

# The Conference Guide



MPI's official onsite conference guide for WEC 2009 is the primary tool for attendees to navigate the education, networking, trade show and business offerings of the conferences, and is referred to by attendee's multiple times daily throughout the events. Post-event surveys indicate attendees take the conference guide home with them to use as a reference tool and to share with colleagues, delivering extended shelf life and high pass-along value.

## Let Your Brand Run Wild

Your advertisement delivers:

- Enhanced presence as attendees use the guide to plan their trade show experience and source exhibitors
- Increased traffic to your booth as participants use the guide to navigate their conference
- Broader, longer reach as meeting professionals use the guide as a reference tool long after the conference is over

**Publication dates for WEC: July 12, 13, 14, 2009**

**Ad reservation due: May 14, 2009**

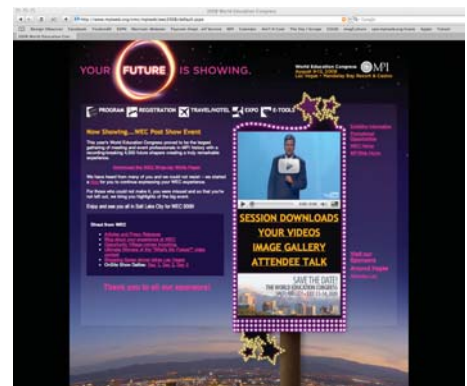
**Ad materials due: May 20, 2009**

Premium Positions	Gross Rates	Net
Gate-Fold Cover	\$13,218	\$11,235.30
Belly Band	\$10,700	\$9,095.00
Back Cover	\$8,182	\$6,954.70
Inside Front Cover	\$7,868	\$8,418.76
Inside Back Cover	\$7,868	\$8,418.76
Page Facing Schedule-At-A-Glance	\$6,294	\$5,349.90
Opposite Trade Show Floor Map	\$6,294	\$5,349.90
Tabbed Divider (per side)	\$6,294	\$5,349.90

Standard Options	Gross Rates	Net
Full Page	\$4,721	\$4,012.85
Full Page Spread	\$8,497	\$7,222.45
2/3 Page	\$4,092	\$3,478.20
1/2 Page Horizontal	\$3,147	\$2,674.95
1/3 Page Horizontal	\$2,518	\$2,140.30
1/4 Page	\$1,889	\$2,021.23

## Conference Web Page

The WEC Web site is highly trafficked by the meetings and events community and generates valuable exposure for our sponsors with this important audience. In fact, last year alone, the site experienced 102,076 impressions between the months of June through August, with a trending anticipated 24 percent increase for WEC 2009. The WEC Web site will be utilized by more than 3,000 expected attendees to schedule their classes, get updates about the event, and connect with fellow conference participants.



### Conference Page Web Banners

Side Rectangle Banner. Eight advertisers maximum will rotate among each banner position. Estimated 10,000 impressions per banner.

Dimensions: 300w X 250h pixels File Size: 50K max  
Format: 72 dpi / Gif, Jpg, Flash, Third-Party Tags

**Gross/Net**  
**\$1,765/\$1,500**

### Flash Banners

The dimensions and file size of the above position still apply. Additionally, your flash creative should have a button covering the entire area of the banner that uses the getURL action along with the 'clickTAG' variable and "\_blank" as the target window parameter. No audio can be used with these banners.

Email all digital materials one week prior to delivery date to:

**Meeting Professionals International**  
Attn: Publications Coordinator  
3030 LBJ Freeway, Suite 1700  
Dallas, TX 75234-2759 USA  
Email: [publications@mpiweb.org](mailto:publications@mpiweb.org)