

A feature supplement to

**one+**

# BUSINESS OF MEETINGS MEETING GUIDE

Bonus Circulation:  
**FORTUNE  
500 CEOs**

## The Value of the Business of Meetings Meeting Guide

More than ever, face-to-face meetings and structured knowledge sharing is how savvy business professionals stay current in a fast changing world. However, in today's economic climate this often requires justification. In this eye-opening issue we provide the right research that supports the value of the business of meetings. This is one issue not to be missed.



## 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 **us\$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 our award winning *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 Meeting Guide to you

The Business of Meetings Meeting Guide will be included inside the October issue of MPI's award-winning monthly magazine, *One+*. In addition to receiving exposure through the 30,000 readers of *One+*, Fortune 500 CEOs will also be receiving a copy.

As an advertiser, you will receive these value-added benefits.

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## Issue Date: October 2010

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