



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..

MPI Planner Member Profile

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

67% of Fortune 100 companies are represented by MPI membership



The Value of The Meeting Guide to you

The 2010 Meeting Guide to Texas, a supplement to MPI's award-winning monthly magazine One+, will be a comprehensive guide featuring a variety of Texas destinations. The guide will be included with the November 2010 issue of One+.

In addition to receiving exposure through the 30,000 readers of One+, as an advertiser, you will receive value-added benefits.

Full-page advertisers receive:

- Full page for editorial and photos free
- Mailing list of MPI planner members
- Placement on Texas Map
- 25 copies of the Supplement
- Banner Ad inside MPINews
- Banner Ad on www.mpiweb.org

Half-page advertisers receive:

- Half page for editorial and photos free
- Placement on Texas map
- Banner Ad on www.mpiweb.org



The Value of Texas as a destination

Texas is home to more Fortune 500 companies than any other state in the nation, and was recently named the "Best State to Do Business" by *CEO* magazine for the third year in a row. Texas is home to three of the nation's 10 largest cities: Houston, Dallas, and San Antonio, and is a top-tier state for any kind of meeting or event--however small or large, sophisticated or relaxed. There are more reasons than ever to plan a meeting or event in Texas. MPI is offering you an opportunity to reach highly qualified meeting and event buyers and familiarize them with your Texas destination.

Issue Date: November 2010

Ad Reservation Deadline:
AUGUST 13, 2010

Ad Materials Deadline:
SEPTEMBER 17, 2010

Full Page, four color
\$7,770 gross / \$6,604.50 net

Half Page, four color
\$5,424 gross / \$4,610.40 net

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one+

