



# 2027 PARTNERSHIPS & OPPORTUNITIES

MPI HEARTLAND CHAPTER



# How do you benefit from MPI Partnership?



1. Access to Resources & Knowledge
2. Networking Opportunities
3. Increased Industry Influence
4. Educational & Professional Development
5. Enhanced Event Experiences
6. Financial Support & Sponsorships
7. Expanded Market Reach

In short, partnerships are a cornerstone for MPI's success in fostering a dynamic, well-resourced, and connected community of meeting professionals.

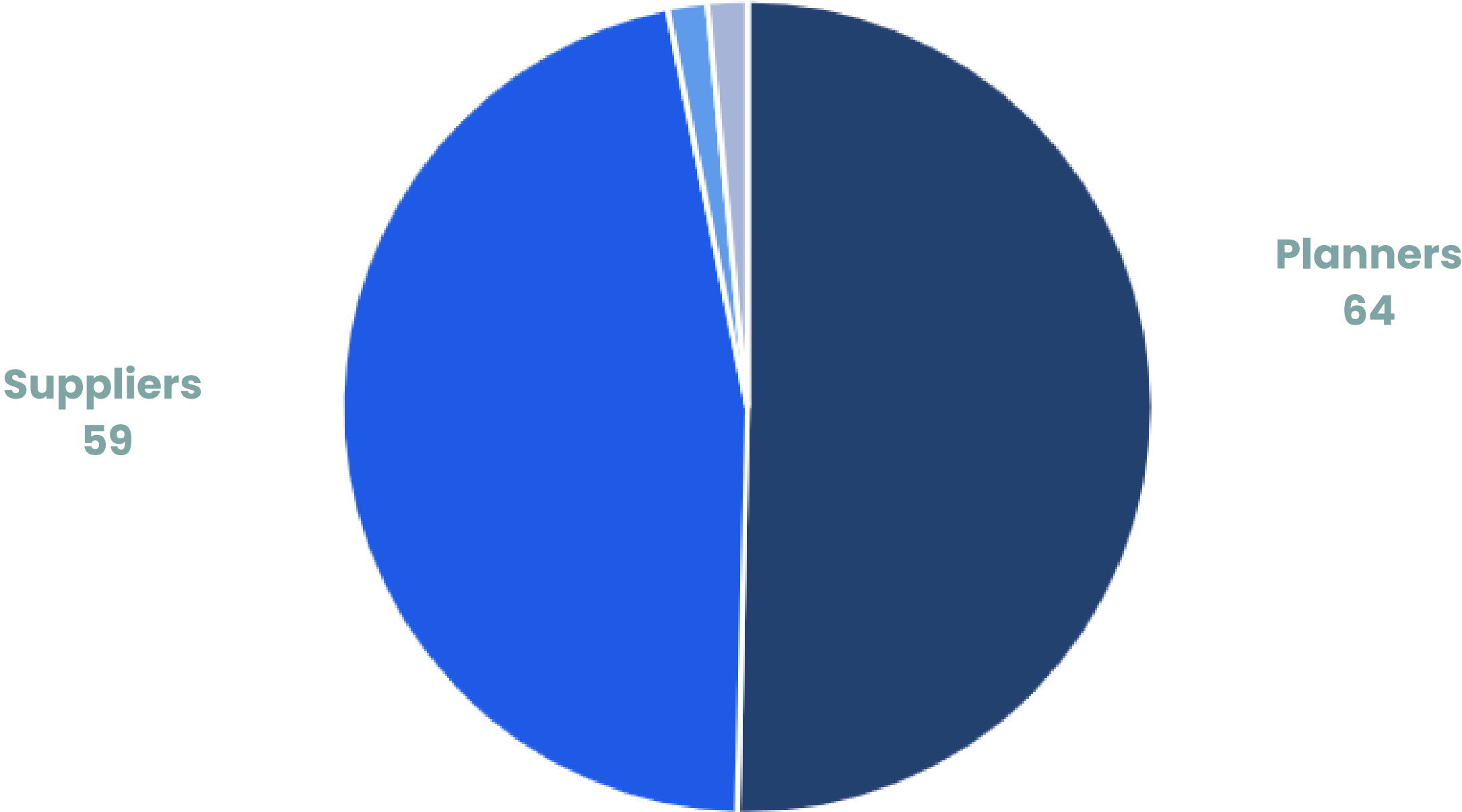




MPI Chapter  
Membership  
Population

This is your direct  
Business to Business  
partner

**Other: Student, Faculty & Lifetime**  
Less than 1%





## Location Information-Where we plan events-MPI Heartland Chapter

Planning Loc. Within the United States

Alaska	4
Hawaii	15
Midwest*	78
Mountain*	28
Northeast *	28
Northwest*	27
P. Rico/ V. Islands	13
Southeast *	28
Southwest*	32

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)



## Industry Experience

Membership Population-How long in the BIZ!!!

