

Showcase the true all-American experience in MPI's Midwest Destination Supplement

Inform MPI's robust group of buyers of your destination in America's Heartland. Being the geographic center of the United States and the true home of the all-American experience, MPI planners naturally look to the Midwest to host their next meeting or event. 55% of MPI's planners already plan their meetings in the Midwest. Inspire these and more meeting and event planners to book at your meeting destination in the Midwest.

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

67% of Fortune 100 companies are represented by MPI membership

Source: MPI Member Database, June 2010

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The Value of The 2011 Midwest Destination Supplement

The 2011 Meeting Guide to Midwest USA, a feature supplement to MPI's award-winning magazine One+, is a comprehensive guide featuring a variety of Midwest destinations. It will be included with the June 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
- 25 FREE copies (Full-page only)



Issue Date: June 2011

Space closing: **04/15/2011** Materials due: **04/22/2011**

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 Regional Sales Manager or go to www.mpiweb.org/marketplace



MEETING PROFESSIONALS INTERNATIONAL



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www.mpimarketsmart.com