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# 2026 Advertising & Partnership Guide



**MPI Upstate New York has been recognized internationally for its award-winning newsletter and consistent member growth.**



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## **Welcome to Meeting Planners International Upstate New York!**

We're excited to invite you to explore new partnership opportunities with our chapter. Sponsorship and advertising options for the 2026 MPI year are now available, offering meaningful ways to elevate your organization's presence in our community.

Your ideas and input are always welcome as we strive to create custom options that best support your business. Thank you for your continued support — we look forward to collaborating with you!

**Warmly,**  
*Sarah Bailey*

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**Director of Sponsorship**



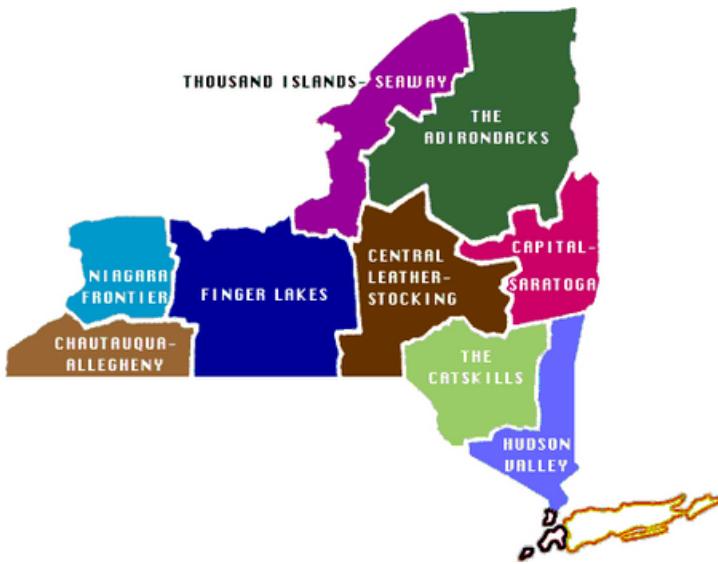
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# **Why MPI Upstate New York?**

## **Who We Are**

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide.

Founded in 1972, MPI provides innovative and relevant education, networking opportunities, and business exchanges. MPI acts as a prominent voice for the promotion and growth of the industry with a global community of 60,000 meeting and event professionals.



## **Our Reach**

MPI has more than 90 chapters in 19 countries. Our Upstate NY chapter now serves the Capital Region, North Country, Mohawk Valley, Central NY, the Finger Lakes, Western NY, Southern Tier and as far south as the Mid-Hudson region. We also have members in the Berkshires of Massachusetts and the Green Mountains of Vermont.



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# ANNUAL PREFERRED PARTNERSHIP OPPORTUNITIES



*Annual Partnership Packages  
are available or can be customized!*

*Have an idea for an event you want to host/sponsor? Talk to us about  
how we can highlight you and your city!*

*This is a great way for non-competing organizations  
to form a multi-brand sponsorship where  
each organization would share the cost and benefits.  
(Example: Area Hotels, Convention Center and CVB)*



## **TITANIUM \$15,000/year (a \$36,350 Value!)**

### **PROFESSIONAL DEVELOPMENT & NETWORKING**

- 6 Registrations for Annual Awards Gala
- 6 Registrations for Fall Focus Educational Event
- 6 Registrations for In-Person Educational Event
- 6 Registrations for Coffee/Cocktails & Connections



### **EXPOSURE & BRANDING**

- Logo featured in "OUR PARTNERS" section on chapter website for 1 year
- 1 Featured Shoutout of Support in each of 4 quarterly e-blasts
- Recognition in 2026 Annual Awards Slideshow (Full slide)
- Inline Banner Website Ad (Top of site/1 year)
- 1 Co-Branded Event Follow-up Email with social media amplification

### **ADVERTISING & PROMOTION**

- 2 Speaking opportunities during an event of your choice
- 1 Featured Article in each of 4 quarterly e-blasts
- Author 1 blog article (showcased on website, social media & in a dedicated e-blast)
- 2 Sponsored E-Blasts
- 6 Posts on MPI's Social Media Pages
- 2 - 30-Second Social Media Shout-out videos



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## **Platinum \$10,000/year**

