



2024 ADVERTISING & SPONSORSHIP GUIDE

This is your access to the **most buying power** in the meeting and event industry



When we **meet**,
we change the world. SM

MPI understands that when people meet face-to-face, it empowers them to stand shoulder-to-shoulder. That's why 58,000 meeting and event professionals, including almost 11,000 engaged MPI members, look to MPI for professional development, innovative solutions and business partnerships to help them succeed.

That's where **you** come in.

MPI's various sponsorship opportunities and advertising platforms are the perfect ways to connect your brand to the planners who need it the most.

85%

OF MPI MEMBERS BUY
FROM SUPPLIERS THAT
ADVERTISE WITH MPI



\$13 BILLION.

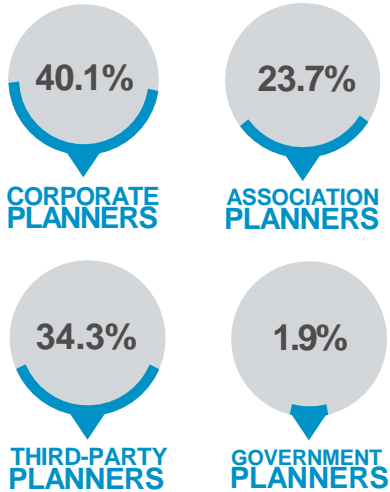
That's the buying power
of MPI planner members,
the most vibrant community
of meeting and event
professionals in the world.

**This is your opportunity to
showcase your brand to them.**

MPI

Membership Overview

MPI PLANNER MEMBER PROFILE:



SIZES OF MEETINGS BOOKED BY MPI PLANNERS:

- 500-999 Attendees
2,000 MPI PLANNERS
- 1,000-2,500 Attendees
2,000 MPI PLANNERS
- 2,500+ Attendees
700 MPI PLANNERS

MPI EXCLUSIVE MEMBERS

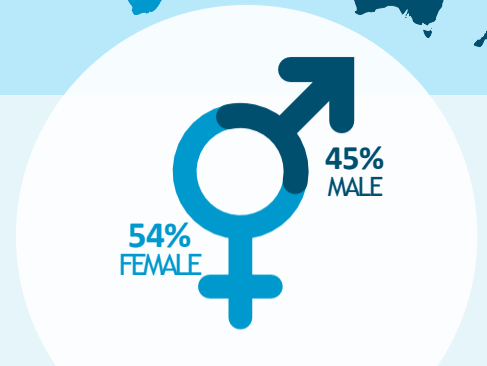
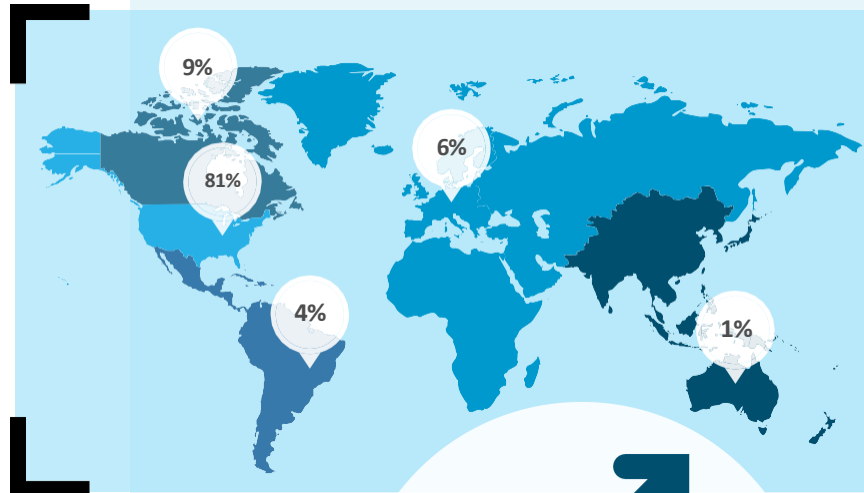
38.6%

GLOBAL MEMBERSHIP:

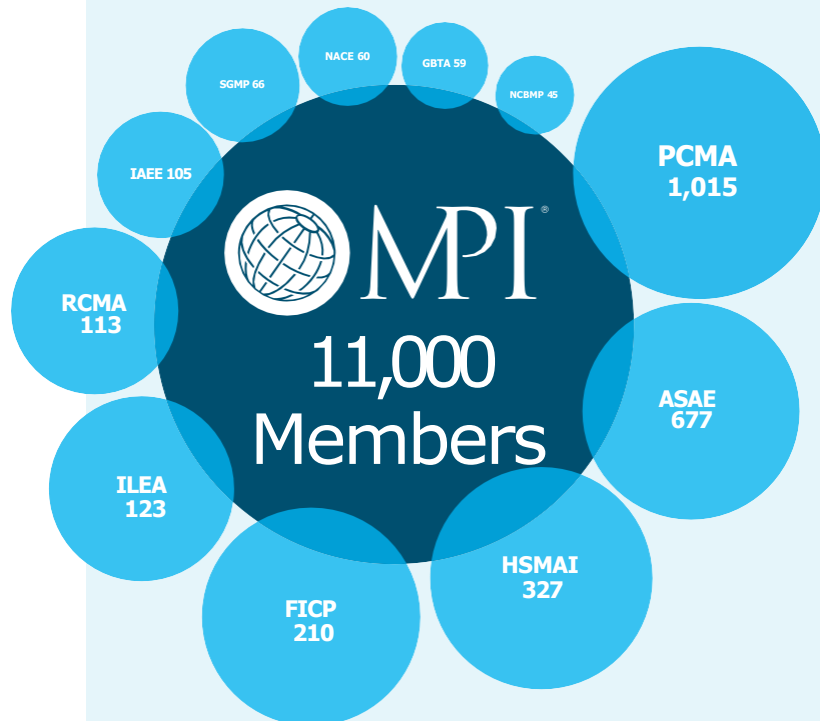
12k

ENGAGED MEMBERS
REPRESENTING 71 COUNTRIES

52% PLANNER **40%** SUPPLIER **7%** STUDENT/FACULTY



OVERLAP OF MPI MEMBERS IN OTHER ORGANIZATIONS:





Newly optimized to give MPI Partners more visibility and more value. MPI has optimized its MarketSmart partnership to give supplier brands the value they expect, but with the high elevation, exclusivity and visibility they deserve.

