

A destination supplement to

**one+**

**2011 Meeting Guide to**

**FLORIDA**

**MPI and VISIT FLORIDA offer you an integrated Co-op you won't want to miss!**

The May 2011 issue of *One+* will feature the popular *MPI Meeting Guide to Florida* – an ideal time to reach thousands of meeting professionals who are traveling to Florida to attend the MPI World Education Congress (WEC) in July! Adding to your reach are those 56% MPI member planners who plan meetings in the Southeast. Reach these highly qualified buyers and familiarize them with Florida; a destination second to none. The MPI VISIT FLORIDA co-op delivers you a co-brand opportunity that is turnkey and affordable. 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

**56% of MPI Planners plan meetings in the Southeast**



**The Value of The Meeting Guide**

Maximize exposure through 30,000 readers of MPI's award-winning magazine, *One+*. The *2011 Meeting Guide to Florida* is a comprehensive guide featuring a variety of Florida destinations, hotels and resorts, conference centers, entertainment venues, and much more!

**Value-added benefits include:**

- FREE matching advertorial
- FREE digital banner to 24,000 opt-in subscribers of *MPI News* (Full-page only)
- 25% discount to VISIT FLORIDA marketing partners
- Bonus distribution at IMEX (May 24-26, Frankfurt, Germany)
- Bonus distribution at MPI's 2011 World Education Congress (July 23-26, Orlando)



**Issue Date: May 2011**

**Space closing:**  
**3/11/11**

**Materials due:**  
**3/18/11**

**VISIT FLORIDA Marketing Partner Rates:**

**Full-Page, four color - \$5,825**  
**Half-Page, four color - \$4,085**

**VISIT FLORIDA Marketing Non-Partner Rates:**

**Full-Page, four color - \$7,759**  
**Half-Page, four color - \$4,895**

For more information, contact:

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