



experience. connect. inspire. learn. meet.

The background of the cover is a photograph of the Calgary Olympic Velodrome, a large, modern, ribbed structure. The image is partially obscured by large, overlapping blue geometric shapes on the left and bottom. The title text is overlaid on the lower part of the photograph.

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES



About MPI

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. Founded in 1972, the organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. For more information, visit www.mpiweb.org.

MPI Greater Calgary Chapter

MPI Greater Calgary Chapter (MPI GCC) is the force connecting members to opportunities benefiting their personal and professional futures and to other members worldwide. We are your connection to the meetings and event industry in Greater Calgary.

#whyMPI

MPI has been a great asset to my career, gaining me both industry connections and friends. I would highly recommend it to anyone looking to get into the meetings and events industry, and definitely to anyone who is already involved in the industry. It's a great way to connect with suppliers and to learn about new venues. ”

- Jenn Marko, Calgary Stampede

Membership Types

- | **Supplier Meeting Professional - 42%**
- | **Professional Planner - 38%**
- | **Corporate Planner - 10%**
- | **Association Planner - 4%**
- | **Other - 6%**

Why Sponsor?

MPI GCC offers sponsors a dedicated marketing channel guaranteed to reach hundreds of event and meeting professionals in Calgary and Alberta. We pride ourselves on strong partnerships with organizations that believe in the value of events, conferences and meetings and there are many reasons for you to get involved:

- Demonstrate your organization's commitment and dedication to the meeting and event industry in Calgary, Alberta and western Canada.
- Position your organization as vendor or service provider of choice for meeting and event professionals involved in producing and managing Western Canada's most prominent corporate, not for profit and association events.
- Reward and retain current employees, clients, staff and partners through the educational and networking opportunities provided by MPI GCC.
- Allow your organization and staff to network with the meeting and events community, MPI GCC Board of Directors, committees, partners and event attendees to build your prospective client base and generate sales leads.

#whyMPI

“MPI has played a huge role in helping me grow my business and my career in Calgary. The networks, relationships and friendships I have made through MPI are really priceless. Being able to invest in the association as a sponsor was a great way for me to give back to an association that has been such a great asset to my career.”

- Anh Nguyen, CMP, Spark Event Management



How We'll Build Your Brand



E-mail campaign: The chapter and its sponsors will be promoted via a series of email communications sent directly to the inboxes of hundreds of industry professionals.



Social Media: The chapter and its sponsors will be promoted via MPI GCC social media channels. (Facebook, Twitter, Instagram and LinkedIn)



On-Site Displays: Sponsor logos will be featured on a variety of on-site signage and digital presentation formats.



On-Site Integration of Brand: Branding of the event venues using décor, signage, and electronic displays to ensure excellent brand recognition and connection with the audience.



Complimentary Networking Opportunities: Your sponsorship package will include various complimentary passes so your staff can connect with event attendees & MPI GCC membership to generate sales leads and potential clients.



Website: Chapter sponsors will be recognized through prominent logo and advertisement placements on our website. Staff can connect with event attendees & MPI GCC membership to generate sales leads and potential clients.



DID YOU KNOW | 22% of MPI GCC members control an annual event budget of greater than \$250,000 and 10% of members control over \$1,000,000 in annual event budget.

OUR PLANNER MEMBERS INCLUDE |

Event professionals from companies such as Bayer, Alberta Health, Chevron, CFA Society, E=mc2, Canadian Payroll Association, Intergraph Canada, Shell Canada, JDRF Canada, PwC, and Bennett Jones LLP.

Annual Chapter Sponsor Opportunities

	Pardner \$500	Cowboy Boot \$1500	Belt Buckle \$2500	Bolo Tie \$5000	White Hat \$7500
Logo & Link on MPI website Sponsor page					
Right to use MPI GCC logo & name					
Opportunity to donate an item to an MPI GCC Fundraiser					
Complimentary tickets to MPI GCC events (\$60 value)	1	1	2	4	6
60-day Job Postings on MPI GCC website (\$175 value)		1	2	2	3
Sponsor one MPI Chinook Award					
Complimentary banner ad (\$200 value)			1	1	2
Verbal recognition during all MPI GCC events					
Logo & Link on MPI GCC website (all pages)					
Logo on MPI GCC e-blast					
Sponsor profile in MPI GCC e-blast					
Complimentary display at MPI GCC Supplier Showcase event					
Dedicated email send on your behalf to MPI GCC database					1
First right of refusal on same sponsorship for 2018-2019					