MPI MarketSmart offers fully-integrated and exclusive visibility to MPI planners through:

Sponsorships • Education • Advertising • MPI Foundation

elite

\$300k+

The ultimate in brand visibility and customization.

- Choose from a multitude of options for advertising and sponsorships.
- Access global or regional buying-power data for our members to help you pinpoint the exact buyers for your product or service—get up to six customizable profile reports.

advantage

\$200k – \$299k

A customized program of sponsorships and advertising.

- Access global or regional buying-power data for our members—get up to three customizable profile reports.

signature

\$100k – \$199k

A strong combination of value and vigorous marketing channels.

- Receive an assortment of added-value benefits.

Added-Value MarketSmart Benefits:

	signature	advantage	elite
Subject Expert of a Feature Story			
Targeted Marketing Emails		2 	4
Partner Highlight TMP Digital Magazine	Fractional Page 	Full-Page Ad 	Full-Page Spread
Annual Partnership Report			
MPI Preferred Membership	1 	2 	2
Live Event Registration	1 	1 	2
Mention at WEC from Main Stage			
Highlight Partner on MPI Social Media Channels	1x 	1x 	1x
Partner Recognition			

The Meeting Professional®

THE **MUST-READ** MAGAZINE FOR MEETING AND EVENT PROFESSIONALS.

Our award-winning digital magazine *The Meeting Professional*® is an industry standout that both celebrates MPI members and delivers timely content that is relevant to them. Rated as a **top value of membership** and a must-read by industry professionals, it's the perfect opportunity for your brand to shine.



The Meeting Professional:

- Has received more than 70 top awards for design and editorial—the most in the industry.
- Delivered to more than 100,000 global industry professionals in digital format.

Recent awards for The Meeting Professional Include:

- 2020 Association Media & Publishing National Bronze EXCEL Award for Overall Excellence
- 2020 American Society of Business Publication Editors (AZBEE) National Bronze Award, Feature Article Design
- 2019 American Society of Business Publication Editors (AZBEE) National Honorable Mention for Overall Excellence, Magazine of the Year
- 2019 American Society of Business Publication Editors (AZBEE) National Gold Award, Feature Series: Human Trafficking
- 2019 American Society of Business Publication Editors (AZBEE) National Bronze Award, Design Excellence
- 2019 Association Media & Publishing National Gold EXCEL Award for Feature Article Design, Human Trafficking



Showcasing the best

PEOPLE PLACES & PRACTICES

of the meeting and
event profession.

Reserve your ad spot today!

2024 Editorial Calendar

	JAN issue sponsored by Caesars Entertainment	FEB/MARCH	APRIL	MAY	JUNE/JULY	AUG/SEPT	OCT	NOV/DEC
Monthly theme		Inclusivity	Sustainability	Food	Skills	Travel	Money	Safety
FEATURES		Engagement Future Workforce Trends	State of the Industry WEC Louisville Preview	C-Suite Leaders in the Meeting Industry In-Person Event Trends	RISE Awards Wellness	Convention Centers IMEX America Preview	Technology/AI CVBs/DMOs	Event Marketing Year in Review/Look Ahead to 2025
COMMUNITY SPOTLIGHT		Black Meeting Professionals	MPI MD	WEC Community Sessions	Women	Association		
DESTINATION SHOWCASE		All-Inclusive Meetings Europe Florida Unique Meeting Spaces Texas WEC Louisville	Canada Central Florida Medical Meetings Mountain Meetings Northeast U.S.	Florida Georgia Hotels & Resorts Midwest U.S. Southeast U.S. Texas WEC Louisville	Asia Pacific Golf Meetings Latin America New England WEC	Casino Resorts Convention Centers Hawaii Stadiums/Arenas Theme Parks Unique Venues U.S. West Coast	Colorado Europe IMEX America Las Vegas Medical Meetings Southwest U.S.	Florida Midwest U.S. Texas
AD CLOSE DATE	12/1/2023	1/23/2024	3/6/2024	4/5/2024	5/21/2024	7/8/2024	8/12/2024	10/10/2024
AD MATERIALS DUE	12/1/2023	1/23/2024	3/6/2024	4/19/2024	6/4/2024	7/22/2024	8/26/2024	10/24/2024
RELEASE DATE	1/19/2024	2/16/2024	4/1/2024	5/15/2024	6/28/2024	8/15/2024	10/1/2024	11/18/2024
PRINT	✓			✓		✓	✓	