*(a \$29,700 Value!)*

### **PROFESSIONAL DEVELOPMENT & NETWORKING**

- 4 Registrations for Annual Awards Gala
- 4 Registrations for Fall Focus Educational Event
- 4 Registrations for In-Person Educational Event
- 4 Registrations for Coffee/Cocktails & Connections



### **EXPOSURE & BRANDING**

- Logo featured in "OUR PARTNERS" section on chapter website for 1 year
- 1 Featured Shoutout of Support in each of 4 quarterly e-blasts
- Recognition in 2026 Annual Awards Slideshow (Half slide)
- Inline Banner Website Ad (Bottom of site/1 year)
- 1 Co-Branded Event Follow-up Email with social media amplification

### **ADVERTISING & PROMOTION**

- 1 Speaking opportunities during an event of your choice
- 1 Featured Article in each of 2 quarterly e-blasts
- Author 1 blog article (showcased on website, social media & in a dedicated e-blast)
- 1 Sponsored E-Blasts
- 4 Posts on MPI's Social Media Pages
- 1 - 30-Second Social Media Shout-out videos

## **Gold \$7,500/year**

*(a \$13,700 Value!)*

### **PROFESSIONAL DEVELOPMENT & NETWORKING**

- 2 Registrations for Annual Awards Gala
- 2 Registrations for Fall Focus Educational Event
- 2 Registrations for In-Person Educational Event
- 2 Registrations for Coffee/Cocktails & Connections



### **EXPOSURE & BRANDING**

- Logo featured in "OUR PARTNERS" section on chapter website for 1 year
- 1 Featured Shoutout of Support in each of 4 quarterly e-blasts
- Recognition in 2026 Annual Awards Slideshow (1/4 slide)
- Sidekick Website Ad (duration 6 months)
- 1 Co-Branded Event Follow-up Email with social media amplification

### **ADVERTISING & PROMOTION**

- 1 Featured Article in each of 2 quarterly e-blasts
- Author 1 blog article (showcased on website, social media & in a dedicated e-blast)
- 1 Sponsored E-Blasts
- 2 Posts on MPI's Social Media Pages
- 1 - 30-Second Social Media Shout-out videos

## **Silver \$5,000/year**

*(a \$9,700 Value!)*

### **PROFESSIONAL DEVELOPMENT & NETWORKING**

- 2 Registrations for Annual Awards Gala
- 2 Registrations for Fall Focus Educational Event
- 2 Registrations for In-Person Educational Event
- 2 Registrations for Coffee/Cocktails & Connections



### **EXPOSURE & BRANDING**

- Logo featured in "OUR PARTNERS" section on chapter website for 1 year
- 1 Featured Shoutout of Support in each of 4 quarterly e-blasts
- Recognition in 2026 Annual Awards Slideshow (1/4 slide)

### **ADVERTISING & PROMOTION**

- Author 1 blog article (showcased on website, social media & in a dedicated e-blast)
- 1 Posts on MPI's Social Media Pages

## Bronze \$2,500/year

(a \$5,900 Value!)

### PROFESSIONAL DEVELOPMENT & NETWORKING

- 2 Registrations for In-Person Educational Event
- 2 Registrations for Coffee/Cocktails & Connections



### EXPOSURE & BRANDING

- Logo featured in "OUR PARTNERS" section on chapter website for 1 year
- 1 Featured Shoutout of Support in each of 4 quarterly e-blasts
- Recognition in 2026 Annual Awards Slideshow (1/4 slide)

### ADVERTISING & PROMOTION

- Author 1 blog article (showcased on website, social media & in a dedicated e-blast)



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## **DIGITAL COMMUNICATIONS/ADVERTISEMENTS**

### **NEWSLETTER/EMAIL:**

Featured Article in a quarterly e-newsletter	\$2,500
Co-Branded Event Follow up email with social media amplification	\$1,000
Sponsored E-Blast	\$1,500
Author a blog article for website (amplified on social media & in a Sponsored E-Blast)	\$2,500

### **SOCIAL MEDIA**

Social media shoutout 30-second video	\$1,000
Post on MPI's Social Media	\$500

### **WEBSITE:**

Inline Banner Website Ad - top of site* (duration 1 year)	\$3,600
Inline Banner Website Ad - bottom of site* (duration 1 year)	\$2,400
Sidekick Website Ad** (duration 6 months)	\$1,200
Logo featured in "OUR PARTNERS" section on chapter website (annual)	\$1,000



\*Inline Banner Website Ad is located on the bottom of every page of the website with unlimited rotations and only one ad shown at a time.

