



**SMALL BUSINESS
LEADERSHIP PLAN**



MEETING PROFESSIONALS INTERNATIONAL



MPI is building a rich global meeting industry community connecting 24,500 members, 70 chapters and clubs in 80 countries.

<p>Vision for member success</p>	<p>Build a rich global meeting industry community</p>
<p>Mission</p>	<p>Make our members successful by building rich human connections to: Knowledge/Ideas • Relationships • Marketplaces</p>
<p>Strategic Imperatives</p>	<p>The Vision is activated by four strategies:</p>
	<p>EVOLVE to a global community – MPI offers its members greater access to relevant knowledge, profitable relationships and diverse marketplaces</p>
	<p>RE-IMAGINE our business relationships with chapters – MPI Partners with chapters, giving them greater control over their business and invigorating recruitment to drive more revenue</p>
	<p>ELEVATE the member conversation and experience – MPI is working directly with members to overhaul how we communicate as a community like the enhanced mpiwe.org, the re-designed <i>One+</i> magazine and co-created upcoming events</p>
	<p>BUILD a great organization – MPI is assembling an enthusiastic team committed to our vision and passionate about delivering member success</p>

Objectives of the Small Business Leadership Plan

- ❖ To position your company competitively in the meetings industry
- ❖ Develop direct relationships with MPI members
- ❖ To create valuable networking synergies that create dynamic business opportunities
- ❖ To educate MPI members about your company
- ❖ To increase business to your organization



Objective of the MPI Foundation Small Business Leadership Plan

To provide small business owners of 20 employees or less with a multifaceted program that provides access to MPI decision makers and Members and creates innovative platforms for small businesses that facilitate the development of business opportunities with MPI's rich global community.

This program is designed to be:

- ❖ Fully integrated to take advantage of MPI's marketplace channels including conference participation, website recognition and direct marketing opportunities
- ❖ Unique to meet the needs of the small business
- ❖ Multi-faceted to allow small businesses to participate in relevant MPI markets
- ❖ Flexible to allow for enhancements throughout the year as new initiatives are developed

Annual Partnership Benefits

The small business community is recognized as an exceedingly important MPI partner and the goal of the MPI Foundation Small Business Leadership Plan is designed to provide small businesses with unique access to fit their special needs to connect with MPI's membership of nearly 24,500 members in 80 countries world-wide. Benefits of the plan include a \$9,000 commitment payable over three years:

Three Years of Benefits

- ❖ Two free WEC or MeetDifferent Conference registrations.
- ❖ Your company can be highlighted with a video clip in the “*Entrepreneurs in Action*” section of



the Small Business Donor page. You can provide a 3-5 minute video clip on any of the following topics or other appropriate topics that are approved in advance:

- The Leadership Role in the Small Business
- Corporate Social Responsibility – How We Make a Difference
- Secrets to Small Business Success

- ❖ Your company is listed in *One+* Foundation Focus in an article that focuses on the contributions of small businesses to our industry or another appropriate topic.
- ❖ One complimentary customized sort per year of MPI's membership list to market key business segments (once per year).
- ❖ Two tickets to the exclusive MPI Foundation donor reception at WEC.
- ❖ Recognition of your company on the MPI Foundation Small Business Donor page that hyperlinks prospects directly to your website.
- ❖ Additional recognition as an MPI Foundation Small Business Leadership Plan Partner on special Conference signage.

Please note: All of these benefits are subject to change; the MPI Foundation will communicate any changes or alteration to this program.

Benefit Summary

Benefits	Annual Value of Benefits
2 Conference Registrations for WEC or Meet Different	\$1,590
Video Clip on MPI Foundation Small Business Donor Page	\$4,500
MPI Mailing List	\$1,535
2 Tickets to the Donor Appreciation Reception at WEC	\$300
Foundation Focus Article mention	\$1,500
Recognition on MPI Foundation Small Business Donor Page	\$2,000
Recognition via WEC & MeetDifferent Signage	\$2,000
Annual Value	\$13,425

Pledge Summary

MPI Foundation Small Business Leadership Plan	
Total Commitment	\$9,000 over 3 years
Annual Cost	\$3,000



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