Global Meetings Industry Day

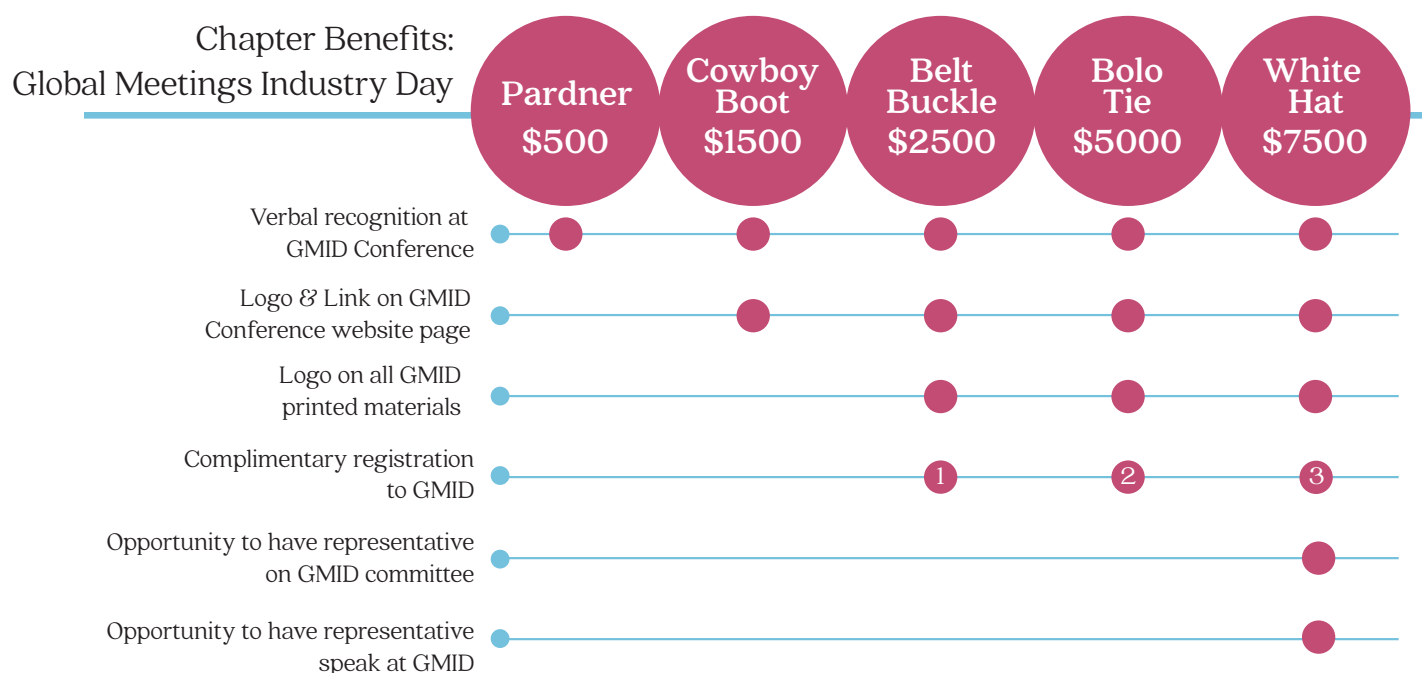
Global Meetings Industry Day (GMID) is a global celebration of meetings and events hosted by MPI chapters around the world. MPI members from the Canadian Chapters celebrate with a variety of educational and networking activities focusing on the significance of the meetings industry and the value of meetings to the broader business community.

In 2013, the Canadian MPI Chapters won a RISE Award from MPI HQ. In 2015, the Meetings Mean Business industry coalition and the Convention Industry Council implemented a North-American wide NAMID, and in 2016, GMID launched around the globe.

