

meet the best.

MPI MARKETPLACE. WHERE BIG IDEAS & BUYERS MEET.



meet

MPI MARKETPLACE.

audience MPI is the **largest**, most engaged global community of meeting experts.

buying power They control **\$18 billion+** in buying decisions.

opportunities Get **buyers' attention** with unique solutions.

visibility Reach them through **channels** they embrace.

value Focus your marketing for **maximum** efficiency.

The best audience.

The most elite audience in the meeting- and event-planning industry calls Meeting Professionals International home. We bring more corporate meeting and event planners together than any association in the world, providing education, support and a strong sense of community. It's the perfect environment for big ideas — from both suppliers and planners — to meet.

The best buying power.

No other industry association matches our members' buying

power. With more than \$18 billion under their command, they're ready to invest with suppliers like you. Our planner members purchase meeting space, food and beverages, technology, and everything in between for many of the highest-profile business meetings and events in the industry.

Our members are not only at the top of their game, they're at the top levels of event decision-making in their organizations. Brands you want to work with: Coca-Cola, Microsoft, the American Cancer Society.

They're dedicated to the meetings industry and value MPI. They know what they're doing. And they know what they need to buy.

| | |
|-----------------------------------|------------|
| CORPORATE | 46% |
| THIRD PARTY/ INDEPENDENT | 30% |
| ASSOCIATION/ NONPROFIT | 21% |
| VERTICAL MARKETS..... | 3% |

meet

YOUR OPPORTUNITY.

The best ways to reach the best audience.

We'll get your message directly to the lucrative audience of MPI members through the channels they value most. Because we know our members in detail — the clients they support, the types of venues they prefer, and more — we can put your brand in front of the most targeted audience possible.

integrated programs

Our MPI MarketSmart Business Solutions are powerful combinations of advertising and creative sponsorships. They raise your voice above the roar, and even provide invaluable one-on-one opportunities for you to meet selected planners and share your story personally.

advertising

From our award-winning *One+* magazine with 30 industry awards in three years, to a variety of digital channels, MPI connects you with the meeting and event planners who are most passionate about their work — in the vital, trusted context where your message will get seen and heard.

sponsorships

Break away from the pack with attention-getting convention sponsorships that can be as simple as your name on a flash drive, or as bold as spotlighting your brand in a one-of-a-kind symposium attended by thousands of members in your target audience.

70%

OF MPI MEMBERS
BUY FROM SUPPLIERS
AFFILIATED WITH MPI.

“MPI has been
integral in
helping our
bottom line.”

Rosen Resorts & Hotels

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integrated programs

“Our MPI partnership provides unique opportunities to reach new customers.”

Philadelphia CVB

67%

OF FORTUNE 100 COMPANIES EMPLOY MPI PLANNER MEMBERS AS DECISION-MAKERS.

The best strategic solutions: Integrated programs.

Our integrated MPI MarketSmart Business Solutions push beyond the standard to help you accelerate sales success. By leveraging our database and customizing solutions, we'll give you direct access to the members who are looking for your product or service and have the power to buy it.

| | |
|---|---|
| ✓ | MarketSmart partnerships allow you to collaborate with an MPI strategic account manager who can maximize your marketing budget with innovative sponsorship and advertising solutions. |
| ✓ | Partnerships allow strategic alignment between your brand and MPI community initiatives. |
| ✓ | You'll increase your customer reach with added-value marketing opportunities only offered to partners. |
| ✓ | MarketSmart partnerships are efficient ways to drive your revenue by planning a multilayered strategy for an entire year. |

integrated programs

elite

Our top level. The ultimate in brand visibility and customization.

- Choose from a multitude of options for advertising and sponsorships.
- Access global or regional buying-power data for our members to help you pinpoint the exact buyers for your product or service — get up to six customizable profile reports.
- Attend a personalized CEO forum with select business partners and prospects.

Select one product from each of Tiers 1, 2, 3 and 4 on the next page.

premier

Your own customized program of sponsorships and advertising.

- Access global or regional buying-power data for our members — receive up to three customizable profile reports.
- Exclusive to Premier and Signature — invest with the MPI Foundation and receive a status title upgrade.

Select one product from each of Tiers 2, 3 and 4 on the next page.

signature

A strong combination of value and vigorous marketing channels.

- Exclusive to Signature and Premier — invest with the MPI Foundation and receive a status title upgrade.
- Choose from a wide scope of sponsorships and advertising.

Select one product from Tier 3 and one from Tier 4 on the next page.

preferred

A versatile step up from our Choice program.

- Choose from a wide scope of sponsorships and advertising.

