



NEW JERSEY CHAPTER

SPONSORSHIP & MARKETING GUIDE



ABOUT MPI NEW JERSEY

Established in 1986, MPI New Jersey is the largest statewide trade association for the meeting industry and is committed to helping its members advance their careers through superior education, networking and professional development opportunities.

When you partner with MPI New Jersey, you become part of an organization dedicated to your growth and success. You'll connect with the innovative learning, passionate people and big ideas that will empower you to become an agent of change and reinvent the world.

ADVERTISE WITH US

Whatever your advertising needs, we are delighted to work with you.

WEBSITE AD:

- 12 Months - \$1750
- 6 Months - \$1050
- 3 Months - \$600
- 1 Month - \$250

NEWSLETTER AD:

- 12 Months - \$1200
- 6 Months - \$750
- 3 Months - \$450
- 1 Month - \$175

ADVERTORIAL - \$750

AD BUNDLE - \$750

- Two Social Media Posts
- One Month Website Ad
- One Ad in Monthly Chapter Newsletter 625+
- One Ad in Monthly Chapter Events Email



STATISTICS



625+



3.7k+



701+



525+



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STRATEGIC EDUCATION PARTNERSHIP - \$15,000

Education Sponsorship

Available for a rolling 12 month timeframe

Recognition on sponsorship page with logo/hyperlink to website

Year-round Strategic Education Partnership includes sponsorship at a minimum of five (5) chapter educational programs

- Two (2) complimentary registrations to each program
- Table top display during networking time at each program (in-person events only)
- Podium/Screen time available at each program (3 minutes)
- Company logo/hyperlink to website on event page for each program
- Company logo in email marketing promotions
- Company logo displayed at sponsored programs
- Ability to provide promotional giveaway/collateral material to attendees at in-person events
- Attendee list following each sponsored program
- Post-event social media thank you post
- Social media take over day month of sponsored program featuring 6 posts in 1 day

Sponsorship of the MPI New Jersey 2022 MEETS Conference

March 23, 2022

- Recognition on sponsorship page with logo/hyperlink to website
- Two (2) complimentary registrations to program
- Display booth in Trade Show (available at live or virtual event)
- Podium/Screen time available at program (3 minutes)
- Company logo/hyperlink to website on event page of program
- Company logo displayed at sponsored program
- Ability to provide promotional giveaway/collateral material to attendees at event

Advertising

Available for a rolling 12 month timeframe

- Twelve (12) advertisements included in Monthly Chapter Newsletters sent by email to MPI New Jersey database
- Twelve (12) months of banner advertisements on website
- Three (3) Articles or advertorials inclusion in "Onsite Online" chapter blog
- Three (3) Stand Alone Emails to database
- Six (6) Social media posts



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PREMIER EDUCATION PARTNERSHIP - \$5,000

Education Sponsorship

Available for a rolling 12 month timeframe

Recognition on sponsorship page with logo/hyperlink to website

Education Sponsorship includes sponsorship of one (1) chapter educational program

- Two (2) complimentary registrations to each program
- Table top display during networking time at each program (in-person events only)
- 60 second video commercial
- Introduction of speaker
- Company logo/hyperlink to website on event page of each program
- Company logo in email marketing promotions
- Company logo displayed at sponsored programs
- Ability to provide promotional giveaway/collateral material to attendees at in-person event

Sponsorship of the MPI New Jersey 2022 MEETS Conference

March 23, 2022

- Recognition on sponsorship page with logo/hyperlink to website
- One (1) complimentary registration to program
- Display booth in Trade Show (available at live or virtual event)
- Company logo/hyperlink to website on event page of program
- Company logo displayed at sponsored program
- Ability to provide promotional giveaway/collateral material to attendees at event

Advertising

Available for a rolling 12 month timeframe

- Six (6) advertisements included in Monthly Chapter Newsletters sent by email to MPI New Jersey database
- Six (6) months of banner advertisements on website
- One (1) Article or advertorial inclusion in "Onsite Online" chapter blog
- One (1) Stand Alone Email to database
- Three (3) Social media posts





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INDIVIDUAL EDUCATION SPONSORSHIP - \$2,500

Recognized on sponsorship page with logo/hyperlink to website

Education Sponsorship includes sponsorship at one (1) chapter educational program

- Two (2) complimentary registrations to sponsored program
- Table top display during networking time at sponsored program (in-person events only)
- 60 second video commercial
- Introduction of speaker
- Company logo/hyperlink to website on event page of sponsored program
- Company logo in email marketing promotions
- Company logo displayed at sponsored programs
- Ability to provide promotional giveaway/collateral material to attendees at in-person event

INDIVIDUAL EDUCATION SPONSORSHIP - \$1,000

Recognized on sponsorship page with logo/hyperlink to website

Education Sponsorship includes sponsorship at one (1) chapter educational program

- One (1) complimentary registration to sponsored program
- Table top display during networking time at sponsored program (in-person events only)
- Company logo/hyperlink to website on event page of sponsored program
- Company logo in email marketing promotions
- Company logo displayed at sponsored programs
- Ability to provide promotional giveaway/collateral material to attendees at in-person event



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Tune in to Talk Event - \$750 each

- A monthly virtual event designed around the topics that bridge the gap between professional and personal development. Sponsors receive a 60 second video commercial and opportunity to introduce the speaker

Sponsorships are available on a first come, first served basis.

MEETS Conference

March 23, 2022

This 2nd Annual event is a full day conference focusing on Meetings, Events, Education, Travel and Sales for the Meeting Professional.

Sponsorship and Exhibit Guide will be available by December 1, 2021. Sponsorships are available on a first come, first served basis.

35th Birthday Party

March 23, 2022

MPI New Jersey is turning 35 and celebrating with a party following the MEETS Conference.

Sponsorship and Exhibit Guide will be available by December 1, 2021. Sponsorships are available on a first come, first served basis.

CMP/CMM Recognition Event

April 2022

This 6th Annual event honors our industry colleagues with CMP and CMM Designation with a special recognition program.

The Sponsorship and Exhibit Guide will be available by December 1, 2021. Sponsorships are available on a first come, first served basis.

Annual Golf Event Sponsorship & Foursomes

June 9, 2022

Our signature 22nd Annual Golf Event is BACK at Crystal Springs Resort in 2022.

The Sponsorship and Foursome Guide will be available by December 1, 2021. Sponsorships are available on a first come, first served basis.

Board of Directors Retreat – In-Kind Sponsorship

November 18th & 19th, 2021 & May 2022

The opportunity to host the Board of Directors Retreat for 1 night and 2 days for up to 15 guests is available and helps showcase your property. The Board will share their experience on personal and chapter social media channels as well as publish a write up in the monthly newsletter featuring your property. Time for a site tour for the Board will be available and a tour can be recorded to share with our community as well.

Accepting proposals now!