The Meeting Professional® Rates

The Meeting Professional Ad Pricing	GROSS	NET
TMP Ads		
Full-Page Ad	\$15,600.00	\$13,200.00
Fractional Ad	\$10,900.00	\$9,200.00
Full-Page Spread	\$19,800.00	\$16,800.00
Full-Page Ad + FP Advertorial	\$19,800.00	\$16,800.00
Full-Page Spread + 2 Page Advertorial	\$22,000.00	\$18,700.00
TMP Digital Add-On Opportunities		
Top Leaderboard	\$6,600.00	\$5,600.00
TOC Ad	\$4,600.00	\$3,900.00
Bottom Banner	\$3,300.00	\$2,800.00
Blow-in Video Image or Content	\$3,300.00	\$2,800.00
Premium Positions		
Belly Band (Print Only)	\$37,100.00	\$31,500.00
French Door Cover Gatefold (Print Only)	\$48,500.00	\$41,500.00
Back Cover	\$26,000.00	\$22,100.00
Inside Back Cover Spread	\$19,800.00	\$16,800.00
Inside Front Cover Spread	\$19,800.00	\$16,800.00
TMP Special Reports	GROSS	NET
Brand Reports	\$41,200.00	\$35,000.00
Partner Reports	\$14,200.00	\$12,000.00

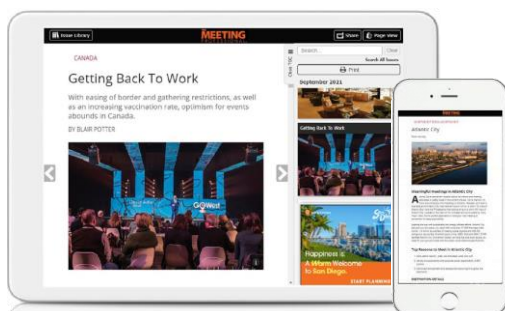
The Meeting Professional® Supplements and Advertorials

The digital magazine add-ons are equally impressive.

Target your audience even more directly with our supplements that focus on anchor features and destinations. The rate includes a complimentary advertorial so you can provide your own specific message to our planner members. Supplements are also distributed via a special e-newsletter.

Advertorials

Body copy of 150 words, in addition to the “3 reasons,” destination details and contact info sidebar text.



TMP Brand & Partner Reports

Let MPI help tell YOUR STORY:

- Main editorial—TOPIC chosen by you, written by MPI
- Look at the key stakeholders in your team/city
- Key facts and notes
- Featured services & products at a glance
- Art images, photos

Brand Report \$35,000

- 4 pages: 3 pages of content + 1FP ad
- Digital package including TMP Digital edition & separate
- Email to 100,000 meeting professionals

Partner Report \$12,000

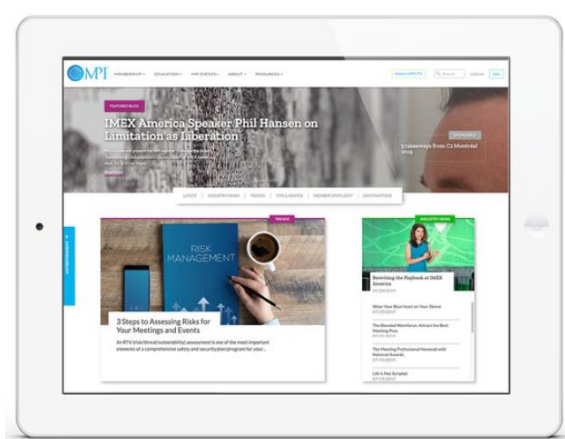
- 2 pages: 2 pages of content



Website & Blog

MPI Blog

Reach the meeting and event community directly with information about your product, service or event. MPI opens up this ad space as a way of pairing our audience with offerings that are relevant to the reader, while offering the potential to boost your business.



mpi.org

1.2 million user sessions
generating 3.7 million
page views annually

- User-friendly experience
- Mobile-friendly design
- Exclusive MPI editorial content
- Social Login with Facebook or LinkedIn credentials
- Exclusive member newsfeed for easy access to MPI's content, tools, events and education
- Global and Regional Chapter digital marketing opportunities

MPI WEBSITE RATES

MPI GLOBAL HOMEPAGE

	GROSS	NET
HP Leaderboard	\$ 8,000	\$ 6,800
HP Sidekick	\$ 6,900	\$ 5,800
HP Sponsored Content/Video	\$ 8,200	\$ 6,900

MPI GLOBAL RUN-OF-SITE

ROS Leaderboard	\$ 6,900	\$ 5,800
ROS Sidekick	\$ 5,600	\$ 4,700
ROS Sponsored Content/Video	\$ 8,200	\$ 6,900

