

Value Proposition		
Overview	MPI's signature education conference that gives you more efficient practices, top-notch networking and ROI that's clear and measurable. WEC is the largest educational gathering of meeting and event professionals in the world.	North America's inaugural worldwide exhibition for incentive, meetings and events. IMEX America will unleash the energy of the US meetings market with new contacts, new ideas and a passion for business. Be inspired, make great contacts, do more business.
Program Components	<ul style="list-style-type: none"> <li>• 3-Day Educational Conference</li> <li>• MPI Hosted Buyer Program</li> <li>• MPI Chapter-affiliated networking events</li> <li>• MPI Foundation networking events</li> <li>• TradeDifferent business networking</li> </ul>	<ul style="list-style-type: none"> <li>• International Tradeshow</li> <li>• Hosted Buyer Program – Int'l Business Partnerships</li> <li>• MPI Educational Programs</li> <li>• Niche industry association hosted seminars, networking and social events</li> </ul>
MPI Participation	<ul style="list-style-type: none"> <li>• MPI's signature North American event, designed and managed by MPI specifically for the meeting and event industry</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic partner and primary educational provider (additional sessions provided by other associations)</li> </ul>
MPI Member Opportunity	<p><b>Planner</b></p> <ul style="list-style-type: none"> <li>• Hosted buyer program (US &amp; Global)</li> <li>• Registered Attendee</li> </ul> <p><b>Supplier</b></p> <ul style="list-style-type: none"> <li>• Hosted buyer program opportunity</li> <li>• Registered attendee (no additional investment)</li> <li>• Sponsor event activities/features</li> </ul>	<p><b>Planner</b></p> <ul style="list-style-type: none"> <li>• Non-hosted attendee MPI Planners (North America business only)</li> <li>• Hosted Buyer - MPI Planners (International business)</li> </ul> <p><b>Supplier</b></p> <ul style="list-style-type: none"> <li>• Tradeshow purchase/presence only</li> <li>• Tradeshow + Hosted Buyer program</li> </ul>
Attendees	<ul style="list-style-type: none"> <li>• 90% North American attendees</li> <li>• 10% International attendees</li> </ul>	<ul style="list-style-type: none"> <li>• 80% North American attendees</li> <li>• 20% International attendees</li> </ul>
Key Features		
Date	<ul style="list-style-type: none"> <li>• July 23-26, 2011</li> </ul>	<ul style="list-style-type: none"> <li>• October 11-13, 2011</li> </ul>
Expected Attendance	<ul style="list-style-type: none"> <li>• 3,000 + meeting and event industry professionals</li> </ul>	<ul style="list-style-type: none"> <li>• 2,000+ hosted buyers / 2,000+ non-hosted buyer attendees</li> <li>• Suppliers who have an international business strategy</li> </ul>
Location	<ul style="list-style-type: none"> <li>• Orlando, Florida</li> </ul>	<ul style="list-style-type: none"> <li>• Las Vegas, Nevada</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Customized learning available by experience level</li> <li>• More than 13 hours of education for CEUs for each attendee</li> <li>• Hands on technical training to senior level workshops</li> <li>• Virtual &amp; live event learning</li> <li>• Alignment with CMP certification preparation</li> <li>• Networking time separate from education time</li> </ul>	<ul style="list-style-type: none"> <li>• MPI's <i>MeetDifferent</i> style of speakers and presentation all day Monday &amp; 90 minute general sessions each morning Tues. – Thurs.</li> <li>• Up to 9 hours of CEU eligible education of MPI quality content available</li> <li>• Additional education from various associations available throughout tradeshow time</li> </ul>

Standard Attendee	<ul style="list-style-type: none"> <li>• General registration fee (discounts for MPI Members)</li> <li>• Access to pre-event webinars</li> <li>• Online attendee community</li> <li>• Discounted accommodations at preferred hotel partners*</li> <li>• Lunches provided</li> <li>• <b>Anticipated costs include:</b> <ul style="list-style-type: none"> <li>• Airfare</li> <li>• Taxis</li> <li>• Hotel*</li> <li>• Evening meals</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• No registration fee</li> <li>• Discounts on accommodations</li> <li>• Access to online diary to set up appointments with exhibitors</li> <li>• Access to pre-event webinars by MPI</li> <li>• <b>Anticipated costs include:</b> <ul style="list-style-type: none"> <li>• Airfare</li> <li>• Taxis</li> <li>• Hotel</li> <li>• All meals</li> </ul> </li> </ul>
Tradeshow	<ul style="list-style-type: none"> <li>• <b>Not applicable</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Required</b> for participation in hosted buyer program</li> <li>• Must provide services internationally &amp; domestically</li> <li>• Developed by IMEX Group of Exhibitions</li> <li>• Exhibitors from all over the world attend</li> <li>• Representation from all meetings and events industry sectors</li> <li>• Stand Partners: Those companies sharing your stand (<i>Exhibitors may share their stand with as many stand partners as they wish</i>)</li> <li>• <b>Anticipated costs include:</b> <ul style="list-style-type: none"> <li>• Exhibitor fee               <ul style="list-style-type: none"> <li>• <b>Exhibition Space Only:</b> \$92. sq. ft</li> <li>• <b>Hardwall Booth:</b> \$110 sq. ft</li> </ul> </li> <li>• Decorator costs</li> <li>• Shipping</li> <li>• Staffing</li> <li>• Set up/Strike</li> </ul> </li> </ul>
Hosted Buyer Program Benefits	<p><b>Overall Information</b></p> <ul style="list-style-type: none"> <li>• Highly-successful; 97-100% satisfaction rate</li> <li>• Two-way invitation appointment process</li> </ul> <p><b>Supplier Information</b></p> <ul style="list-style-type: none"> <li>• Suppliers may purchase different package sizes to accommodate goals for number of meetings</li> </ul> <p><b>Qualified Planner:</b></p> <ul style="list-style-type: none"> <li>• Buyers qualified on total book of business, not geography</li> <li>• Mandatory appointments are 10 minutes each</li> <li>• <b>Receive:</b> <ul style="list-style-type: none"> <li>• Complimentary registration</li> <li>• Airfare</li> <li>• Overnight accommodations</li> <li>• Hosted buyer lounge access</li> </ul> </li> </ul>	<p><b>Overall Information</b></p> <ul style="list-style-type: none"> <li>• Largest hosted buyer program ever held in North America</li> <li>• Buyers &amp; Suppliers must conduct business internationally</li> <li>• Buyer Mix 80% North America; 20% international</li> <li>• IMEX appointment system</li> <li>• Buyer-driven appointment process</li> <li>• Mandatory appointments are 30 minutes</li> </ul> <p><b>Qualified Planners:</b></p> <ul style="list-style-type: none"> <li>• Economy flights or first class train travel from selected destinations</li> <li>• Overnight accommodations</li> <li>• Transfers between the airport, hotel and exhibition</li> <li>• Hosted buyer lounge access</li> </ul>