

Dallas-Fort Worth Chapter

 Total Members: 434

Membership Overview

| Type     | 2025/26 | Percentage  |     |
|----------|---------|-------------|-----|
| Planner  | 172     | <div></div> | 40% |
| Supplier | 228     | <div></div> | 53% |
| Student  | 10      | <div></div> | 2%  |
| Faculty  | 2       | <div></div> | 0%  |
| Charter  | 0       | <div></div> | 0%  |
| Retired  | 2       | <div></div> | 0%  |
| Lifetime | 20      | <div></div> | 5%  |
| Unknown  | 0       | <div></div> | 0%  |
| Total    | 434     |             |     |

The Membership overview shows a breakdown of the chapter's members numbers By Membership Type.

Membership Population Maturity

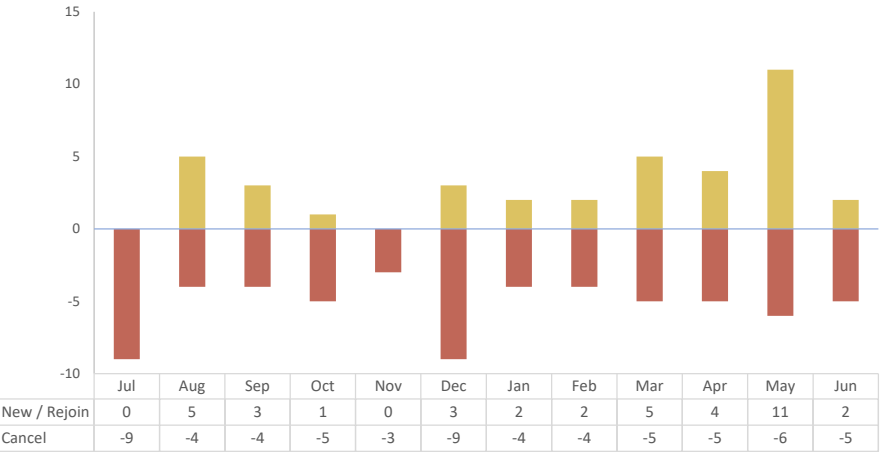
| Membership Population Maturity Total                                                                                                                                                                    |             |     |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----|-----------------|
| Maturity (Years)                                                                                                                                                                                        | Planner     |     | Supplier        |
| 0                                                                                                                                                                                                       | <div></div> | 47  | <div></div> 110 |
| 2                                                                                                                                                                                                       | <div></div> | 32  | <div></div> 48  |
| 4                                                                                                                                                                                                       | <div></div> | 18  | <div></div> 15  |
| 6                                                                                                                                                                                                       | <div></div> | 8   | <div></div> 5   |
| 8                                                                                                                                                                                                       | <div></div> | 14  | <div></div> 7   |
| 10                                                                                                                                                                                                      | <div></div> | 11  | <div></div> 5   |
| 12                                                                                                                                                                                                      | <div></div> | 7   | <div></div> 10  |
| 14                                                                                                                                                                                                      | <div></div> | 6   | <div></div> 1   |
| 16                                                                                                                                                                                                      | <div></div> | 4   | <div></div> 3   |
| 18                                                                                                                                                                                                      | <div></div> | 2   | <div></div> 5   |
| >=20                                                                                                                                                                                                    | <div></div> | 23  | <div></div> 19  |
| Total                                                                                                                                                                                                   |             | 172 | 228             |
| The Maturity (Years) column represents the number of years your members have been in the chapter by supplier or planner. For example,<br><br>0 = new member - 2 years<br>2 = 2-4 years<br>4 = 4-6 years |             |     |                 |