MOBILE

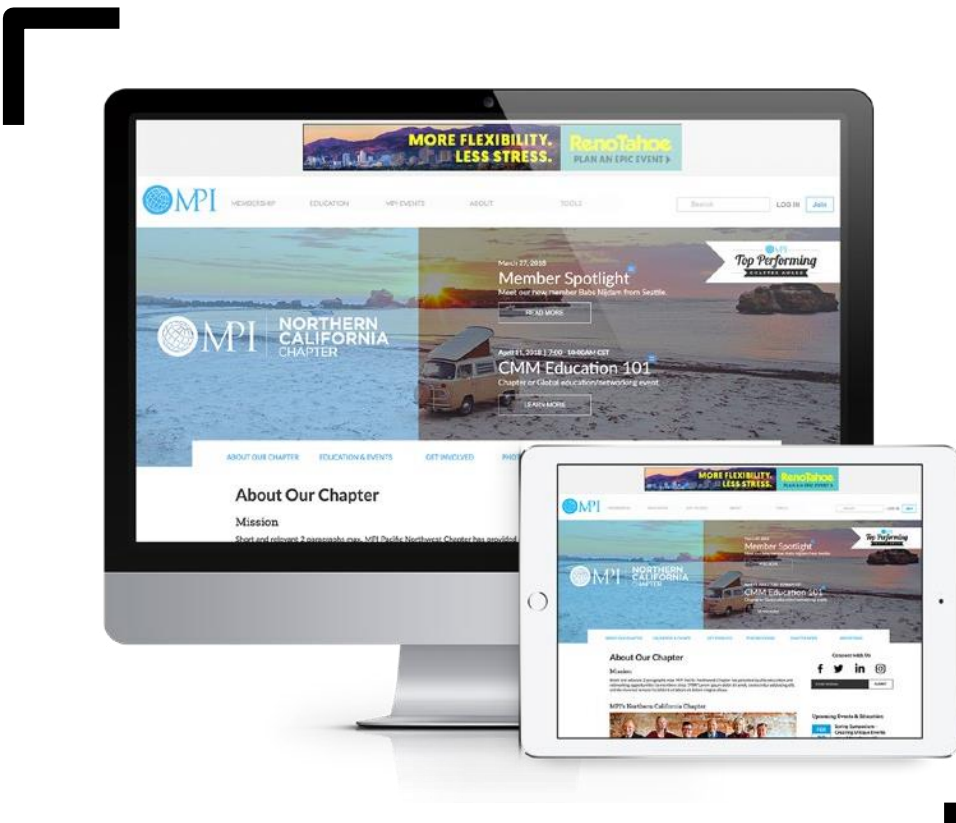
Adhesion Banner	\$ 9,700	\$ 8,200
Sidekick	\$ 5,900	\$ 5,000

MPI BLOG

Takeover page with hero headline	\$ 11,500	\$ 9,700
ROS Inline Banner (small-medium)	\$ 5,500	\$ 4,600
ROS Inline banner billboard	\$ 3,800	\$ 3,200
Sticky pull out banner landing page	\$ 5,500	\$ 4,600
Pre-Roll (auto-plays on page opening)	\$ 3,800	\$ 3,200
Sponsored Content	\$ 5,500	\$ 4,600

Target Planners in Your Region with MPI Chapter Websites

MPI's global community of 60,000 meeting and event professionals is composed 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.



MULTI-CHAPTER DISCOUNTS

ALL 6 REGIONS

30%

GLOBAL + CHAPTERS

3-5 REGIONS

20%

GLOBAL AND/OR CHAPTERS

2 REGIONS

10%

GLOBAL AND/OR CHAPTERS

	MPI Global		Any U.S. Region		Canada or Europe/Intl	
Home Page(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (4)	\$8,000	\$6,800	\$2,800	\$2,300	\$1,900	\$1,600
Sidekick (8)	\$6,900	\$5,800	\$2,800	\$2,300	\$1,900	\$1,600
Sponsored Content (Native or Video)(1)*	\$9,700	\$8,200	\$3,600	\$3,000	\$1,900	\$1,600
Run-of-Site(s)	Gross	Net	Gross	Net	Gross	Net
Leaderboard (8)	\$6,900	\$5,800	\$2,200	\$1,800	\$1,600	\$1,300
Sidekick (4)	\$6,500	\$5,500	\$2,200	\$1,800	\$1,600	\$1,300
Sponsored Content (Native or Video)(4)	\$9,600	\$8,100	\$4,600	\$3,900	\$2,300	\$1,900
Inline Banner (4)			\$900	\$700	\$800	\$600
Mobile Site(s)	Gross	Net	Gross	Net	Gross	Net
Adhesion Banner (1)*	\$11,500	\$9,700	\$3,300	\$2,800	\$2,300	\$1,900
Sidekick (1)*	\$7,000	\$5,900	\$1,900	\$1,600	\$1,500	\$1,200

(_) represents number of ads in rotation
*represents 100% share of voice position

Chapter Web Regions

Chapter Member Count

CANADA

ATLANTIC CANADA CHAPTER	69
BRITISH COLUMBIA CHAPTER	196
GREATER CALGARY CHAPTER	52
GREATER EDMONTON CHAPTER	67
MONTREAL & QUEBEC CHAPTER	58
OTTAWA CHAPTER	173
TORONTO CHAPTER	371

CENTRAL U.S.

DALLAS/FT. WORTH CHAPTER	426
CHICAGO AREA CHAPTER	440
GULF STATES CHAPTER	129
HEARTLAND CHAPTER	85
HOUSTON AREA CHAPTER	131
INDIANA CHAPTER	179
KANSAS CITY CHAPTER	149
KENTUCKY BLUEGRASS CHAPTER	84
MICHIGAN CHAPTER	176
MINNESOTA CHAPTER	225
OHIO CHAPTER	191
OKLAHOMA CHAPTER	73
ST. LOUIS AREA CHAPTER	159
TENNESSEE CHAPTER	304
TEXAS HILL COUNTRY CHAPTER	218
WISCONSIN CHAPTER	217

EASTERN U.S.

CAROLINAS CHAPTER	301
CONNECTICUT RIVER VALLEY CHAPTER	53
GEORGIA CHAPTER	369
GREATER NEW YORK CHAPTER	343
GREATER ORLANDO CHAPTER	232
MIDDLE PENNSYLVANIA CHAPTER	147
NEW ENGLAND CHAPTER	282
NEW JERSEY CHAPTER	169
NORTH FLORIDA CHAPTER	146
PHILADELPHIA AREA CHAPTER	244
PITTSBURGH CHAPTER	85
POTOMAC CHAPTER	549

SOUTH FLORIDA CHAPTER	163
TAMPA BAY AREA CHAPTER	165
UPSTATE NY CHAPTER	86
VIRGINIA CHAPTER	112
WESTFIELD CHAPTER	64

EUROPE/INTL

AFRICA CLUB PROJECT	10
ARGENTINA CLUB	29
BELGIUM CHAPTER	33
BRAZIL CHAPTER	15
CARIBE MEXICANO CHAPTER	103
COLOMBIA CHAPTER	82
DENMARK CHAPTER	64
FINLAND CHAPTER	24
FRANCE – SWITZERLAND CHAPTER	67
GERMANY CHAPTER	18
IBERIAN CHAPTER	77
ITALY CHAPTER	174
JAPAN CHAPTER	75
MEXICO CHAPTER	189
NETHERLANDS CHAPTER	70
POLAND CHAPTER	38
SCANDINAVIA CHAPTER	38
TURKEY CLUB	20
UNITED KINGDOM & IRELAND CHAPTER	85

WESTERN U.S.