\*\*Sidekick Banner Website Ad is located on the right side of every page of the website with unlimited rotations and only one ad shown at a time.

^There are four E-newsletter issues sent per year. You may provide a website link to hyperlink your banner ad. There is only one advertisement per email blast.



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## ANNUAL AWARDS GALA CELEBRATION

The MPI Upstate NY Annual Gala is an inspiring celebration of our esteemed industry colleagues. This event serves as a unifying platform where professionals from the meeting and event industry gather to honor the individuals who have made noteworthy contributions to our organization.



It's a momentous occasion where we not only reflect on the successes and achievements of the past year but also rally together to ignite enthusiasm and momentum for the upcoming year. Our Annual Gala is a testament to the vibrant spirit and collaborative essence of our membership.



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# ANNUAL AWARDS GALA

## **Event Sponsor | \$4,000** **1 Available**

2 Event Registrations | Co-branded event activation and promotion with MPI UNY

Time at the podium to welcome attendees and promote your brand

## **Awards Sponsor | \$3,000** **1 Available**

2 Event Registrations | Brand visibility on stage during Awards Ceremony

Featured as Awards Sponsor on event invitation

## **Cocktail Sponsor | \$2,500** **1 Available**

1 Event Registration | Create a Signature Drink to promote your brand

## **Social Photo Booth Sponsor | \$2,500** **1 Available**

1 Event Registration | Provide your branded props or backdrop at the booth

## **Registration Table Sponsor | \$1,500** **1 Available**

1 Event Registration | Meet and greet attendees at the registration table

## **Hors d'Oeuvres Sponsor | \$1,000** **3 Available**

Provide your branded items for appetizer display

## **Dinner Wine Sponsor | Available | \$750** **2 Available**

Brand visibility at dinner tables with "Sponsored by" table tents

## **Silent Auction Sponsor | \$500** **3 Available**

Logo on digital communications to solicit items and place bids

## **Dinner Reception Seat Drop | \$500** **2 Available**

Provide your branded items for attendees at dinner

## **Photography Sponsor | \$500** **1 Available**

"Sponsored by" mention wherever photos are credited

## **Wine Pull Sponsor | \$500** **1 Available**

Shoutout your brand while announcing our wine pull winners

### **All sponsorship opportunities include:**

*Social media promotion | Live acknowledgement at event*

*Signage at event and recognition on Point Point presentation*



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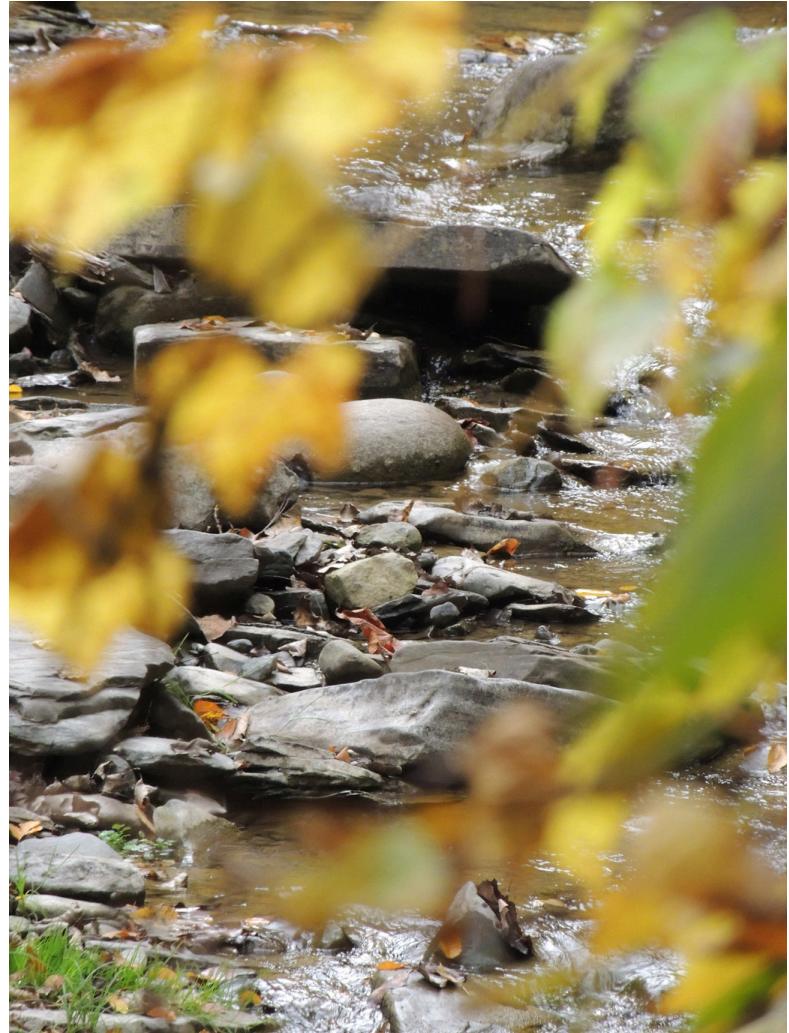
# Educational Symposium