| Membership Renewing or Rejoining                                                                                                                                                                                                                                          |             |     |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----|----------------|
| Maturity (Years)                                                                                                                                                                                                                                                          | Planner     |     | Supplier       |
| 0                                                                                                                                                                                                                                                                         | <div></div> | 15  | <div></div> 30 |
| 2                                                                                                                                                                                                                                                                         | <div></div> | 30  | <div></div> 41 |
| 4                                                                                                                                                                                                                                                                         | <div></div> | 18  | <div></div> 13 |
| 6                                                                                                                                                                                                                                                                         | <div></div> | 8   | <div></div> 5  |
| 8                                                                                                                                                                                                                                                                         | <div></div> | 14  | <div></div> 6  |
| 10                                                                                                                                                                                                                                                                        | <div></div> | 11  | <div></div> 5  |
| 12                                                                                                                                                                                                                                                                        | <div></div> | 7   | <div></div> 10 |
| 14                                                                                                                                                                                                                                                                        | <div></div> | 5   | <div></div> 1  |
| 16                                                                                                                                                                                                                                                                        | <div></div> | 3   | <div></div> 3  |
| 18                                                                                                                                                                                                                                                                        | <div></div> | 2   | <div></div> 5  |
| >=20                                                                                                                                                                                                                                                                      | <div></div> | 21  | <div></div> 16 |
| Total                                                                                                                                                                                                                                                                     |             | 134 | 135            |
| Shows the number of planners and suppliers that are renewing or rejoining based on the number of years they have been members. This will give the chapter a better idea if they are retaining newer members vs. those that have been members for a longer period of time. |             |     |                |

| Membership Cancelling                                                                                                                                                                                                                                       |             |    |                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----|----------------|
| Maturity (Years)                                                                                                                                                                                                                                            | Planner     |    | Supplier       |
| 0                                                                                                                                                                                                                                                           | <div></div> | 9  | <div></div> 24 |
| 2                                                                                                                                                                                                                                                           | <div></div> | 31 | <div></div> 40 |
| 4                                                                                                                                                                                                                                                           | <div></div> | 8  | <div></div> 12 |
| 6                                                                                                                                                                                                                                                           | <div></div> | 3  | <div></div> 1  |
| 8                                                                                                                                                                                                                                                           | <div></div> | 4  | <div></div> 0  |
| 10                                                                                                                                                                                                                                                          | <div></div> | 0  | <div></div> 3  |
| 12                                                                                                                                                                                                                                                          | <div></div> | 1  | <div></div> 1  |
| 14                                                                                                                                                                                                                                                          | <div></div> | 0  | <div></div> 0  |
| 16                                                                                                                                                                                                                                                          | <div></div> | 1  | <div></div> 0  |
| 18                                                                                                                                                                                                                                                          | <div></div> | 0  | <div></div> 1  |
| >=20                                                                                                                                                                                                                                                        | <div></div> | 6  | <div></div> 3  |
| Total                                                                                                                                                                                                                                                       |             | 63 | 85             |
| Shows the number of planners and suppliers that are cancelling based on the number of years they have been members. This will give the chapter a better idea if they are losing newer members vs. those that have been members for a longer period of time. |             |    |                |

