

The chapter invites you to submit your best proposal for the  
**2027 Michigan Event Industry Day (MEID) & Mid-Year Board Retreat**

MPI Michigan supports meeting professionals within the state of Michigan. Established in 1979, MPI MI Chapter offers education, the latest research and trends, leadership training, best practices, professional development, and networking opportunities. All of which helps its members enhance their professional value and define the strategic value of meetings within their respective organizations. The MPI Michigan Chapter consists of 200+ Members (60% Planners with an estimated buying power of nearly \$60,000,000).

### **DIAMOND PARTNER BENEFITS**

Diamond Partner from January 1, 2027 – December 31, 2027

- Up to 5 complimentary admissions to the event you are hosting for representatives of your facility to attend and network with Michigan's leading meeting professionals.
- Affix "Sponsor" tag to your name badge at every MPI MI Event you attend.
- Organization's logo included as Diamond Sponsor on Pre-Meeting PowerPoint Presentation at all MPI Michigan Chapter events throughout the year.
- Opportunity to submit a 30-second promotional video to be played at this event.
- Recognition at all 2027 MPI Michigan Chapter events as a sponsor.
- Two email blasts to MPI Michigan email list. Scheduled with MPI chapter communications team.

The sponsor venue will serve as the backdrop for this event, resulting in the opportunity to showcase your venue and services to the key decision-makers from the Michigan meetings and event industry and beyond. Yours could be the perfect venue for our next function!

### **ADDITIONAL BENEFITS**

- Logo and web link on MPI Michigan Chapter's Website.
- (2) Sponsored posts to all channels: LinkedIn, Facebook, and Instagram highlighting your facility throughout 2027.
- Recognition during the event's program with presentation of MPI Michigan Chapter's certificate of recognition award; including three minutes at the lectern to welcome and highlight features of your facility.
- Eligibility for MPI Michigan Chapter's Silver Platter award, awarded to the facility rated highest by attendees. The winner is announced at MPI Michigan Chapter's annual Celebration! event in December 2027.
- Opportunity to provide promotional material or gift to each attendee at the MEID event.
- Opportunity to provide tours of facility following the program to interested guests.
- Discounts of up to 25% on all other Chapter advertising and sponsorship opportunities.

### **PREFERRED DATE**

Tue, Wed, Thur in April or May 2027.

*Although this date is a preference, we welcome submissions outside of these criteria.  
We strive to avoid other large industry events.*

## MEETING REQUIREMENTS

**Guest Rooms:** An industry group rate would be preferred.

	Number of Guestrooms Requested
<b>Night before event</b>	40 (3 comps)
<b>Night of event</b>	20
<b>Total</b>	60

A rooming list will be provided for all board of directors, speakers and admin rooms by 2 weeks prior to the arrival dates. Rooming link requested for general attendees electing to spend the night at their own cost.

### Event Space Need (Day Prior)

Time	Event	Expected Attendance	Room Set-Up/Food & Beverage/Audio/Visual
<b>6:00 PM – 8:30 PM</b>	Evening Reception (TBD)	25	<ul style="list-style-type: none"> <li>• Networking setup with cocktail tables and soft seating, may include an activity</li> <li>• Request a comp room space, MPI will pay for any F&amp;B</li> <li>• House sound and/or speakers for music</li> </ul>

### Event Space Need (Day 1)

Time	Event	Expected Attendance	Room Set-Up/Food & Beverage/Audio/Visual
<b>9:30 AM – 10:30 AM</b>	CMP Breakfast* (Invitation only) **TBD and based upon sponsor procurement.	20	<ul style="list-style-type: none"> <li>• Room set in rounds of 8</li> <li>• Standing height lectern with speaker and microphone available</li> <li>• CMP Breakfast will only be held if a sponsor is secured for the event. The sponsor will work with the property on the menu and will be billed directly for the event</li> <li>• Chef's choice breakfast</li> </ul>
<b>9:30 AM – 10:30 AM</b>	Welcome Reception	50-75	<ul style="list-style-type: none"> <li>• Light Refreshments- coffee, tea</li> <li>• Cocktail tables &amp; Soft seating for networking</li> </ul>
<b>10:30 AM – 11:00 AM</b>	Registration and Networking		<ul style="list-style-type: none"> <li>• Two 6' or 8' tables with 2 chairs and wastebasket for registration</li> <li>• Access to electricity (power strip)</li> <li>• 2 easels for signs</li> <li>• One 6' or 8' table for MPI collateral near registration table</li> <li>• Exhibit tables with linen for TBD sponsors (2-6)</li> <li>• Request access to registration area at 8:00 a.m. for set up</li> </ul>

<b>11:00 AM – 12:00 PM</b>	Program I	50-75	<ul style="list-style-type: none"> <li>• Crescent round seating</li> <li>• Stage or risers</li> <li>• Standing height lectern with microphone</li> <li>• wireless lapel microphone</li> <li>• Wireless handheld microphone for Q&amp;A</li> <li>• Screen, LCD projector and slide advancer. MPI or speaker will supply laptop with presentation</li> <li>• House sound and/or speakers</li> <li>• Wi-Fi for presentations</li> <li>• Request access to room at 8:00 a.m. for set up</li> <li>• Tall cocktails in back of room with linen</li> <li>• Beverage station in back of room with coffee, tea, water</li> </ul>
<b>12:00 PM – 1:00 PM</b>	Luncheon	50-75	<ul style="list-style-type: none"> <li>• Chef's Choice of Plated or Buffet Lunch with Dessert (Including beverage selection) Prefer healthier options and accommodate dietary needs</li> </ul>
<b>1:00 PM – 3:00 PM</b>	Program II	50-75	<ul style="list-style-type: none"> <li>• Same set as earlier Program I portion</li> </ul>
<b>3:00 PM – 6:00 PM</b>	Annual Board Retreat Day 1	17	<ul style="list-style-type: none"> <li>• U-shaped setup</li> <li>• Comped Beverages requested including water station or water carafes</li> <li>• Provide complimentary AV to include screen, projector, power strips around the U, and the ability to project onto screen from MPI laptop</li> <li>• House sound and/or speakers</li> <li>• Wi-Fi for BOD</li> <li>• Flip Chart &amp; markers or whiteboard</li> </ul>

### Event Space Needs (Day 2)

Time	Event	Expected Attendance	Room Set-Up/Food & Beverage/Audio/Visual
<b>8:00 AM – 3:00 PM</b>	Annual Board Retreat Day 2	17	<ul style="list-style-type: none"> <li>• Same set as day prior.</li> </ul>
<b>8:00 AM – 9:00 AM</b>	Continental Breakfast	17	<ul style="list-style-type: none"> <li>• Chefs Choice, prefer healthier options and accommodate dietary needs</li> </ul>
<b>12:00 PM – 1:00 PM</b>	Lunch	17	<ul style="list-style-type: none"> <li>• Chefs Choice, prefer healthier options and accommodate dietary needs</li> </ul>

\*Actual agenda may vary slightly at the programming committee's discretion. All changes will be coordinated with the hosting facility.

\*CMP Breakfast will only be held if a sponsor is secured for the event. The sponsor will work with the

property on the menu and will be billed directly for the event.

### **CRITICAL DECISION ELEMENTS**

As MPI Michigan Chapter is a member-based professional association and in an effort to keep registration fees low and to maximize attendance and exposure to your venue, MPI Michigan respectfully requests consideration of the following items:

- Complimentary meeting space.
- 2-week cutoff date for all room blocks.
- Complimentary audio-visual equipment & labor (Lectern, Microphones, Projectors, Screens, House Sound/Speakers, and Power Strips as noted above).
- Complimentary Wi-Fi throughout the hotel and conference center.
- Complimentary food and beverage (lunch) for up to 75 attendees. MPI Michigan Chapter will pay for lunches exceeding 75 – Day 1. Facility to accommodate attendees' dietary and mobility needs.
- Complimentary food & beverage, chef's choice – Day 2. Facility to accommodate attendees' dietary and mobility needs.
- No attrition damages.
- 72-hour guarantee.
- Complimentary parking for all attendees (if applicable).
- Complimentary tables with linens.
- Direct billing privileges.
- Complimentary reception space for the day prior welcome reception.
- One complimentary room night prior for MPI Michigan Chapter admin.
- Two complimentary room nights for the speaker(s) the night before the event.
- One upgraded room type for the President the night before the event.
- 2 VIP speaker amenities.

### **CONVENTION & VISITORS BUREAU CONTRIBUTIONS**

***(Required for acceptance of Proposal)***

MPI Michigan Chapter invites the local CVB to accommodate the following:

**Dinner and Evening Activity that will showcase the  
region for Mid-Year Board Retreat**

(Day One Evening) 17 Guests

**Proposal Due Date:** July 10, 2026

**Decision Date:** August 31, 2026

Properties may express interest in more than one event, though each property may only host a single event in each calendar year. Priority will be given to MPI Michigan Chapter members.

- ADD: Tracy Russold, 2026 MPI Michigan Chapter President, as contract signer.
- Organization is tax-exempt.
- Post as: MPI Michigan Chapter Michigan Event Industry Day
- Once a contract has been signed, the MPI Michigan Chapter finance team will introduce the property to the education team who will manage the event details.

**Questions and formal proposals should be sent to:**

The MPI MI VP of Finance: Jackie Stone, [JStone@DestinationConsultants.com](mailto:JStone@DestinationConsultants.com)