*Formerly known as Fall Focus*

Join us for our much-anticipated professional development educational symposium! This multi-day conference is brimming with enlightening educational encounters and invaluable networking opportunities.

This signature showcase presents an optimal platform for you to amplify your presence and highlight your company, product or service to a wide array of meeting planners and suppliers across the Chapter. It's an event designed to facilitate meaningful connections and elevate your profile in the industry.

Don't miss this opportunity to be a prominent part of a dynamic occasion that promises both professional enrichment and memorable experiences.





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# Educational Symposium

## **Event Sponsor | \$4,000**

**1 Available**

2 Event Registrations | Co-branded event activation and promotion with MPI UNY  
Time at the podium to welcome attendees and promote your **brand**

## **Cocktail Reception Sponsor | \$3,000**

**1 Available**

1 Event Registration | Create a Signature Drink to promote your brand

## **Lunch Sponsor | \$2,500**

**1 Available**

1 Event Registration | Opportunity to display signage and welcome attendees at Lunch

## **Education Session Sponsor | \$1,500**

**3 Available**

1 Event Registration | Brand visibility in breakout room | Time at the podium to promote your brand while introducing the speaker or panel

## **Networking Break Sponsor | \$750**

**2 Available**

Promote your brand during where most valuable discussions happen - between the sessions!

## **Keynote Sponsor | \$3,500**

**1 Available**

2 Event Registrations | Brand visibility on stage during Keynote Address  
Time at the podium to promote your brand while introducing our speaker

## **Breakfast Sponsor | \$2,000**

**1 Available**

1 Event Registration | Opportunity to display signage and welcome attendees at Breakfast

## **Registration Sponsor | \$1,000**

**1 Available**

1 Event Registration | Meet and greet attendees at the registration table

## **SWAG Bag Inclusion | \$500**

**4 Available**

Provide your branded items for attendees as a giveaway at registration

All sponsorship opportunities include:

Social media promotion | Live acknowledgement at event

Signage at event and recognition on Point Point presentation

Recognition in Event Follow-Up Emails



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# **Education or Networking Event**

## **Title Sponsor | \$3,000**

**1 Available**

2 Event Registrations | Co-branded event activation and promotion with MPI UNY

Time at the podium or on Webinar to welcome attendees and promote your **brand**

## **Speaker or Activity Sponsor | \$2,500**

**1 Available**

1 Event Registration | Brand visibility on presentation

Time at the podium or on webinar to promote your brand and introduce our speaker or activity host

## **\*Breakfast | Lunch | Reception | Beverage**

**Sponsor | \$2,000**

**1-4 Available (depending on the number of applicable meals served)**

1 Event Registration | Opportunity to display signage and welcome attendees at a meal:

Breakfast | Lunch | Reception | Beverage

\*Applicable to in person events

## **Registration Sponsor | \$1,500**

**1 Available**

1 Event Registration | Opportunity to display signage and meet and greet attendees at the registration table

## **Event Support | \$500**

**4 Available**

Opportunity to display logo in programming and meet and greet attendees during webinar

All sponsorship opportunities include:

Social media promotion | Live acknowledgement at event

Signage at event and recognition on Point Point presentation

Recognition in Event Follow-Up Emails



## **IN-KIND OPPORTUNITIES**

in-kind contributions are encouraged and valued! By providing products or services that align with MPI Upstate New York's professional development programs and chapter events, you're contributing to the overall success and growth of the community.