Membership Population Maturity Total				
Maturity (Years)	Planner		Supplier	
0	16	18		
2	13	26		
4	6	6		
6	9	1		
8	7	4		
10	0	2		
12	1	1		
14	0	1		
16	1	0		
18	1	0		
>=20	5	0		



# BUYING POWER

01

**\$26 Billion in buying power decisions are controlled by national & international MPI members**

02

**\$106 Million is the estimated annual buying power of MPI Heartland members**

03

**86% of MPI members buy from suppliers that advertise with MPI**

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

## PLATINUM LEVEL

**1-AVAILABLE**

**\$3,650.00**

**(VALUE OF \$5,900.00)**

### 2027 ANNUAL MEETING

- KEYNOTE SPEAKER SPONSOR-INTRODUCE SPEAKER
  - INCLUDES SPEAKING TIME AND 1.5 MINUTE PROMOTIONAL VIDEO
- CHAPTER AWARDS SPONSOR-HAND SUPPLIER OF THE YEAR TO RECIPIENT
- FOUR ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- TWO ATTENDEE HEARTLAND CONNECTION REGISTRATIONS
- RECOGNITION AS SPONSOR -VERBAL & SLIDES

### 2027 CHAPTER MEETINGS

- ONE ATTENDEE REGISTRATION AT ALL THREE CHAPTER MEETING
- VENDOR TABLE AT ALL THREE CHAPTER MEETINGS
- RECOGNITION AT EVERY MEETING-VERBAL & SLIDES

### 2027 ADDITIONAL PERKS

- SOCIAL MEDIA POST-TWO FOR 2027 MEMBER & BUSINESS SPOTLIGHT (FACEBOOK/LINEDKIN)
- DIGITAL AD IN ALL 4 QUATERLY NEWSLETTERS -FULL PAGE
- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- BANNER AD ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- SPRING MPI FUNDRAISER SUPPORTIVE PARTNER
- ONE ATTENDEEE REGISTRATION TO SPRING FUNDRAISER
- ONE CUSTOM EMAIL SENT TO ALL MPI HEARTLAND CHAPTER CURRENT MEMBERS FROM SPONSOR

**DIAMOND**

**LEVEL**

**2-AVAILABLE**

**\$2,300.00**

**(VALUE OF \$3,475.00)**

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

## 2027 ANNUAL MEETING

- PRESENTING PARTNER-INTRODUCE ONE OF THE SPEAKERS
  - INCLUDES SPEAKING TIME AND 1.5 MINUTE PROMOTIONAL VIDEO
- FOUR ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- RECOGNITION AS SPONSOR -VERBAL & SLIDES

## 2027 CHAPTER MEETINGS

- ONE ATTENDEE REGISTRATION AT ALL THREE CHAPTER MEETING
- VENDOR TABLE AT ALL THREE CHAPTER MEETINGS
- RECOGNITION AT EVERY MEETING-VERBAL & SLIDES

## 2027 ADDITIONAL PERKS

- SOCIAL MEDIA POST-ONE FOR 2027 MEMBER & BUSINESS SPOTLIGHT (FACEBOOK/LINEDKIN)
- DIGITAL AD IN ALL 4 QUATERLY NEWSLETTERS -FULL PAGE
- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- BANNER AD ON MPI HEARTLAND WEBSITE-6 MONTHS (CHOOSE RANGE)

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

**GOLD**  
**LEVEL**

**3-AVAILABLE**

**\$1,675.00**

**(VALUE OF \$2,330.00)**

## 2027 ANNUAL MEETING

- TWO ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- RECOGNITION AS SPONSOR -VERBAL & SLIDES

## 2027 CHAPTER MEETINGS

- ONE ATTENDEE REGISTRATION AT TWO CHAPTER MEETINGS
- VENDOR TABLE AT TWO CHAPTER MEETINGS
- RECOGNITION AT EVERY MEETING-VERBAL & SLIDES

## 2027 ADDITIONAL PERKS

- SOCIAL MEDIA POST-ONE FOR 2027 MEMBER & BUSINESS SPOTLIGHT (FACEBOOK/LINEDKIN)
- DIGITAL AD IN ALL 4 QUATERLY NEWSLETTERS -1/2 PAGE
- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- BANNER AD ON MPI HEARTLAND WEBSITE-3 MONTHS (CHOOSE RANGE)

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

## **SILVER LEVEL**

**UNLIMITED**

**\$1,275.00**

**(VALUE OF \$1,750.00)**

### 2027 ANNUAL MEETING

- ONE ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- RECOGNITION AS SPONSOR -VERBAL & SLIDES

### 2027 CHAPTER MEETINGS

- ONE ATTENDEEE REGISTRATION AT ONE CHAPTER MEETING
- VENDOR TABLE AT CHAPTER MEETING
- RECOGNITION AT EVERY MEETING-VERBAL & SLIDES

### 2027 ADDITIONAL PERKS

- DIGITAL AD IN ALL 4 QUATERLY NEWSLETTERS-1/4 PAGE
- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- BANNER AD ON MPI HEARTLAND WEBSITE-1 MONTH (CHOOSE MONTH)

