



ORANGE COUNTY
CHAPTER

PARTNERSHIP & ADVERTISING OPPORTUNITIES

2021 - 2022





ORANGE COUNTY
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MEDIA PLANNER

MAXIMIZE YOUR IMPRESSION

MPI Orange County serves more than 190+ 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 Partners 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

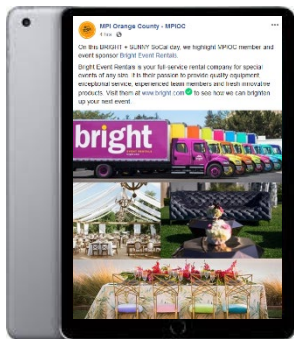


MPIOC WEBSITE ADVERTISING

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



MPIOC.com



MPIOC SOCIAL MEDIA SPOTLIGHT



MPIOC.com BANNER ADS

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

www.MPIOC.com



BUY MPI → EASY AS 1, 2, 3!

1

BE SEEN BY AN AUDIENCE WITH BUYING POWER

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



2

CONNECT WITH INDUSTRY LEADERS

MPIOC serves **190+** members and **1 out of 3** of our planners manage large events with more than **1,000** attendees.



Where MPIOC planners hold meetings:

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

3

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)





PARTNERSHIP OPPORTUNITIES

BENEFITS	CONTRIBUTOR < \$1,250 — CASH < \$2,500 — IN KIND	BRONZE \$1,250 — CASH \$2,500 — IN KIND	SILVER \$2,500 — CASH \$5,000 — IN-KIND	GOLD \$5,000 — CASH \$10,000 — IN-KIND	DIAMOND \$7,500 — CASH \$15,000 — IN-KIND	PLATINUM \$15,000 — CASH Fully Hosted Venue
Recognition and Logo Exposure at Participating Event	YES	YES	YES	YES	YES	YES
Logo on Upcoming Event EmailBlasts	N/A	Cash partners	Cash partners	Cash partners	Cash partners	YES
Logo on Front Page of MPIOC.com	YES	YES	YES	YES	YES	YES
Logo on Chapter Sponsor Page of MPIOC.com	YES	YES	YES	YES	YES	YES
Logo inclusion on Event Registration page	YES	YES	YES	YES	YES	YES
Feature "Annual Sponsor" Logo Exposure on PowerPoint	1 Event	2 Events	3 Events	4 Events	5 Events	11 Events
Complimentary Registration at Participating Event Social	Cash Partners - 1	Up to 1	Up to 2	Up to 3	Up to 4	Up to 6
Media Spotlights on MPIOC Social Media Platforms	1x / 1 platforms	1x / 2 platforms	2x / 2 platforms	3x / 3 platforms	4x / 4 platforms	5x / 4 platforms
Internal "Sidekick" ad on MPIOC.com	N/A	2 months	3 months	4 months	6 months	12 months
Rotating Internal "Banner" ad on MPIOC.com	N/A	N/A	2 months	4 months	6 months	12 months
Complimentary Registration to Awards & Installation	N/A	N/A	Up to 1	Up to 1	Up to 2	Up to 2
Spotlight Story on MPIOC Quarterly Newsletter	N/A	N/A	N/A	Fourth page	Half page	Half page
Rotating Front Page "Sidekick" ad on MPIOC.com	N/A	N/A	N/A	3 months	6 months	12 months
Rotating Front Page "Banner" ad on MPIOC.com	N/A	N/A	N/A	2 months	3 months	12 months
Table Top at State of the Industry event (January)	N/A	N/A	N/A	N/A	YES	YES
Five (5) Minute Podium Time at Sponsored Event	N/A	N/A	N/A	N/A	N/A	YES
30-Second Video Spot on MPIOCFacebook page	N/A	N/A	N/A	N/A	N/A	YES
Video Advertisement on MPIOC-TV YouTube Channel	N/A	N/A	N/A	N/A	1 minute	2 minutes

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



Email Carmelita at spa@mpioc.com



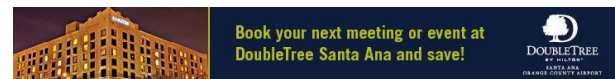
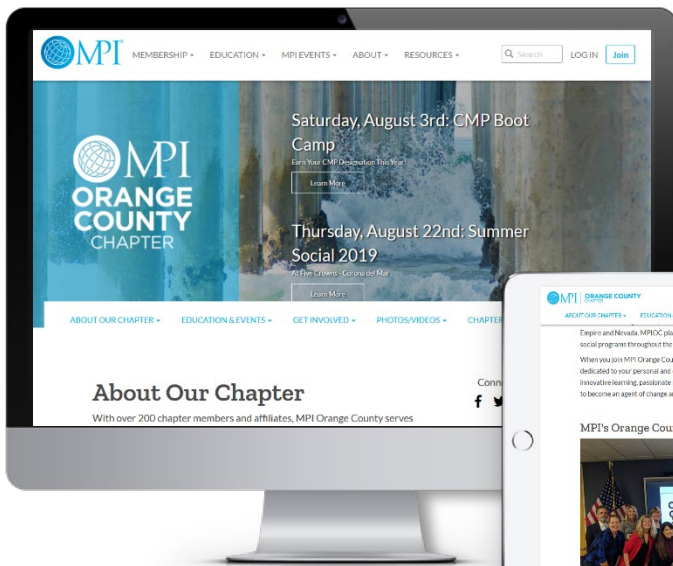
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DIGITAL ADVERTISING

