

REGIONAL MEETINGS

The Trend Towards Regional

Groups want smarter, more on-target content at their events, but they also need to limit the impact on the bottom line. In this supplement, we'll explore—through case study and best practice data—the creative and fiscal advantages offered through the effective incorporation of regional/local meetings and events.

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
- 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

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

*Source: MPI Member Database, June 2010

The Value of The 2011 Regional Meetings Supplement

The 2011 Regional Meetings Supplement, a feature supplement to MPI's award-winning magazine *One+*, will be included with the March/April 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



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Space closing:

01/19/2011

Materials due:

01/26/2011

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 Strategic Account Manager or go to www.mpiweb.org/marketplace



MEETING PROFESSIONALS INTERNATIONAL



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www.mpimarketsmart.com