ARIZONA SUNBELT CHAPTER	227
NEW MEXICO CHAPTER	42
NORTHERN CALIFORNIA CHAPTER	513
OREGON CHAPTER	144
ROCKY MOUNTAIN CHAPTER	288
SACRAMENTO/SIERRA NEVADA CHAPTER	135
SAN DIEGO CHAPTER	195
SOUTHERN CALIFORNIA CHAPTER	486
WASHINGTON STATE CHAPTER	154

Digital Marketing

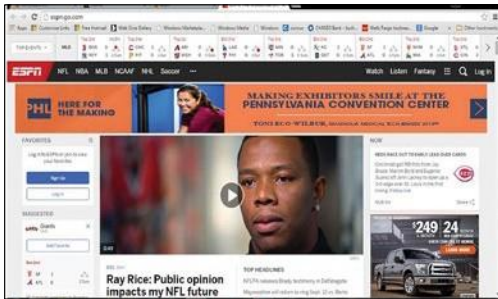
Programmatic Advertising

Utilize MPI's automated technology infrastructure to target specific MPI members as they travel around the web.

Basic Programmatic

Geo-targeting and demo targeting

Rates: \$35.00 per net thousand
Minimum: 30-day campaign, 100,000 impressions \$4,400 gross / \$3,700 net



With Web Audience Retargeting, your ad will follow MPI Web users to other websites.

Advanced Programmatic

Real-time data and data-driven optimizations

Enhanced targeting

Proof of performance/screen shots

MPI and/or Administrative Planners lists:

- Planners only
- Look alike audiences

Rates:

Tier One: \$11,000+ NET
Tier Two: \$22,000+ NET
Tier Three: \$33,000+ NET

LinkedIn Live

\$7,500
MPI will coordinate and promote a special live broadcast from LinkedIn to our entire audience.

Only 2 available per month.

Social Media Marketing Opportunities

Social Media Post (to Facebook, Instagram, Twitter and LinkedIn): 1 Post Per Month: \$3,200+ Net



Targeted Email Marketing

Through MPI's Member Engagement program, supplier partners who are MPI Premier members* have the ability to target specific MPI planner members with email campaigns based on their geographic and/or demographic characteristics.

Premier Supplier Partners can choose from many Planner segment options:

- MPI member geographic location
- Areas where events are planned
- Position level
- Primary business/industry
- Budget ownership
- Size of events (number of attendees)
- Types of facilities used/types of meetings

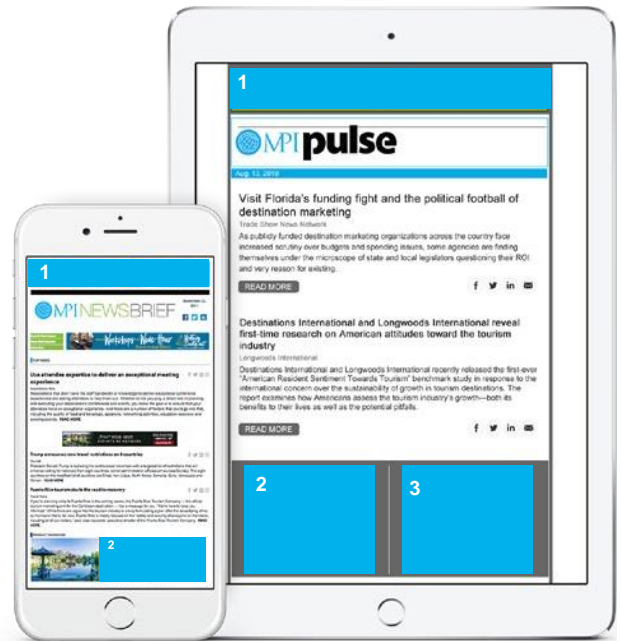
Rates:

All MPI Planner Members: \$2,900
All MPI Members (Planner + Supplies): \$5,700
Each additional segment: \$0.37/name
(Minimum 2,000 names)

Social Media Takeover

\$7,500
Takeovers can be tied to an MPI signature event or other important days for the industry and your organization. MPI will provide passwords and specific direction for you to "take over" our social media feed(s) for one day.

Award-winning E-Newsletters



MPIpulse Editions

- 1 Top Banner
- 2 Sidekick Ad #2
- 3 Sidekick Ad #3

MPI NewsBrief Editions

- 1 Top Banner
- 2 Sponsored Content

Email is an essential component of any brand's integrated marketing program. MPI's all-new E-Newsletter strategy allows marketers to reach MPI planner members in exciting, well-read formats. Average open rates are 24 percent and average clicks rates are 12 percent.

MPI NewsBrief—MPI NewsBrief delivers curated meetings and travel industry news to more than 8,000 recipients every Monday, Wednesday, Thursday and Friday. **MPI NewsBrief Weekend** showcases the most-read stories and features of the week every Saturday.