Select two products from Tier 4 on the next page.

choice

Entry-level program with solid results for smaller budgets.

- Choose from carefully selected sponsorship and advertising opportunities.

Select one product from Tier 4 on the next page.

Integrated MarketSmart Programs: STEP 1

Maximize your sales potential through one of our five exclusive marketing programs. Starting at just \$25,000, each is specifically designed with elements that will differentiate your brand on a scale that suits your budget.

Collaborate with an MPI strategic account manager to develop a custom strategy for maximum audience engagement.

integrated programs

Integrated MarketSmart Programs: STEP 2

Once you've selected your program from the five MarketSmart levels, there are two additional steps. Determine your advertising buy. Then choose from the product tier(s) matched to your level.

Below is just a sample of our 100+ products. Subject to change.

| | |
|---------------|--|
| Tier 1 | Customized Event • EduFam • Destination Summit |
| Tier 2 | Opening General Session Keynote Speaker (WEC) • FlashPoint (WEC) • Professional Development Publications |
| Tier 3 | Cyber Café (WEC) • Chapter Business Summit Dinner • Global Village Lounge (WEC) • IMEX America Reception (IMEX) |
| Tier 4 | CMP/CMM Breakfast • Planner Focus Group (WEC) • Chapter Leadership Forum • Luncheon (WEC) • Your MPI (WEC) • Professional Development Webinar Series |

Added-Value Partnership Benefits

| | choice | preferred | signature | premier | elite |
|--|--------|-----------|-----------|-----------|------------|
| CEO Forum | | | | | |
| MPI Member Purchasing Data Reports | | | | 3 reports | 6 reports |
| Partner Assessment | | | | | |
| Hosted Buyer Program | | | 1 package | 1 package | 2 packages |
| MPI Foundation Partnership Upgrade | | | | | |
| Live Event Registration | | 1 | 1 | 1 | 2 |
| MPI Membership | | 1 | 1 | 1 | 2 |
| Optional Alliance Upgrade (Global, Americas or European) | | | | | |
| Strategic Account Management | | | | | |
| Mail List | | | | | |
| Brand Package | | | | | |

advertising

AWARD-WINNING PRINT

The best advertising visibility: Award-winning print.

Advertising is also a highly effective purchase on its own, outside of a MarketSmart program. Choose print ads, digital ads or a mix of the two, and your brand will be seen in industry-leading publications and on our high-traffic Internet vehicles.

award-winning

An industry standout, our award-winning *One+* magazine boasts the most awards of any publication in the meetings industry. In just three years, it's won 30 top industry awards for editorial and design excellence, supporting its impressive popularity with readers.

widely read

The award-winning *One+* reaches more than 30,000 global meetings and events professionals monthly — the very people you want to sell to — and has a 2.5 pass-along rate.

valued

Surveys show that MPI members overwhelmingly prefer the well-researched, informative content of the award-winning *One+* to any other meetings industry magazine, and 82 percent archive their copies for future reference.



One+ Planner-Readers '09-'11

92%

HAVE BEEN IN THE MEETINGS & EVENTS INDUSTRY 10 YEARS OR MORE.

88%

OF ONE+ READERS INFLUENCE THE BUDGET DECISIONS REGARDING MEETINGS AND EVENTS.

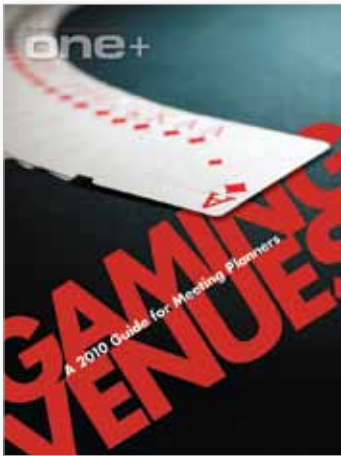
2/3

OF PLANNER-READERS PLAN MORE THAN 10 MEETINGS PER YEAR.

Source: One+ Readership Studies, '09-'11

advertising

SUPPLEMENTS & CONFERENCE PUBLS



Gaming Supplement



One+ OnSite

The best advertising visibility: Supplements & conference pubs.

