



**UNITED KINGDOM
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CHAPTER



**MPI UK & Ireland
Partnership Opportunities**





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Stand out from the crowd

There are now even more ways to connect with the UK & Ireland MICE industry through MPI. With our wide range of branding, feature areas and digital opportunities you can connect with decision makers for many corporate and agency buyers.

We have a strong number of MPI UK & Ireland members along with a fantastic following across our social media platforms:

- MPI UK & Ireland active membership – 300+ members.
- MPI UK & Ireland database for Meetings Professionals - **7000 pax. 50% planner split** with buying potential from: BP, American Express, Cvent, Caesars, Amazon, Barclays and many more.
- Twitter Followers – 6k +
- LinkedIn Group – 1100+ members + reach to our Board of Directors connections. Our board includes top industry companies such as Cvent, IMEX Group, GL Events, HelmsBriscoe and many more UK & Ireland event companies. Between them have an industry connection list of over 10,000.
- Facebook followers – 450+
- Access to all European MPI Chapters.



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Chapter Partnership



Chapter Partnership

MPI UK & Ireland would like to offer the opportunity for an exclusive chapter partnership. Our UK reach to meetings professionals is at an all time high and we have many options for exposure to our corporate and association meeting planners.

As part of the chapter sponsorship you will receive:

- Your Logo on every MPI UK & Ireland newsletter and emails which are sent monthly to our database. This Logo can be hyperlinked to any page of your choosing.
- Headline news article in every months newsletter.
- Web Banner on the MPI UK & Ireland website.
- Monthly social media messages. News stories, updates etc.

But most importantly you will be the exclusive event partner for all MPI UK & Ireland events until the end of the slate year in June 2020.

Your logo will appear at every event. You will be introduced as the official chapter partner. We can distribute any giveaways provided. You will have the opportunity to come and speak at any event of your choosing and attend the events of your choosing.

Exclusive Chapter Partnership: £15,000.





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Event Programme Partnerships



Event Programme



MPI UK and Ireland are focused on helping its members to connect and grow – we create B2B events that help you make relevant connections to grow your events and business opportunities. We are designing our year together to build our community with innovative and relevant education, networking opportunities and business exchanges.

- ✓ Branding displayed at the event.
- ✓ Logo on the presentation screen or video between sessions and holding slide introducing each session.
- ✓ Online banner on the event webpage and 4 x social media posts where event featured.
- ✓ Recognition as a partner on the event website and acknowledgement on the official MPI UK&I website.
- ✓ Opportunity to come and present at the events and provide giveaways.



MPI Event Programme Partnerships

Events 2019/2020



❖ MPI Round Table; Meet the Experts

- 25th November 2019, 18.30 – 21:30, The Langham, London
- **Investment: £3,000 plus VAT**

❖ Christmas Connect & Vanessa Cotton Scholarship Award

- 16th December 2019, Melia White House, London
- **Investment : £1,000 plus VAT**

❖ MPI Insights Half Day Summit: Future Trends in the Meetings and Events Industry

Corporate focused day with invited presenters from EY, CWT Meetings and Events, National Cancer Research Institute and more.

- TBC, London
- **Investment : £5,000 plus VAT**

❖ MPI Insights, Manchester

- Date and Venue TBC, Manchester
- **Investment : £5,000 plus VAT**

❖ MPI Connects: an opportunity for employers and students/those interested in getting into the industry to meet and talk about employment opportunities

- TBC, London & Leeds
- **Investment : £2,000 plus VAT each or £3,000 plus VAT for both**



"We took the opportunity to launch our M&E program in Europe with sponsorship of the UK & Ireland half day Summit as we didn't have a strong presence in the UK." Alex walked in to a room with potential buyers and met with decision makers from Intel and BP.

Lori Cassidy, Associate VP Sales, Royal Caribbean International



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Digital Partnership

Website Banners



A hyperlinked banner placed in key MPI UK & Ireland website pages

- ✓ High visibility in front of all MPI UK & Ireland members
- ✓ Reach your set targeted audience among key international meetings and event planners

A) Billboard

B) Full Banner

C) Medium Rectangle

**Investment: £1000
plus VAT**





Newsletter/Social Media Advertorial

1) Spotlight in Newsletter - £250 plus VAT

Promote your product or brand using the MPI UK & Ireland monthly newsletter, targeting over 7,000 industry professionals with a 50% planner split.

2) Twitter feed - £250 plus VAT

Your Twitter post/activity pinned to the top of the MPI UK & Ireland twitter feed and shared with our 6,022 followers.

