

CONVENTION CENTERS

Tell meeting and event professionals to choose your Convention Center.

MPI's meeting and event planner organizations plan over 1.2 million meetings annually in North America. Our special supplement, Convention Centers, will explore how meeting and event professionals can best leverage the offerings of convention centers and the expertise of convention center staff to boost the bottom line and create successful events. Tell them why your venue is the one. Reserve your space today and get a free matching advertorial!

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.

1.2 million meetings are planned every year by MPI member's organizations in North America.

MPI Planner Member Profile

- 45% Corporate
- 31% Independent/Consultant/
Multi-management Companies
- 21% Association/Non-profit
- 3% Vertical Markets such as University,
Government and Medical

67% of Fortune 100 companies are represented by MPI membership

Source: MPI Member Database, June 2010

The Value of the 2011 Convention Centers Supplement

The 2011 Convention Centers Supplement, a feature supplement to MPI's award-winning magazine *One+*, will be included with the August 2011 issue of *One+*. In addition to receiving exposure through the 30,000 readers of *One+*, as an advertiser, you will receive value-added benefits

Value-added benefits include:

- FREE matching advertorial
- FREE digital banner to 24,000 opt-in subscribers of MPINews (Full-page only)
- FREE banner ad on MPI website



Issue Date: August 2011

Space closing:
06/10/2011

Materials due:
06/17/2011

Full-Page, four color - \$7,308 gross/\$6,211.80 net

Half-Page, four color - \$5,120 gross/\$4,352 net

For more information, contact your local MPI Strategic Account Manager at
www.marketsmart.org



MEETING PROFESSIONALS INTERNATIONAL



Heighten your reach with both advertising and sponsorship opportunities with a MarketSmart Business Solutions program.
www.mpimarketsmart.com