Target your audience even more directly with our topic-focused supplements and highly read conference publications.

supplements

Be a part of monthly, award-winning *One+* supplements that focus on timely features and destination topics relevant to our members. Buy into a supplement and you'll also receive a complimentary advertorial page to present your own customized brand message to readers. Plus, there's another bonus — in addition to being packaged with *One+* magazine, supplements are also distributed at all MPI conferences and industry trade shows attended by MPI staff, dramatically expanding your reach.

conference publications

Make a personal impact when you put your message directly into the hands of the thousands of attendees at MPI's annual signature event, the World Education Congress (WEC). Each of these vehicles gives you unprecedented daily access to key decision-makers in the meetings industry:

- The award-winning *One+ OnSite* is MPI's exclusive daily newspaper at WEC — the only one delivered directly to attendees' guest rooms. Also distributed at the convention center, it's packed with the latest convention and industry news.
- Z-Card, the WEC conference guide, is carried and consulted repeatedly by attendees throughout the three-day event.
- Our newest e-newsletter, *The Pulse*, keeps up-to-the-minute community discussions and educational content at members' fingertips, in three special editions published during WEC.

advertising

DIGITAL

The best advertising visibility: Digital.

MPI's website, newsletters, mobile site and digital apps are robust, information-packed sources that deliver high levels of member traffic.

website

MPIweb.org averages more than 451,000 user sessions monthly — in the U.S. and around the globe. Advertise on this dynamic educational and networking hub for the MPI member community and you'll be seen by the people who matter, in an environment they value. Choose from a variety of strategic ad placements that guarantee you a strong impression.

e-newsletters

MPI's 23,000 global members depend on our weekly e-newsletter, *The Pulse*, and our twice-monthly e-newsletter, *Spotlight*, to keep them updated with the industry's latest. Reach them with *your* latest, right here.

mobile site

Keep your brand on members' minds even when they're on the go. The MPI mobile website ensures your ad is seen wherever viewers are, anywhere in the world.

new tablet app

Our groundbreaking *One+* tablet app puts you at the forefront of this fast-growing communications phenomenon. Ours is the very first in the industry to be compatible with any tablet and accessible even without an Internet connection.

20% of MPI members own a tablet and another 46% plan to buy one in the near future.



Website



E-newsletter

E-newsletter



Tablet app



Mobile site

sponsorships

LIVE EVENTS

100%

OF HOSTED BUYER PARTICIPANTS GENERATED NEW BUSINESS OPPORTUNITIES.

100%

OF PARTICIPANTS BROUGHT QUALIFIED LEADS BACK TO THEIR OFFICE.

The best sponsorships: Build relationships.

Sponsor a speaker. Host a meal. Underwrite an educational summit. Splash your logo across convention merchandise. The creative possibilities to engage planners and event attendees are nearly unlimited.

live events

In today's business world, you need relationships, and that means direct and unscripted contact with your potential customers. One outstanding opportunity is our annual signature event, the World Education Congress (WEC), bringing MPI members together from around the world. Choose from our variety of guest amenities, events and education opportunities, and innovative virtual live experiences. By doing so, you'll be seen and counted as a valued industry leader.

Prime example: WEC Hosted Buyer Program

Think of it as a cousin to speed-dating. In this interactive networking event, you connect with buyers through personal, face-to-face meetings. Simply prearrange appointments with MPI planners best suited to your product or service, then meet with each one for 10 minutes, exchange contact information and begin productive business connections. Our post-event surveys say everyone who has participated in the Hosted Buyer Program has obtained qualified leads and been extremely enthusiastic about the results.

More live event opportunities:

- WEC (World Education Congress)
- IMEX (World Exhibition for Incentive Travel, Meetings and Events)
- Chapter Business Summit
- CMM (MPI's Certification in Meeting Management Program)



sponsorships

CUSTOM & PROFESSIONAL DEVELOPMENT PROGRAMS

The best sponsorships: Zero in on your target audience.

Further enhance your brand image when you develop relationships with our members through participation in custom events or our successful professional development program.

custom

Invent sponsorship ideas of your own, and we're happy to help you bring those ideas to life so you can precisely target your potential customers. From a focus group to a one-of-a-kind networking event, let your imagination go.

Custom sponsorship examples:

- Destination summits
- EduFams
- Focus groups

professional development

Align yourself with MPI's highly sought-after education content that is always stylistically rich and substantively robust. Whether on a desktop or tablet, the content you sponsor will find its audience in the hands of eager learners. MPI Professional Development On Demand stands as the most comprehensive multimedia library in the industry.

Professional development opportunities:

- E-booklets
- Video clips
- Case studies
- Webinars
- Live event content packages
- Business Barometer

“We value our MPI partnership for increased business and strong global branding.”

Harrah's Las Vegas

“MPI is creating marketing solutions that fit an ever-changing marketplace.”

Loews Hotels

contact

Reach the best.

Talk to us about effective, affordable ways to reach the 23,000 global members of the largest and most influential professional association for the meetings and events industry. We'll help you plan a strategic program that will get you noticed, increase leads and help you meet audience engagement and sales goals.



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