

# 2019-2020

## ADVERTISING & MEDIA KIT

### A powerful community. A world of opportunity.



## MPI Houston Area Chapter wants to be your advertising partner!

We understand that your advertising dollars need to count and it is important to get in front of your target audience. Advertising with MPI HAC allows your company to reach industry decision-makers. By investing with us, your brand will extend to prequalified buyers who are searching for your products specifically for their business.

### The MPI Houston Area Chapter Advantage

- **\$390 Million** | The collective buying power of our chapter's planner members.
- **65** | The number of planner members in MPI HAC who control meeting budgets of \$1,000,000+
- **30%** | The percentage of planner members responsible for executing events for 1,000 or more attendees.
- **42** Certified Meeting Professionals
- **100%** | The amount of effort you will receive from the MPI HAC Advertising team to ensure your ROI

### About MPI Houston Area Chapter (HAC)

With over 35 years of experience in career development education, MPI HAC continues to be the educational resource for Meeting Professionals. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

### Our Community

Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, restaurants, convention centers, CVB's, destination management companies, transportation services and everything in between. Through our membership, MPI HAC has been a strongly connected network in the global MPI community since 1978.

## Why Advertise?

Secure market share for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPI HAC. Our members are leaders within the state's meetings and events industry.

## Interested in Advertising?

Please contact  
Heather Fricke  
Vice President of Communications  
MPI Houston Area Chapter  
Email: [hfricke@wyndham.com](mailto:hfricke@wyndham.com)  
Telephone: (281) 406-1009

## Our Global Market & Buying Power

*MPI HAC composed of planner members representing the following organizations*

AIG	EnerVest, Ltd.	Madeleine & Associates, LLC
AIPN	ExxonMobil	Marathon Oil Company
American Productivity & Quality Center	Friedkin Services Group	Meetings & Events Management
American Express Business Travel, Meetings & Events	Global Advisory Network	Meetings to Incentives, Inc.
Aramco Services Company	Goodman	MD Anderson Cancer Center
Aon Risk Solutions	Greater Houston Dental Society	Nexeo Solutions
ASME - IPTI	Halliburton	North Events
BMC Software, Inc.	HCSS	NuVivid Consulting
Carlson Wagonlit Travel	HelmsBriscoe	Norton Rose Fulbright
CB&I	Hess Corporation	P2 Energy Solutions
CITGO Petroleum Corporation	Hewlett-Packard Enterprise	Pediatric Academic Societies Meeting/
ConferenceDirect	Houston Apartment Association	APS/SPR
Connect the Dots, Inc.	Houston Association of Realtors	Platts
ConocoPhillips	Houston First Corporation	Point Above Consulting, LLC
Cosmo Cool Concepts, Inc.	Houston Methodist Hospital	PwC
Covenant House	Hummingbird+Anchor Events	Quanex Building Products Corporation
CWT Meetings and Events	HIS Global Inc.	Rice University
Corporate Meetings Unlimited	Insperty	Shell Oil Company
Cyberonics, Inc.	InsurMark	South Texas College of Law
Direct Energy	Interfaith Ministries for Greater Houston	Sysco Corporation
DM Premier Services	International Meeting Managers, Inc.	Taylor Made Events
ef meetings	Invesco	TEXPERS
Energy Transfer	JB Meetings, Inc.	United Airlines
Etcetera Events, LLC	Kat Sanford Productions	University of Houston
Eversheds Sutherland (US), LLP	Lex Mundi, Ltd.	VALIC & Western National
	LivaNova	Waste Connections, Inc.
	Lone Star College	Waste Management



## Advertising Rates

### WEBSITE BANNER ADS

BANNER AD OPTIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>Home Page Image Slider Banner</b> (up to 2 advertisers) <i>960p width x 300px height</i>	\$850	\$2,295 <i>10% discount</i>	\$4,335 <i>15% discount</i>	\$8,160 <i>20% discount</i>
<b>Side Banner</b> (up to 6 advertisers) <i>200px width x 300px height</i>	\$450	\$1,215 <i>10% discount</i>	\$2,295 <i>15% discount</i>	\$4,320 <i>20% discount</i>

*\*Banner Ad rates quoted are MPI Member rates, Non-Members add 20%*

### SOCIAL MEDIA POSTS



**Per Platform - \$100 per post**  
**All Platforms - \$450 per post**

### E-BLASTS

**Sent to entire membership (250+) \$200 per exclusive**

**E-blast – only one sent per month, only twelve (12) are available per year**

- ☐ PDF Format
- ☐ Two Clickable Links
- ☐ Board to have final approval of E-blast content

*\* Banner ad will run on [www.mpihouston.org](http://www.mpihouston.org) for the noted timeframe. The chapter will provide reports based on click-through for each sponsor ad.*

## BI-MONTHLY NEWSLETTER - BAYOU BULLETIN

### Additional Sponsorship/Advertising Options:

#### Newsletter Ads:

Cost Per Issue\*

- ☐ Half Page - \$275.00
- ☐ Quarter Page Ad - \$150.00
- ☐ Last Page 1/8 Page or Business Card - \$75.00

#### Advertisement Guidelines:

- ☐ Half page - 4"w x 6"h
- ☐ Quarter page - 2"w x 4"h
- ☐ 1/8 page or business card size - 1.5"w x 2"h. Only horizontal business cards accepted

Image Format - Only ad submissions/images in either .PDF or .JPG formats are accepted.

Resolution must be 300 dpi. Ads promoting "Buy MPI" with discounts associated are encouraged.

\*20% discount when purchasing multiple ads on an annual basis (July 1 – June 31)

*These rates are effective **July 1, 2020**, and may be changed at any time by the publisher. Advertising rates are NET.*

*Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher.*

*The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards.*

*Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement.*

Thank you  
for your partnership!



# Advertising Space Reservation Form

ADVERTISING CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

WEBSITE ADDRESS OR LINK FOR AD: \_\_\_\_\_

## PREFERRED ADVERTISING OPTION? *(Circle one)*

Website Banner Ad      Social Media      E-Blast      Quarterly Newsletter

DURATION and / or PREFERRED MONTH(S)\* \_\_\_\_\_

CONNECTIONS and / or NOTES: \_\_\_\_\_

*\*Options are based upon availability*

TOTAL DUE: \$ \_\_\_\_\_

**REMIT PAYMENT TO:**  
Shannon Smith, Chapter Administrator  
MPI Houston Area Chapter  
PO Box 692332, Houston, TX 77269

**PAYMENT:** Due 15 days prior to start of ad date.

( ) Check, payable to MPI-HAC      ( ) MasterCard      ( ) VISA      ( ) AMEX

Card Number # \_\_\_\_\_ Expiration Date \_\_\_\_\_ CCV \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

**Authorization:** By signing below, we authorize the placement of our AD on the selected MPI-HAC collateral

Signature \_\_\_\_\_ Date \_\_\_\_\_

Linda Hampton, President- MPI Houston Area Chapter \_\_\_\_\_ Date \_\_\_\_\_

### ADVERTISING CONDITIONS

- Space will be reserved on a first-come, first-serve basis. Requested ad positions are not guaranteed unless confirmed in writing by the publisher.
- Space reservations will only be accepted with a signed insertion order and a purchase order or payment.
- Cancellations or changes must be received in writing 20 days prior to publication date.
- Payment is due with artwork. **Ads will not be run unless payment has been received.** Advertisers and their agencies are jointly responsible for payment on all contracted advertisements.
- Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher
- The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement.