



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

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2019 - 2020



# MEDIA PLANNER

## MAXIMIZE YOUR IMPRESSION

MPI Orange County serves more than 200+ members with more than \$160 million in Buying Power, as well as an email database of about 2,000 engaged participants.

This Award-winning Chapter continually provides Sponsors with multiple opportunities to be “Top of Mind” through Chapter Events, Website Advertising and Features, eNews, and Social Media. *Be Seen & Make An Impression!*

### DIGITAL OPPORTUNITIES



#### MPIOC WEBSITE ADVERTISING

Members turn to MPIOC.com to learn about the most up-to-date industry news, information, and upcoming events.

#### MPIOC.com BANNER ADS

300x250 px Medium Rectangle “Sidekick”  
or  
728x90 px Leaderboard “Banner”



#### MPIOC SOCIAL MEDIA SPOTLIGHT





**BUY MPI → EASY AS 1, 2, 3!**



# 01 BE SEEN BY AN AUDIENCE WITH BUYING POWER

**50/50** Planner-to-Supplier Member Ratio  
with **\$160+ Million** in Annual Buying Power

# 02 CONNECT WITH INDUSTRY LEADERS



**210+** MPIOC serves **210+** members and **1 out of 3** of our planners manage large events with more than **1,000** attendees.

**100%** MPIOC planners hold meetings

- **100%** in the Southwest,
- **65%** in the Southeast & Midwest, nearly
- **60%** in the Northeast, Mountain, Northwest & Hawaii, and more than
- **20%** in Puerto Rico and Alaska.

# 03 OUR MEMBERS WANT TO DO BUSINESS WITH YOU



When planners are asked, **"Do you buy MPI?"** the overwhelming responses are **"Yes! I especially try to support companies who have sponsored our events."**

*(Source: 2018 MPIOC Member Survey)*



# SPONSORSHIP OPPORTUNITIES

## BENEFITS

	PLATINUM FULLY HOSTED VENUE \$15,000 — CASH	DIAMOND \$15,000 — IN-KIND \$7,500 — CASH
• Recognition as Premium Sponsor at Participating Event	YES	YES
• Logo Exposure on PowerPoint during Event Presentation	YES	YES
• Logo Listing on Print Collateral for Participating Event	YES	YES
• Logo on Upcoming Event Email Blasts	YES	YES
• Logo on Front Page of MPIOC.com	CASH SPONSORS	CASH SPONSORS
• Logo on Chapter Sponsor Page of MPIOC.com	YES	YES
• Logo inclusion on Event Registration page	YES	YES
• Feature "Annual Sponsor" Logo Exposure on PowerPoint	11 EVENTS	5 EVENTS
• Complimentary Registration at Participating Event Social	UP TO 6	UP TO 4
• Media Spotlights on MPIOC Social Media sites Rotating	5x/4 Platforms	4x/4 Platforms
• Internal "Sidekick" ad on MPIOC.com	FULL YEAR	6 MONTHS
• Rotating Internal "Banner" ad on MPIOC.com	FULL YEAR	FULL YEAR
• Complimentary Registration to Awards & Installation	TWO	TWO
• Spotlight Story on MPIOC Quarterly Newsletter	1/2 PAGE	1/2 PAGE
• Rotating Front Page "Sidekick" ad on MPIOC.com	FULL YEAR	6 MONTHS
• Rotating Front Page "Banner" ad on MPIOC.com	FULL YEAR	3 MONTHS
• Table Top at State of the Industry event (January)	YES	YES
• Five (5) Minute Podium Time at Sponsored Event	YES	N/A
• 30-Second Video Spot on MPIOC Facebook page	YES	N/A
• Video Advertisement on MPIOC-TV YouTube Channel	2 MINUTES	1 MINUTE

**NOTE: Tailored sponsorship packages are available to meet your business goals and ROI.**

**CALL KELLY at (714) 956-6725 | [spa@mpioc.com](mailto:spa@mpioc.com)**



## SPONSORSHIP OPPORTUNITIES

BENEFITS	GOLD	SILVER
	\$5,000 — CASH \$10,000 — IN-KIND	\$2,500 — CASH \$5,000 — IN-KIND
• Recognition as Premium Sponsor at Participating Event	YES	YES
• Logo Exposure on PowerPoint during Event Presentation	YES	YES
• Logo Listing on Print Collateral for Participating Event	YES	YES
• Logo on Upcoming Event Email Blasts	YES	YES
• Logo on Chapter Sponsor Page of MPIOC.com	YES	YES
• Logo inclusion on Event Registration page	YES	YES
• Feature "Annual Sponsor" Logo Exposure on PowerPoint	4 EVENTS	3 EVENTS
• Complimentary Registration at Participating Event	UP TO 3	UP TO 2
• Social Media Spotlights on MPIOC Social Media sites	3x/2 Platforms	2x/2 Platforms
• Rotating Internal "Sidekick" ad on MPIOC.com	4 MONTHS	3 MONTHS
• Rotating Internal "Banner" ad on MPIOC.com	4 MONTHS	2 MONTHS
• Complimentary Registration to Awards & Installation	ONE	ONE
• Spotlight Story on MPIOC Quarterly Newsletter	1/4 PAGE	N/A
• Rotating Front Page "Sidekick" ad on MPIOC.com	3 MONTHS	N/A
• Rotating Front Page "Banner" ad on MPIOC.com	2 MONTHS	N/A
• Table Top at State of the Industry event (January)	N/A	N/A
• Five (5) Minute Podium Time at Sponsored Event	N/A	N/A
• 30-Second Video Spot on MPIOC Facebook page	N/A	N/A
• Video Advertisement on MPIOC-TV YouTube Channel	N/A	N/A

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# SPONSORSHIP OPPORTUNITIES

## BENEFITS

**BRONZE**  
\$1,250 — CASH  
\$2,500 — IN KIND

**CONTRIBUTING SPONSOR**  
< \$1,250 — CASH  
< \$2,500 — IN KIND

BENEFITS	BRONZE	CONTRIBUTING SPONSOR
• Recognition as Premium Sponsor at Participating Event	YES	YES
• Logo Exposure on PowerPoint during Event Presentation	YES	YES
• Logo Listing on Print Collateral for Participating Event	YES	YES
• Logo on Upcoming Event Email Blasts	YES	YES
• Logo on Chapter Sponsor Page of MPIOC.com	YES	YES
• Logo inclusion on Event Registration page	YES	YES
• Feature "Annual Sponsor" Logo Exposure on PowerPoint	1 EVENT	1 EVENT
• Complimentary Registration at Participating Event	ONE	ONE
• Social Media Spotlights on MPIOC Social Media sites	1x/2 Platforms	1x/1 Platform
• Rotating Internal "Sidekick" ad on MPIOC.com	2 MONTHS	N/A
• Rotating Internal "Banner" ad on MPIOC.com	N/A	N/A
• Complimentary Registration to Awards & Installation	N/A	N/A
• Spotlight Story on MPIOC Quarterly Newsletter	N/A	N/A
• Rotating Front Page "Sidekick" ad on MPIOC.com	N/A	N/A
• Rotating Front Page "Banner" ad on MPIOC.com	N/A	N/A
• Table Top at State of the Industry event (January)	N/A	N/A
• Five (5) Minute Podium Time at Sponsored Event	N/A	N/A
• 30-Second Video Spot on MPIOC Facebook page	N/A	N/A
• Video Advertisement on MPIOC-TV YouTube Channel	N/A	N/A

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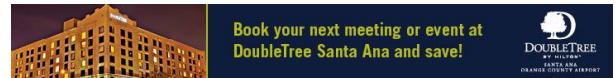
## DIGITAL ADVERTISING

# Give Your Brand Direct Attention

## Advertise on MPIOC's Website: MPIOC.com

MPI's global community of 60,000 meeting and event professionals is comprised of 67 local communities, each passionate about their industry and always searching for new products and services.

Position your brand to engage with your core consumer right where they live, work and do business.



Inline Banner (Standard Leaderboard, 728x90px)



"Sidekick"  
Standard Medium  
Rectangle, 300x250px

Check Out Our "Instant Investment" Page: [CLICK HERE!](#)

Banner Ad (728x90 Pixels)			Sidekick Ad (300x250 Pixels)		
<i>Inside Pages Only — Home Page Placements Are Reserved For Platinum Partners!</i>					
1 Month	\$125		1 Month	\$150	
3 Month	<del>\$375</del> \$300		3 Months	<del>\$450</del> \$360	
<i>20% Discount Over Single Insertion!</i>					
6 Months	<del>\$750</del> \$600		6 Months	<del>\$900</del> \$720	
<i>20% Discount Over Single Insertion!</i>					
12 Months	<del>\$1,500</del> \$1,125		12 Months	<del>\$1,800</del> \$1,350	
<i>25% Discount Over Single Insertion — 3 Months Free!</i>					

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## DIGITAL ADVERTISING

# Social Media Sponsorships

Four Platforms from which to Choose!

*Only Two "Takeovers" Per Month Available*



@MPIorangecounty



@MPIOC



@MPIOC



@MPIOC

Select From MPIOC's Facebook, Instagram, LinkedIn, or Twitter

- 4 Posts Over 4 Days \$750
- 1 Post, 4 Platforms \$450
- 1 Post, 1 Platform \$175

→ → Check Out Our "Instant Investment" Page: [CLICK HERE!](#)







## REACH MPIOC Members

- All About You Event Planning
- Aminah Enterprises
- Arbonne International
- Ashworth College
- Astrea Risk Management
- AuditBoard
- Avanir Pharmaceuticals, Inc.
- BCD Meetings and Events
- California and Nevada Credit Union Leagues
- ConferenceDirect
- CoreLogic
- Destination Sitters, LLC
- Destinations by DMC
- Disney Consumer Products
- DLA Piper LLP (US)
- D'or Solutions
- Edwards Lifesciences
- Elite Productions International
- Evisions
- Experian
- FunIncentives
- Gayle Stewart Enterprises, Inc.
- Global Genes
- HelmsBriscoe
- Hill-Rom
- HPN Global
- HSF Affiliates LLC
- Infinity Events
- Innov8 Meetings + Events
- InterAct. Events / A Division of Windhausen
- International Site Alliance
- ITA Group
- JBS & Associates
- JNR Incorporated
- Johnson & Johnson Vision
- Kofax, Inc.
- Kustom Incentive Concepts
- Liveyon, LLC
- Maple Street Management, Inc.
- Maritz Travel onsite at Allergan
- Meller Performance Events Group
- Metagenics Inc.
- Meyers Research
- Newport Pacific
- Nutrilite /Amway Corporation
- NuVision Federal Credit Union
- Ogletree Deakins
- Oracle Corp
- Orange County Realtors
- Orange County Transportation Authority (OCTA)
- Pacific Communications
- Pacific Life Insurance Company
- Preferred Hotels & Resorts
- Relevé Unlimited
- Riot Games
- RTTI
- SEMA
- Specialty Coffee Association of America
- Spireon, Inc.
- Strategic Meeting Tech
- Thales Avionics
- The Boeing Company
- The Walt Disney Co.
- Toshiba America Information Systems, Inc.
- Travel Staff
- Tuscany Suites
- Univ. of California Irvine, Student Center & Event Services
- Verizon Connect
- Victoria's Event Productions
- Visions Entertainment
- Wells-Fargo Bank, N.A
- Word & Brown Companies

*And More ....*