MPIpulse—Three unique editions of the award-winning E-Newsletter—**MPIpulse**, **MPIpulse Canada** and **MPIpulse Europe**—delivered every Tuesday, featuring a rich collection of stories on industry topics of high interest to MPI members and professional development, as well as MPI members and chapters in action.

MPIpulse Canada and MPIpulse Europe are filled with news specifically curated for those audiences. MPIpulse reaches nearly 6,500 members, MPIpulse Canada reaches more than 700 members and MPIpulse Europe reaches nearly 500 members.

e-Newsletter Rates

MPIpulse (Deploys Tue each week)	Gross	Net
Top banner	\$6,900/wk	\$5,800/wk
Sidekick Ads	\$4,800/wk	4,000/wk
Top banner (Europe)	\$1,300/wk	\$1,100/wk
Top banner (Canada)	\$1,300/wk	\$1,100/wk
Add Custom Pulse		\$10,500 (1) Deployment (Date TBD by Advertiser)
MPI NewsBrief (Deploys Mon/Wed/Thur/Fri)	Gross	Net
Top banner	\$8,500/wk	\$7,200/wk
Sponsored Content	\$7,700/wk	\$6,500/wk
MPI NewsBrief Weekend	Gross	Net
Top banner	\$7,300/1 month	\$6,200/1 month
	\$12,900/2 months	\$10,900/2 months
	\$17,600/3 months	\$14,900/3 months
Middle banners	\$5,900/1 month	\$5,000/1 month
	\$11,100/2 months	\$9,400/2 months
	\$14,500/3 months	\$12,300/3 months



Conference Publications

MPI

, the award-winning official WEC newspaper,

is delivered directly to most guest rooms, where readers are likely to spend more time with it. Also distributed at the conference center, it's packed with the latest, most pertinent conference and industry news.

- Previews of professional development, networking, and educational opportunities, vital to attendees, for the day ahead.
- Review of previous day's experiences.
- Digital edition of *MPI Onsite* is distributed to all MPI members and attendees.

Drive traffic to your business with:

- Repeat impressions.
- Direct access each morning to key decision-makers.
- Ability to highlight your brand, or your company's conference sponsorship.

Premium placements enhance brand visibility:

- Belly band to spotlight your brand message.
- Special cover positions—sticky notes: front cover, inside front cover, or inside back cover.

WEC Dailies Ad Pricing	GROSS	NET	Run
Back Cover	\$28,500	\$24,200	All 3 Days
Inside Front	\$24,200	\$20,500	All 3 Days
Inside Back	\$15,600	\$13,200	All 3 Days
Full-Page Ad	\$17,600	\$14,900	All 3 Days
Half Page Ad	\$12,200	\$10,300	All 3 Days
Belly Band	\$13,300	\$11,300	All 3 Days

MPIpulse, Conference Edition

This highly read e-Newsletter ramps up to a daily edition (instead of weekly) during WEC, EMEC, IMEX Frankfurt, and IMEX America, spotlighting the latest news, behind-the-scenes stories, and conference schedules.

	GROSS	NET	Run
Top banner	\$12,600	\$10,700	3 days
Sidekick Ads #2 or #3	\$9,000	\$7,600	3 days



Sponsorships

Influential sponsorships build powerful, long-lasting relationships.

Align your brand with the MPI programs best suited to your business approach. The creative possibilities to engage our planners and event attendees are virtually limitless.

Signature Events

MPI offers three exceptional signature events for you to engage the industry's top meeting and business event professionals:



European Meetings & Events Conference (EMEC)
Brighton, March 2023

MPI's European Meetings and Events Conference (EMEC) March 2024, will push the limits of what modern meetings and events can be, showcasing innovative learning formats, future-focused education and engaging networking opportunities.



MPI World Education Congress (WEC)
Louisville, 2024

MPI's signature education event will blend a mix of leisure and pleasure for an experience that meets the changing needs of our community. The perfect opportunity to position your brand in front of thousands of meeting professionals.



IMEX America Las Vegas,
October 2024

As IMEX America's sole strategic partner and premier education provider, MPI offers a variety of events and education sponsorship opportunities, starting with Smart Monday, powered by MPI—a full day of education kicking off the tradeshow the following day

Sponsorship opportunities for MPI signature events include, but are not limited to:

- MPI Exchange's Hosted Buyer participation
- Food and beverage experiences
- Education and keynotes
- Guest amenities
- VIP access at MPI Foundation's Rendezvous



MPI Exchange

Building strong relationships is the secret to establishing successful, long-term partnerships. The MPI Exchange is a collection of live event programs that deepen your relationship-building skills to help grow your business.

MPI Exchange

Say hello to valuable local partnerships with 1:1 style meetings with qualified regional planners that can drive your business forward.

Upcoming events:

November 2023 | New York

December 2023 | Florida



Sponsorships



MPI COMMUNITY

MPI Community sponsorships offer your brand the opportunity to align itself with niche groups of MPI members aligned by their personal and professional interests, and the industry initiatives they support. Community sponsors may choose from industry verticals with one of the communities listed below. Sponsors receive recognition on MPI-produced and community-produced thought-leadership assets and activities, online and face-to-face. Gain access to through MPI Community Forums and immerse your brand in the real-time networking and idea-sharing fostered by these tailor-made, affinity groups.