3) LinkedIn Group - £100 plus VAT

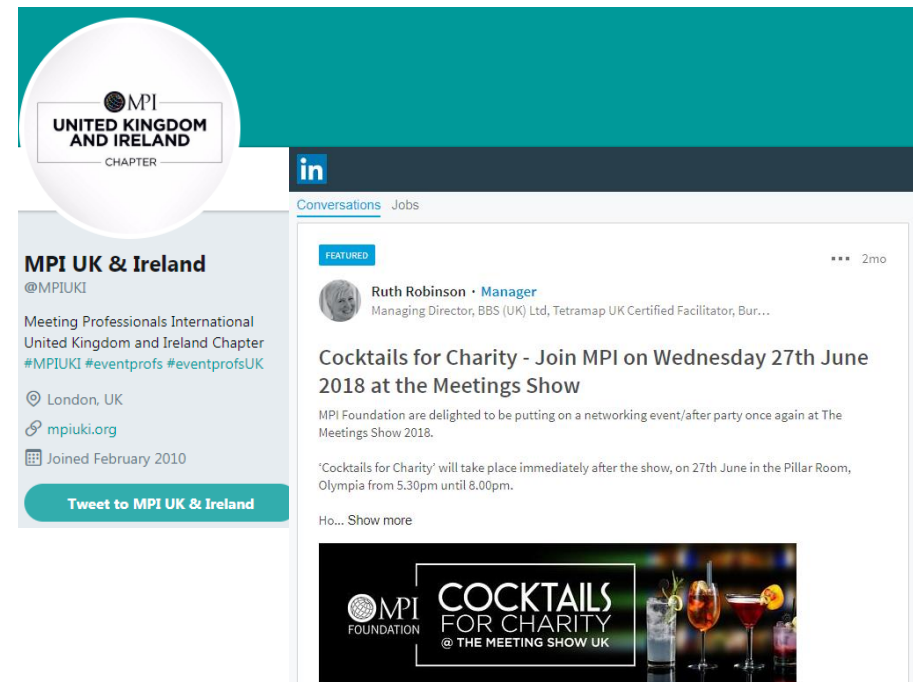
An advert targeted to the MPI UK & Ireland LinkedIn members with a reach of 1,112 members. The board of directors will also reshare the post to their networks.

4) Social Media Take Over - £750 plus VAT

One months take over of our social media channels. Post in our LinkedIn Group, Take over Twitter and redesign the newsletter.



All the latest news and events from MPI UK and Ireland Chapter
sponsored by



Webinars Campaign



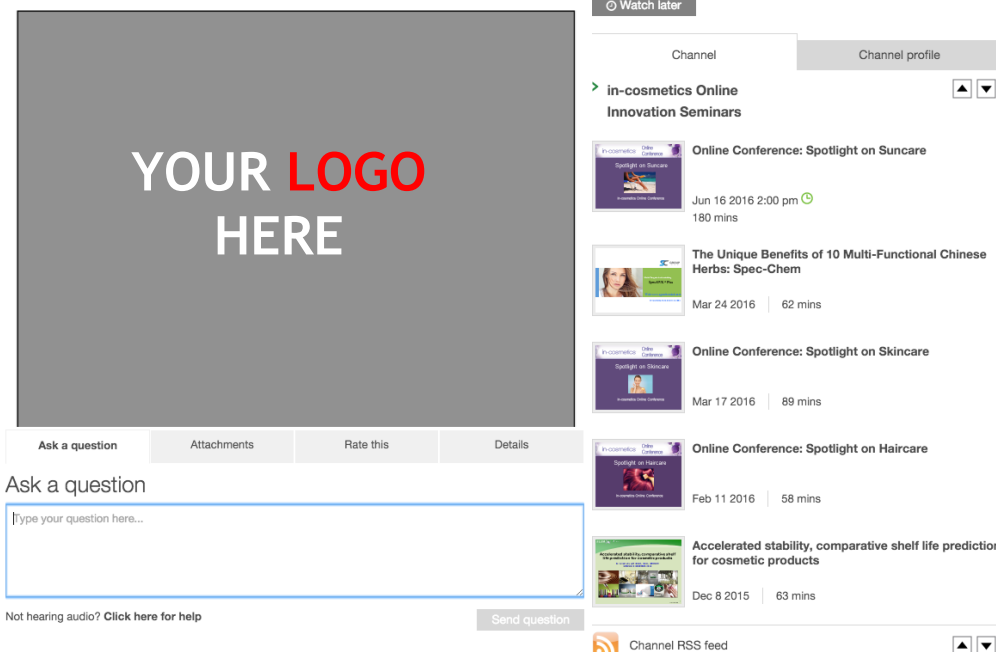
Brand an MPI UK & Ireland Webinar

Your company logo on the title page on the MPI webinar for members to learn and develop their knowledge on the Meetings Industry.

Opportunity to hold your own education session via a webinar to the MPI audience.

- ✓ Brand exposure to hundreds of industry professionals
- ✓ Content will be added to MPI UK & Ireland website for 24/7 access

**Investment: £500
plus VAT**



"By being part of the UK & Ireland Chapter you will not only have access to some great education and business opportunities, but you will also be making connections and friends for life. It is a great community to be a part of and you will find support all over the country and indeed the world."

- Judy Elvey, MPI United Kingdom and Ireland Chapter, President

Our Partnerships are totally flexible. If you have your own ideas just let us know. We want to ensure we fit your image and drive the required results.

For more information or to start our partnership, contact our friendly Partnership Team:

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Email: dan.noyce@imexexhibitions.com



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