



MEETING PROFESSIONALS INTERNATIONAL

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FOR IMMEDIATE RELEASE

MPI expands 2011 WEC Hosted Buyer Program

Supplier, planner response 5 weeks from conference creates demand for growth

June 16, 2011 – Dallas, TX – Due to increased demand and exceeding planned enrollment, Meeting Professionals International ([MPI](#)) announced today that the World Education Congress ([WEC](#)) Hosted Buyer Program is expanding access for suppliers and planners by 30 percent. Planner applications are being reviewed by acceptance committee and suppliers who have yet to register for the program can do so online at [MPIweb.org/WEC](#).

“This year we re-designed WEC with a new marketplace approach that would provide more face time,” said MPI Director of Events Bridget Sypolt, “It’s exciting to see 2,600 appointments currently booked in our program, and we’re proud to be able to expand by 30 percent. This will insure our program participants have the ROI their businesses demand.”

WEC delivered a 342 percent attendee ROI in the 2010 audit conducted by MeetingMetrics. Sypolt and team speculate that the 2011 conference in Orlando July 24-26, may deliver even higher results based on the growing supplier demand for access to the hosted buyer program which traditionally yields a higher rate of closing RFPs and building business relationships.

“With five weeks left until we’re in Orlando, now is the time for our attendees to make important decisions about how they’re going to get the most out of their time at WEC,” said Sypolt.

MPI is partnering with Meeting Metrics to offer the *My ROI* study free of charge for both hosted buyer participants and general attendees. Meaningful professional development sessions combined with productive networking like hosted buyer program, MarketSquare and Blitz increases the ROI of WEC. By participating in the *My ROI* project, attendees will be able to prove to their employers the significant value that WEC provides in their professional development and business success.

Information on enrollment in the [hosted buyer](#) program and other marketplace opportunities as well as the [My ROI project](#) is available at [mpiweb.org/wec](#).

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About MPI: Meeting Professionals International (MPI), the meeting and event industry’s largest and most vibrant global community, helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 23,000 members belonging to 71 chapters and clubs worldwide. For additional information, visit [mpiweb.org](#).