Give Your Brand Direct Attention

Advertise on MPIOC's Website: MPIOC.com

With MPI's global community of 60,000 meeting and event professionals, 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:

Banner Ad (728x90 Pixels)		Sidekick Ad (300x250 Pixels)	
Inside Pages Only — Home Page Placements Are Reserved For Our Platinum Partners!			
1 Month	\$100	1 Month	\$150
3 Month	\$300	3 Months	\$350
20% Discount Over Single Insertion!			
6 Months	\$540	6 Months	\$630
20% Discount Over Single Insertion!			
12 Months	\$975	12 Months	\$1,135
25% Discount Over Single Insertion — almost 3 Months Free!			

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DIGITAL ADVERTISING

Social Media Partnerships

Four Platforms to choose from!

Only Two "Takeovers" Per Month Available



@MPIorangecounty



@MPIOC



@MPIOC

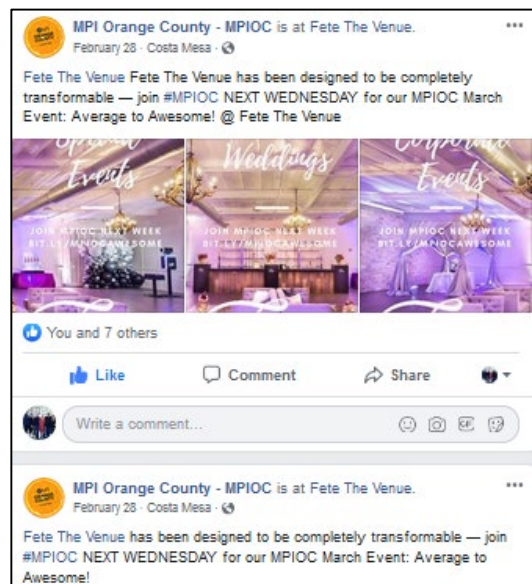


@MPIOC

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

- | | |
|------------------------|--------------|
| • 4 Posts Over 4 Days | \$750 |
| • 3 Posts, 3 Platforms | \$500 |
| • 2 Posts, 2 Platforms | \$250 |
| • 1 Post, 1 Platform | \$100 |

→ → Check out our
"Instant Investment"
Page:



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REACH MPIOC Members

- American College of Trial Lawyers
- Aminah Enterprises
- Arbonne International
- Astrea Risk Management
- AuditBoard
- BCD Meetings and Events
- Black Gold Golf Club
- California and Nevada Credit Union Leagues
- ConferenceDirect
- CoreLogic
- Destination Irvine
- Dina Morales Production
- Disney Destinations
- Disneyland Resort
- DLA Piper LLP (US)
- D'or Solutions
- Edwards Lifesciences
- Elite Productions International
- Experian
- Five Star Events LLC
- FunIncentives
- Gayle Stewart Enterprises, Inc.
- Global Genes
- Green Effect
- HelmsBriscoe
- Hill-Rom
- HPN Global
- Illuminate Education
- Infinity Events
- InterAct. Events / A Division of Windhausen
- International Site Alliance
- ITA Group
- JNR Incorporated
- Johnson & Johnson Vision
- KSL Resorts LLC
- Kustom Incentive Concepts
- Maple Street Management, Inc.
- Maritz Travel onsite at Allergan
- Meeting & Association Management Services, Inc.
- Meller Performance Events Group
- Metagenics Inc.
- Meyers Research
- Newport Pacific
- NuVision Federal Credit Union
- Ogletree Deakins
- Orange County Realtors
- Orange County Transportation Authority (OCTA)
- Pacific Communications
- Pacific Life Insurance Company
- RED Company
- Relevé Unlimited
- RTTI
- SEMA
- Thales Avionics
- The BHN Group
- Toshiba America Information Systems, Inc.
- Travel Staff
- Univ. of California Irvine, Student Center & Event Services
- Verizon Connect
- Victoria's Event Productions
- VlrtualGamesShow.com
- Visit Anaheim
- Visit Newport Beach
- Wells-Fargo Bank, N.A
- Wizard Connection
- Woodbridge Village Association
- Word & Brown Companies

And More ...

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