Your in-kind support not only enhances the quality of these events but also helps create meaningful experiences for attendees. Your involvement as an in-kind contributor underscores your commitment to fostering a vibrant professional network in the region.



### **All In-Kind sponsors will receive:**

- 1 Event Registration  
(with an *in-kind* donation of \$1,500 or more)
- Social media promotion
- Live acknowledgement at event
- Signage at event
- On-stage recognition with your branding and messaging.
- Recognition in Event Follow-Up Emails

### **Examples include:**

- Speakers
- Florals, Linens and other Decor
- Prizes & Auction Items
- Media, Print, TV, Radio or Digital Ads
- AV
- Complimentary hotel rooms for staff, planners, speakers, and other VIP guests
- Your Idea Here!!

## **EVENT HOST PARTNERSHIPS**



Hosting MPI Upstate NY Chapter events provides a fantastic opportunity to become the setting for impactful gatherings, meetings, and retreats.

As a host venue, you'll not only offer your space but also position your products and services in front of influential decision-makers from the meetings and events industry. This exposure can amplify your visibility and reputation, making your brand known to a wider audience.

# SIGNATURE EVENTS

## Fall Focus

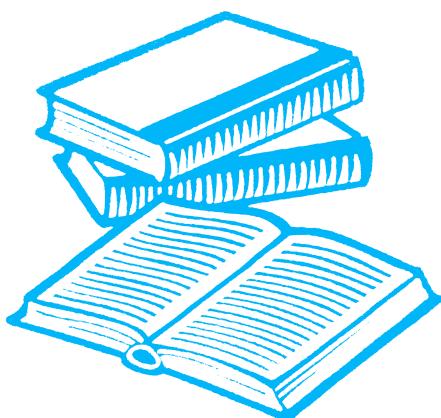
**Attendance:** 75-100

**Location:** Alternating Regions in  
Upstate NY

### Event Summary:

This annual educational program features a captivating keynote speaker and engaging breakout sessions focusing on current industry trends and topics.

Typically held in November, it offers valuable insights and networking opportunities.



## Annual Awards Gala

**Attendance:** 125-150

**Location:** Capital District  
(Albany, Schenectady, Saratoga)

### Event Summary:

Be part of our Annual Awards Gala that celebrates 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.

## SIGNATURE EVENT HOST PERKS



### **As the host venue, you will receive:**

- 1 Event Registration
- Time at the podium to welcome attendees and promote your venue
- Sponsorship recognition in all event promotion
  - One Sponsored E-Blast

## Networking Events

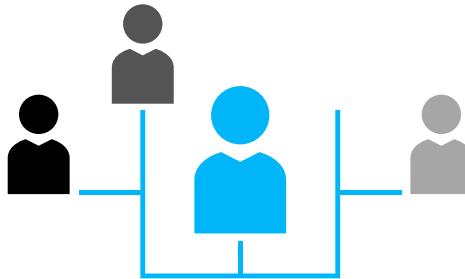
**Attendance:** 25-50

**Location:** Alternating Regions around Upstate NY

**Event Summary:** "Cocktails and Connections" and "Coffee and Connections" events were designed to inspire attendees to invite friends, colleagues, or peers. These gatherings provide insights into chapter opportunities and foster new connections.

### As the host venue, you will receive:

- 1 Event Registration
- Sponsorship recognition in all event promotion
- Opportunity to greet attendees at the registration table



## Board of Directors Retreats

**Attendance:** 10-15

**Location:** Alternating Regions around Upstate NY

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

### As the host venue, you will receive:

- Time to welcome attendees and promote your venue with a guided walking tour
- Join the board members for dinner and networking
  - One Sponsored E-Blast



Thank  
you!

**If you have any questions please  
reach out to:**

Nicole Kittel

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*NKittel@caphill.com*