

Place Your Bets with MPI's Gaming Supplement

Promote your gaming venues to thousands of meeting and event professionals who are in the market to find the perfect location and entertainment for their next meeting and cash in on their \$16.9 billion in buying power! The editorial will focus on how planners can achieve greater ROI holding their meetings at gaming venues. Book your space today!



The Value of MPI

As the industry's leading source for valuable content that transforms into results for our members, Meeting Professionals International serves more than 23,000 members belonging to 71 chapters and clubs worldwide. Through a focus on creating human connections to knowledge and ideas, relationships, and marketplaces, MPI connects the \$16.9 billion buying power of planners with suppliers seeking the most effective way to profile their products and services.

For more than 30 years, loyal readers within the meetings industry have turned to MPI and *One+* magazine for their marketing solutions. Reach the audience that matters most to you and **reserve your space today!**

MPI Planner Member Profile

- 46% Corporate
- 30% Independent/Consultant/
Multi-management Companies
- 21% Association/Non-profit
- 3% Vertical Markets such as University,
Government and Medical

The Value of The 2011 Gaming Supplement

Maximize exposure through 30,000 readers of MPI's award-winning magazine, *One+*. The 2011 Gaming Supplement is a comprehensive guide featuring a variety of gaming destinations and entertainment venues, hotels, food and beverage.

Value-added benefits include:

- FREE matching advertorial
- FREE digital banner to 24,000 opt-in subscribers of *MPI News* (Full-page only)
- FREE banner ad on MPI website
- Bonus distribution at IMEX America
- Bonus distribution at MPI's 2011 World Education Congress (July 23-26, Orlando)



Issue Date: May 2011

Space closing:
3/11/2011

Materials due:
3/18/2011

Full-Page, four color - \$7,308.00 gross/\$6,211.80 net

Half-Page, four color - \$5,120.00 gross/\$4,352.00 net

For more information, contact your local Regional Sales Manager or go to www.mpiweb.org/marketplace



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