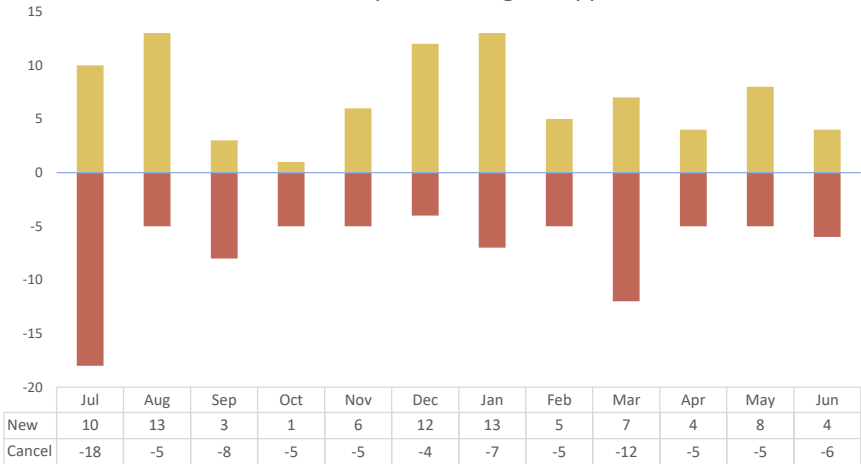
Monthly Membership Change Rate

Monthly Rate Change - Planners



New

Monthly Rate Change - Suppliers



Cancel

This bar graph provides a monthly breakdown of planner and supplier new/renewals and cancellations. This information is helpful to show those months where you have the strongest and weakest growth. Also, a chapter can look to see what trends have been taking place in membership increases and decreases over the past months.

| Key        | Description                                  |
|------------|----------------------------------------------|
| New/Rejoin | New Members added or Rejoined MPI            |
| Cancel     | Members who cancelled or chose not to renew. |

# Total Membership Benchmarking by Chapter Size

| Total Membership Bench Marking Comparison |            |                           |              |              |
|-------------------------------------------|------------|---------------------------|--------------|--------------|
| Type                                      | Large      | Dallas-Fort Worth Chapter | Difference   | % Difference |
| Planner                                   | 236        | 172                       | ▼ -64        | -27%         |
| Supplier                                  | 214        | 228                       | ▲ 14         | 7%           |
| Student                                   | 16         | 10                        | ▼ -6         | -38%         |
| Faculty                                   | 2          | 2                         | ▬ 0          | 0%           |
| Charter                                   | 0          | 0                         | ▬ 0          | ∞            |
| Retired                                   | 3          | 2                         | ▼ -1         | -33%         |
| Lifetime                                  | 7          | 20                        | ▲ 13         | 186%         |
| Unknown                                   | 0          | 0                         | ▬ 0          | ∞            |
| <b>Total</b>                              | <b>478</b> | <b>434</b>                | <b>▼ -44</b> | <b>-9%</b>   |

Shows a comparison of how the chapter is doing compared to the averages of other chapters with similar chapter size. Bench Mark #'s are calculated by averaging the chapter members size based on which category (*key below*) the chapter fits in

| Key     | Description     |
|---------|-----------------|
| Large:  | 201+ Members    |
| Medium: | 126-200 Members |
| Small:  | 0-125 Members   |

# Demographics of Programs Planned by MPI Members

## Planning Loc. Within the United States

|                     |     |
|---------------------|-----|
| Alaska              | 36  |
| Hawaii              | 67  |
| Midwest*            | 154 |
| Mountain*           | 135 |
| Northeast *         | 142 |
| Northwest*          | 121 |
| P. Rico/ V. Islands | 62  |
| Southeast *         | 165 |
| Southwest*          | 225 |

|           |                                                      |
|-----------|------------------------------------------------------|
| Midwest   | (IL, IN, OH, MI, MN, WI, IA, MO, KS, OK, NE, SD, ND) |
| Mountain  | (UT,CO,WY,MT)                                        |
| Northeast | (ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD)         |
| Northwest | (WA, OR, ID)                                         |
| Southeast | (FL,GA, SC, NC, LA, AL, MS, AK, TN, KY, WV, VA, DC)  |
| Southwest | (CA, NV, AZ, NM, TX)                                 |

## Planning Loc. Outside United States

|                |    |
|----------------|----|
| Africa         | 18 |
| Asia           | 41 |
| Australia      | 33 |
| Belgium        | 25 |
| Bermuda        | 37 |
| Canada         | 80 |
| Eastern Europe | 37 |
| France         | 48 |
| Germany        | 46 |
| Italy          | 45 |
| Mexico         | 82 |
| Middle East    | 20 |
| New Zealand    | 19 |
| Other Europe   | 32 |
| Russia         | 15 |
| Scandinavia    | 14 |
| South America  | 50 |
| Spain          | 43 |
| United Kingdom | 55 |