Communities Available for Sponsorship:

- MPI-MD Medical Meeting & Healthcare Professionals
- MPI Women
- Black Meeting Professionals
- ISBO

Annual Community Sponsorships Benefits Include:

- Social media and/or direct email opportunities
- Community-focused education touchpoints throughout the year
- Engagement with community at live events
- Recognition in relevant community digital publications.
- Logo recognition on community microsites

50 MPI
YEARS

MEETINGS
OUTLOOK™



2022 FALL EDITION

Meetings Outlook™

Align your brand with the most important intelligence tool for meeting and event planners. Offered quarterly through *The Meeting Professional®* magazine, MPI's *Meetings Outlook* is a robust, forward-looking research report that offers a unique perspective on the meeting and event industry through the eyes of the professionals. Winner of the Gold: AZBEE Award for Original Research.



CELEBRATING 40 YEARS!

#POWEROFGOOD

Since 2009, the MPI Foundation has distributed over \$6.3 million in aid to distressed members, non-members, chapters, and industry associations. Donations received directly or as part of events & campaigns continue to deliver value. Over the last three years, MPIF has directly helped ¼ of MPI's total membership; largely suppliers and planners that have tenure in our industry. That's impact!

CHOOSE A WAY to raise your profile by supporting the industry foundation that continues to surpass all others in giving back to our community.



Legacy Giving:

Establishing a legacy through a named endowment gift is among the most important things anyone can do for a professional community. Individual MPI members—and the community as a whole—will enjoy brighter futures filled with greater opportunities because of your generosity. Create scholarships in your organization's name that last FOREVER! Visit www.mpifoundation.org/foreverfund to learn more!



Thought Leaders Summit – August 2024 | Indianapolis, Indiana

The Thought Leaders Summit is an exclusive opportunity to network, learn and workshop vital topics with fellow industry leaders. It's also an executive-level, limited-invitation program for elite planners and strategic partners. Previous 3-day summits focused on Event Design Canvas, Diversity & Inclusion, and Convention/Congress Risk Management. These are exclusive programs and sell out.



Global Silent Auctions – Hosted periodically throughout year

To enable our industry membership, colleagues, friends, and family to help contribute, we've created multiple silent auctions across the globe that are available via online platforms. Our partners generously donate diverse trips, weekend getaways, dream experiences and amazing individual packages. Please join us in creating memorable experiences and place your own bid to reward yourself! Donate an item at:

mpi.org/about/foundation/auction-intake-form



Rendezvous EMEC – March 2024 | Luxemburg, Germany

Join this celebration over a year in the making! Rendezvous event parties are MPI Foundation's premier networking events for meeting and event professionals. We'll enjoy the Brighton nightlife with a classic British twist!



Rendezvous WEC – May 2024 | Louisville, Kentucky

MPIF hosts an afterhours event that stretches from the gulf shores to the hottest nightclub on the Yucatan peninsula!! Ask your MPI partner for details!



Rendezvous IMEX America – October 2024 | Las Vegas, Nevada

Take your VIPs to the top by providing your clients with an exciting nightclub experience in a dynamic space for conversation, networking, and dancing. Want to really impress? Private cabanas and lounges are available with your own bar service. Ask your MPI partner for details! [Our venue hosts are Drai's Night Club @The Cromwell and Caesars Entertainment!](#)



Our Pursuit of a Better Industry!



Branded Scholarships and Grants

The MPI Foundation provides MPI members professional development and career opportunities through scholarships and grants on an ongoing basis. When you give to the MPI Foundation, you are actively growing the knowledge base of this industry. Make an investment in your community and in securing the future success of the industry.

Contribution Levels

- **Legend: \$50K+ Annual**
- **Education: \$25K+ Annual**
- **Corporate: \$12.5K+ Annual**



MPI Foundation Scholarship Contribution

\$10,000+ Annual contribution

As a sponsor, you may provide branded scholarships to qualified applicants. Scholarships are available for MPI membership, professional development through MPI Academy, and conference attendance to one of our Signature Events.

MPI Foundation Grants

\$30,000+ Annual Contribution

As a sponsor of an MPI Foundation grant, you will have the opportunity to showcase your brand in front of MPI chapter leaders and members, while helping attendees to further their professional development.



Pre-Developed Best of MPI Academy Program

Starting at \$30,000

Education is at the forefront of chapter requests. Select from approximately five topics per year featuring MPI's most in- demand content. Each program is approximately 45 to 60 minutes in length and identifies your organization as supporter.

MPI Academy has more than 5,000 active users and MPI Academy has more than 7,000 unique users active in the LMS every month and an average of 30,000 unique pageviews a month on the Academy pages on the MPI site.

The MPI Academy is a forward-thinking and idea-driven powerhouse of meeting and event innovation, with knowledge as its driving force and transformation as its goal. MPI Academy education and experiences equip event professionals with the ingredients to innovate and ignite the change they seek for themselves, their careers and their events. Meeting professionals who engage with the MPI Academy are confident, recognized and connected to the world’s most vibrant meeting and event community. Join the revolution by sponsoring the following educational experiences.

DISCOVER

The first level of learning through the MPI Academy involves discovery, wherein meeting professionals seek and find knowledge about their industry, role, careers and selves and learn the skills they need to excel in the world today and tomorrow.



TRANSFORM

The second level of learning through the MPI Academy involves transformation, wherein meeting professionals find the skills they need to stay ahead of the curve and lead the charge toward what’s next.



MASTER

The third level of learning through the MPI Academy involves mastery, wherein meeting professionals realize their ambition to ignite change and deliver unimagined strategies, concepts and experiences that lead the charge of tomorrow.

- Custom Webinars
- 30-Minute Mondays
- #RealTalk Dialogue Series
- Demo Days
- S3 Speaker Session Series
- MPI Community Connect
- White Papers & Job Aids
- FAM Education

- Certificates
- Sales Training
- Research Initiative
- MPI Masterclass

- CMM/CMP





MPI Academy

Webinars (20/year)

MPI Academy's popular and highly rated webinars offer live, expert-led education in real time anywhere, on any device. MPI Academy delivers leading experts across sectors in all areas of business who share their wisdom with our community of meeting professionals in this series of one-hour educational experiences.