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

## 2027 ANNUAL MEETING

- PRESENTING PARTNER-INTRODUCE ONE OF THE SPEAKERS
  - INCLUDES SPEAKING TIME AND 1.5 MINUTE PROMOTIONAL VIDEO
- CHAPTER AWARDS SPONSOR-HAND PLANNER OF THE YEAR AWARD TO RECIPIENT
- FIVE ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- RECOGNITION AS SPONSOR -VERBAL & SLIDES
- FIVE ATTENDEE HEARTLAND CONNECTION REGISTRATION

## 2027 CHAPTER MEETINGS

- ONE ATTENDEE REGISTRATION AT ONE CHAPTER MEETING
- VENDOR TABLE AT CHAPTER MEETING
- RECOGNITION AT EVERY MEETING-VERBAL & SLIDES

## 2027 ADDITIONAL PERKS

- SOCIAL MEDIA POST-ONE FOR 2027 MEMBER & BUSINESS SPOTLIGHT (FACEBOOK/LINEDKIN)
- DIGITAL AD IN ALL 4 QUATERLY NEWSLETTERS -1/2 PAGE
- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)
- BANNER AD ON MPI HEARTLAND WEBSITE-9 MONTHS (CHOOSE MONTH)
- SPRING MPI FUNDRAISER COLLABORATIVE PARTNER
- ONE ATTENDEE REGISTRATION TO SPRING FUNDRAISER

**HEARTLAND  
CONNECTION**

**1-AVAILABLE**

**\$2,895.00**

**(VALUE OF \$4050.00)**



# 2027 PARTNERSHIPS & ... OPPORTUNITIES

**ANNUAL MEETING  
PLANNER  
PARTNER  
4-AVAILABLE  
\$1,795.00  
(VALUE OF \$2,505.00)**

## 2027 ANNUAL MEETING

- PODIUM TIME & 1.5 MINUTE PROMOTIONAL VIDEO
- TWO ATTENDEE REGISTRATIONS TO MEETING
- VENDOR TABLE
- RECOGNITION AS SPONSOR -VERBAL & SLIDES
- SPONSOR SEVEN EVENT PLANNERS TO ATTEND ANNAUL MEETING

## 2027 ADDITIONAL PERKS

- BRAND LOGO ON MPI HEARTLAND WEBSITE-12 MONTHS (JAN. '27-DEC.'27)

# 2027 PARTNERSHIPS & OPPORTUNITIES

## SINGLE PARTNERSHIP

## CHAPTER MEETING & ANNUAL MEETING

CHAPTER MEETING LUNCH  
SPONSOR  
\$795.00  
3-AVAILABLE

- Two Attendee Registrations to one chapter meeting
- Vendor Table at one chapter meeting
- Logo on meeting slide deck
- Speaking and/or video during lunch
- Verbal recognition at chapter meeting

CHAPTER MEETING  
SPEAKER SPONSOR  
\$575.00  
3-AVAILABLE

- One attendee Registration to one chapter meeting
- Logo on meeting slide deck
- Speaking and/or video prior to introducing speaker
- Verbal recognition at chapter meeting

CHAPTER MEETING  
EXHIBITOR TABLE  
\$150.00  
Unlimited

- One Attendee Registration to chapter meeting
- Logo on meeting slide deck
- Verbal recognition during chapter meeting

ANNUAL MEETING  
EXHIBITOR TABLE  
\$350.00  
Unlimited

- One Attendee Registration to annual meeting
- Logo on meeting slide deck
- Verbal recognition during annual meeting

**SINGLE  
PARTNERSHIPS  
OPPORTUNITIES**

# 2027 PARTNERSHIPS & ... OPPORTUNITIES

MEMBER E-MAIL BLAST  
UNLIMITED  
\$315.00

- One blast email sent to all MPI Heartland Chapter Members.

QUARTERLY  
NEWSLETTER AD  
UNLIMITED

- LOGO ONLY-\$55.00/ ISSUE
- 1/4 PAGE AD-\$85.00/ ISSUE
- 1/2 PAGE AD-\$110.00/ ISSUE
- FULL PAGE AD- \$175.00/ ISSUE

MPI HEARTLAND  
WEBSITE ADS  
UNLIMITED  
\$55/MONTH

# 2027 PARTNERSHIPS & ... OPPORTUNITIES CAMPAIGN



DISCOUNT ON PARTNERSHIP PACKAGES  
FROM APRIL 1ST-APRIL 30TH  
15% DISCOUNT

IF YOU MISSED OUT ON THE 1ST MONTH CAMPAIGN WE ARE  
GIVING YOU ANOTHER OPPORTUNITY

MAY 1ST-MAY 31ST  
10% DISCOUNT

# WHO YOU GONNA CALL?



Michelle Russell  
Co-Director of Sponsorship  
[mrussell@alhi.com](mailto:mrussell@alhi.com)



Shelly McElroy  
Co-Director of Sponsorship  
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