## Facility Utilized

|                   |     |
|-------------------|-----|
| Airport Hotel     | 63  |
| Conference Center | 111 |
| Convention Center | 95  |
| Convention Hotel  | 101 |
| Cruise            | 21  |
| Downtown Hotel    | 124 |
| Resort            | 114 |
| Suburban Hotel    | 75  |
| University Campus | 27  |
| Other             | 24  |

## Meeting Sizes

|             |    |
|-------------|----|
| <= 50       | 85 |
| 51 - 100    | 75 |
| 101 - 250   | 84 |
| 251 - 500   | 68 |
| 501 - 1000  | 66 |
| 1000 - 1500 | 45 |
| 1501 - 2500 | 37 |
| > 2501      | 36 |

Buying Power

| Type     | 0-50,000 | 50,001-250,000 | 250,001-1,000,000 | 1,000,001-5,000,000 | 5,000,001-10,000,000 | 10,000,001+ | Grand Total | Estimated Buying Power |
|----------|----------|----------------|-------------------|---------------------|----------------------|-------------|-------------|------------------------|
| Planner  | 8        | 13             | 28                | 33                  | 3                    | 10          | 95          | \$224,650,000          |
| Supplier | 17       | 13             | 14                | 20                  | 4                    | 8           | 76          | \$171,125,000          |
| Student  | 1        | 0              | 0                 | 0                   | 0                    | 0           | 1           | \$25,000               |
| Faculty  | 0        | 1              | 0                 | 0                   | 0                    | 0           | 1           | \$150,000              |
| Charter  | 0        | 0              | 0                 | 0                   | 0                    | 0           | 0           | \$0                    |
| Retired  | 0        | 0              | 0                 | 0                   | 0                    | 1           | 1           | \$10,000,000           |
| Lifetime | 0        | 0              | 3                 | 4                   | 0                    | 2           | 9           | \$31,875,000           |
| Total    | 26       | 27             | 45                | 57                  | 7                    | 21          | 183         | \$437,825,000          |

Estimated buying power is calculated by averaging the range. Then multiplying the averaged range by the number of members in that range.

| Range                | Multiplier |
|----------------------|------------|
| 0-50,000             | 25,000     |
| 50,001-250,000       | 150,000    |
| 250,001-1,000,000    | 625,000    |
| 1,000,001-5,000,000  | 250,000    |
| 5,000,001-10,000,000 | 750,000    |
| 10,000,001+          | 10,000,000 |

Membership Demographics

Generation

|                                     |     |
|-------------------------------------|-----|
| Silent Generation: (Before 1945)    | 1   |
| Baby Boomers (1946 to 1964)         | 27  |
| Gen X (1965 to 1976)                | 80  |
| Millennials or Gen Y (1977 to 1995) | 89  |
| Gen Z (1996 and later)              | 7   |
| Prefer not to say                   | 9   |
| Unknown                             | 221 |
| Total                               | 434 |

Ethnicity

|                                                   |     |
|---------------------------------------------------|-----|
| African American / African / Black                | 21  |
| Asian                                             | 2   |
| First Nations/Indigenous People/Aboriginal People | 0   |
| Hispanic / Latino                                 | 20  |
| Native American                                   | 2   |
| Native Hawaiian / Pacific Islander                | 0   |
| Other                                             | 252 |
| Prefer not to answer                              | 6   |
| Self Identify                                     | 0   |
| White / Anglo Saxon / European descent            | 131 |
| Total                                             | 434 |

Gender

|                                    |     |
|------------------------------------|-----|
| Male                               | 62  |
| Female                             | 191 |
| Trans Male / Trans Man             | 0   |
| Trans Female / Trans Woman         | 0   |
| Genderqueer / Gender Nonconforming | 0   |
| Gender Non Conforming / Non Binary | 0   |
| Self Identify                      | 0   |
| Prefer not to answer               | 3   |
| Unknown                            | 178 |
| Total                              | 434 |

Unknown = Member has not supplied information on profile page