Objectives of GMID, world-wide, are as follows:

- Demonstrate the importance and impact of the meetings industry to external stakeholders (i.e. those who are not directly employed in the meetings or events industry)
- Help raise the profile of the industry within our community by raising awareness around the benefits and economic impact of the meetings industry.
- Celebrate our industry with the local members of the meetings and events community who support the growth and advancement of our profession.

Additional Annual Chapter Sponsorship Benefits specific to Global Meetings Industry Day include:

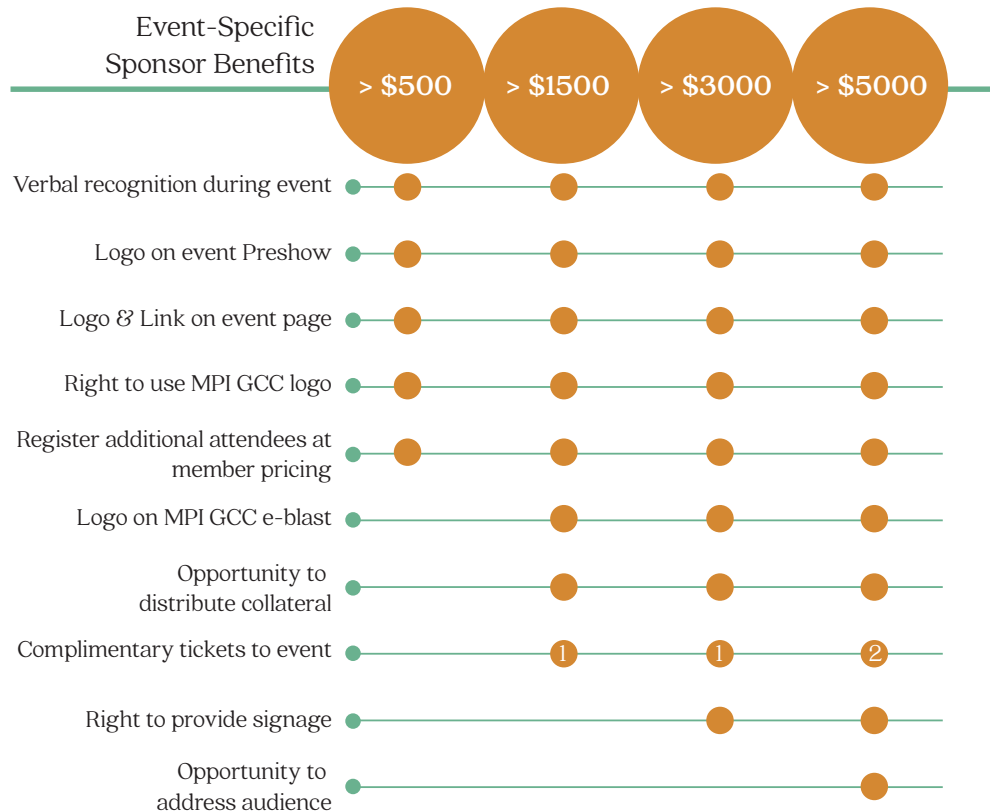


Event-Specific Sponsorship Opportunities

Sponsors who wish to tie their brand directly to an event can also provide cash or in-kind* sponsorship at one of our monthly events.

Recognition will be provided at the specific event as shown in the chart on the right

*Please note that an in-kind sponsorship is valued at 50% of the donation's cash value.



The ONE Conference – Bigger & Better

Established in 2012, MPI Greater Calgary Chapter (MPI GCC) ONE Conference was created to celebrate the 20th anniversary of MPI GCC chapter.

In 2016, it was with great excitement that MPI GCC and the International Live Events Association (ILEA) Calgary teamed up to deliver a brand new event. As the two leading professional associations for meeting and creative event professionals in Alberta, both MPI GCC and ILEA Calgary strive to deliver training, career services, mentorship, volunteer opportunities, and strong networking and events programs to their respective memberships.

We partnered with ILEA in 2016 to bring together two prominent organizations, which exposed our members and sponsors to broader learnings and networking opportunities.

Having implemented a number of exciting changes, which included rolling out a completely new brand for the event, MPI GCC and ILEA Calgary envision that the new ONE conference will become the cornerstone event for both organizations as our partnership continues to grow.

For more information, please contact:

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