal.

Event, Meeting or Retreat Host Terms and Conditions Once in-kind sponsorships are selected, and mutually beneficial marketing deadlines are negotiated with the Director of Sponsorship, all sponsors must adhere to set marketing deadlines or the opportunity may no longer be available. Opportunities provided during the event, meeting or retreat are non-transferable.

Interested in sponsoring? Contact the VP of Sponsorship, Jay Cloutier at jcloutier@albany.org or the Director of Sponsorship, Kelli Gormley, at ksgormley@gmail.com for more information.

Thank You to Our Partners! Thank you to those companies and organizations that provide financial and in-kind support to our MPI chapter. We would not be able to provide the level of programming without the continued support!