30-Minute Mondays (20/year)

30-Minute Mondays are MPI Academy's version of Meet the Press. These hard-hitting sessions jump-start the week with a subject-matter expert and moderator sitting down for jam-packed, 30-minute conversations about topics meeting professionals need to know. No slides, no long lectures, just facts, tips and tricks that help meeting pros take their events and businesses to the next level.

#RealTalk Dialogue Series (8/year)

Consisting of four webinars and four 30-Minute Mondays, the #RealTalk Dialogue Series focuses specifically on diversity, equity, inclusion and belonging. Led by MPI's Diversity, Equity & Inclusion Committee the series hosts honest and open dialogues regarding critical issues such as race, gender and sexual orientation; accessibility and accommodations; and other human issues that are essential to the understanding and development of a more holistically inclusive meeting industry.

Demo Days (4/year)

MPI Academy Demo Days offer a peak at some of the industry's brightest and best technologies. Featuring two-to-three demonstrations each, demo days provide meeting professionals with a sought-after chance to experience new tech without the pressure of a more traditional sales environment.

S³ Speaker Session Series (11/year)

Have we reached the end of the "sage on a stage" era of speaking? MPI Academy's S³ Speaker Session Series offers our community a closer listen to (and look at) up-and-coming, new and next keynotes, emcees and facilitators. Participants discover the next book they can't put down, song to play on repeat or keynote they'll never forget?

MPI Community Connect (3/year)

MPI Community Connect experiences provide the platform for global members of MPI's affinity communities to commune, engage and learn together across borders. Helmed by a keynote on a critical industry challenge or opportunity, each experience centers on critical breakout conversations led by members of each MPI community's leaders.

White Papers & Job Aids (unlimited)

Partner with MPI Academy to create a white paper on a critical topic or a job aid (template or tool) that will help meeting professionals solve a problem or become more efficient. One of the featured subject matter experts can even be from the sponsor's organization. MPI will host the results on its website and translate it into a PDF (if appropriate), for sponsors to use in their education, sales and marketing efforts.

FAM Education

You want your attendees to leave not only satisfied, but with the knowledge and skills they need to meet their goals, improve their events and elevate their careers. Bring a custom program to your FAM, and delight your audience with education designed for your unique event, customized to showcase your destination or product. The price includes a two-hour education session (additional hours are available at an additional cost).



Certificates

MPI Academy's world-class and expert-led certificate courses team transformative skills that enable meeting professionals to ignite change, grow holistically and become indispensable. Individual class sponsorship includes underwriting tuition for up to 25 participants, showcasing a sponsor's industry leadership and care for the professional development of meeting professionals. Underwrite a year's worth of classes (up to 100 participants) as a title sponsor and bring your exclusive certificate to an MPI signature event. Title sponsorship also includes certificate customization to feature sponsor case studies and job aids. Available certificate programs include the following.

- Basics Boot Camp
- CMP Academy
- Contract & Negotiation Specialist
- Emergency Preparedness
- Emerging Meeting Professional*
- Event Marketing Strategist
- Event Wellness Design
- Healthcare Meetings Compliance Certificate
- Inclusive Event Strategist
- Meeting & Event Strategist
- Women in Leadership
- AI Certificate

Sales Training

MPI Academy offers training for sales and business development teams that need to understand the world of meetings and events (and the challenges their clients face) to find competitive edge. Meeting professionals are looking for partners, not vendors, and they are looking to industry suppliers for not only products but also advice and even education. MPI Academy sales training identifies the stressors and problems facing today's meeting professionals, discuss and provide relevance about current market trends and position sponsor teams for success.

Research Initiative

Invest in cutting-edge research that results in new tools, courses and sessions (such as webinars and sessions at MPI signature and partner events) that helps meeting professionals around the globe stay on trend and ahead of the curve. Sponsors are recognized in the research and any publications, blogs, articles and emails associated with it, as well as in any tools it informs such as worksheets and workbooks, job aids, presentations, sessions and much more. All typical branding opportunities apply (logo recognition, video/live session introduction) and sponsors can play a critical role in any of the activations that follow.

MPI Masterclass

The four-part MPI Masterclass gives meeting professionals unprecedented access to MPI C-suite executives from finance and operations to experience and impact. Participants learn the skills and abilities necessary to take a seat at the table, and discover the pathways to organizational leadership that will create the opening to executive-level roles at their organizations and beyond. After extracting lessons from three critical leaders, participants will reconvene to discuss how to apply those lessons to their own professional lives and careers. In addition to typical branding opportunities (logo recognition, video/live session introduction), sponsors can lead conversations and pose questions. Premium sponsorship includes the opportunity for the sponsor to feature their own C-suite leaders as the subject matter experts.

Certified Meeting Manager

MPI Academy's world-class Certified Meeting Manager designation bequeaths a mastery-level application for meeting professionals seeking expertise in business management, leadership and meeting strategy. Graduates present can themselves as dynamic and credentialed professionals skilled in solving problems, negotiating, resolving conflict, leading and managing change and applying design.



When we **meet**,
we change the world.®

Contact

**Reaching the best community
is as simple as reaching out
to us.**

Talk to us about effective, affordable ways to reach approximately 13,000 engaged members of the largest and most influential professional association for the meeting and event industry. We'll help you plan a strategic program that will get you noticed, increase leads, and help you meet audience engagement and sales goals.

mpi.org

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