



# **Advertising and Sponsorship Opportunities *2023***

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

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MPI-WI appreciates your support for the many educational, networking engagement, and entertainment events we host throughout the year. This is a great opportunity to showcase your organization to our very active membership.

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### Vision

Position the MPI-WI Chapter as the premier association in the state dedicated to the growth, development and success of event and meeting professionals.

### Mission

Connect industry professionals together to learn best practices, build relationships, and enhance business opportunities.

### Value Proposition

MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry.

### History

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–WI membership is comprised of nearly 300 members from the planner and supplier sectors. Established in 1977, MPI–WI offers education, the latest research and trends, leadership training, best practices, professional development and networking opportunities, which help its members enhance their professional value and define the strategic value of meetings within their respective organizations.

### Contact

We would love to customize your experience. Please contact us to discuss all the opportunities to partner with the MPI-WI Chapter.

Email: [admin@mpiwi.org](mailto:admin@mpiwi.org)

Phone: 608-204-9816

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

### 2023 MPI Wisconsin Strategic Partner Program

The Strategic Partner Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at [admin@mpiwi.org](mailto:admin@mpiwi.org) to express your interest in one of these opportunities. One of our many volunteers will contact you to answer any questions and assist you in signing up for your selected level of partnership.

BENEFIT	PLATINUM \$4,500	GOLD PARTNER \$2,500	SILVER PARTNER \$1,500	BRONZE PARTNER \$1,000
One Complimentary Registration to MPI Wisconsin Programs (RSVP Required)	8 Anytime Registrations for our Wisconsin Programs. Use all 8 registrations at one event if you choose. January February April – Full Day Conference! May August – Gala September October	1 registration at each of these Wisconsin Programs: January February April – Full Day Conference! May August – Gala September October	1 registration at each of these Wisconsin Programs: January February May September October	
Banner and Slide recognition at all programs	X	X	X	X
Sponsors recognition on name badge	X	X	X	X
Table top display opportunity at Spring Education	X	X	X	X
Logo on Awards Gala Step and Repeat Banner	X			
One Full Page Advertorial in the Agenda Magazine	X	X		
One Color Ad in the Agenda Magazine (inside page)	Full Page	Full Page	Half Page	Quarter Page
Two custom emails sent from MPI-WI to members with your message	X			
Company logo on MPI-WI homepage with link - Full Year!	X	X		
E-Blast Advertising (one month)	X			
Listing on Chapter Website Partner Page with Logo and Link	X	X	X	
Wisconsin Strategic Partner Logo to use on web and member emails	X	X	X	X
Discount on additional marketing opportunities (Additional advertising, e-blasts, Education, Trivia, Gala sponsorships)	25%	20%	15%	10%

*Content of advertising/advertorial subject to MPI-WI approval.*

*Membership in MPI is required. The Wisconsin MPI Chapter does not have to be your primary MPI chapter.*

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

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### Educational Meetings Sponsorships

Sponsor one of our educational meetings!

#### *Host Sponsor*

*Recognized at:*  
\$2,500

- Three minutes of podium time to deliver your message to lunch attendees
- Logo slide during walk-in
- Premium branding on marketing collateral and event signage
- Recognition on email and event website
- Two complimentary registrations and sponsor ribbon

#### *Educational Sponsor*

*\$500*

- Introduce Speaker
- Logo slide during walk-in
- Signage with your logo at registration
- One conference registration with sponsor ribbon
- Logo on event website and email blast to entire membership

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

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### Spring Education Day Sponsorships

#### *Host Sponsor*

*Recognized at:  
\$2,500*

- Three minutes of podium time to deliver your message to the opening session audience
- Introduce Keynote Speaker  
Logo slide during walk-in for each session
- Premium branding on marketing collateral and event signage
- Recognition on email and event website
- Two complimentary registrations and sponsor ribbon

#### *Lunch Sponsor*

*\$1,500*

- Three minutes of podium time to deliver your message at lunch
- Logo recognition
- Logo on event website and email blast to entire membership
- One complimentary registration and sponsor ribbon

#### *Keynote Speaker Sponsor*

*\$1,000*

- Introduce Speaker
- Signage at closing session
- Recognition on email and event website
- One complimentary registration and sponsor ribbon

#### *Breakout Session Sponsor*

*\$500*

- Option to introduce one of the session speakers
- Recognition on email and event website

#### *In-kind Branding Opportunities*

All branding opportunities include your company name on education day page of the MPI-WI website and recognition in the general session presentation.

- Décor
- Lanyards
- Program
- Mobile App

*Spring Education Day Sponsorships – continued*

### **Trivia Night Sponsorship Opportunities**

- Title Sponsor \$2,000
  - Logo on every slide, table sponsor, two trivia questions, Recognition throughout event and on social media.
- Quiz Master \$1,000
  - Logo on answer cards, table sponsor and one trivia question
- Table Sponsor \$500
  - You will be provided a table at trivia, where a team will be assigned to your table (unless you have a team of your own!) We encourage you to be a part of this team and participate. During break times, other attendees will visit your table. Anyone who visits your table (including your own team) receives a stamp/sticker on their trivia passport. Feel free to decorate your table, have signage, giveaways, business cards, etc.

### *In-Kind Sponsorships*

- Audio Visual
- Drink tickets
- Printing – Game cards/answer sheets and passport cards
- Décor

***All Sponsors will be recognized on marketing collateral and event signage.***

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

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### Gala Sponsorship Opportunities

- Signature \$1,500
- Premier \$1,000
- Diamond \$500

### *In-Kind Sponsorships*

- Audio Visual
- Center Pieces - floral arrangements
- Cocktail Hour
- Dessert Reception
- Entertainment – DJ services, live band, photo booth, etc.
- Linen/Chairs – linens to match the theme
- Printing - onsite program
- Production – Onsite production of the event and slide show presentation

***All Sponsors will be recognized on marketing collateral and event signage.***

## 2023 MPI Wisconsin Advertising and Sponsorship Opportunities

### Advertising Opportunities

See <https://www.mpiweb.org/chapters/wisconsin/advertising/sponsorships-strategic-alliance> for available advertising opportunities and to purchase your ads.

#### The Agenda Magazine

The *Agenda* is the bi-monthly magazine of MPI-WI reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas.



Our editorial calendar topics are below:

- January/February - Trends
- March/April - Technology
- May/June - Special Events
- July/August - Destinations
- September/October - Unconventional Meetings
- Nov/Dec - Midwest Destinations

Space Available	Ad Size	Member Rate		Non-Member Rate	
		Cover	Color	Cover	Color
Full page ad	[7.5" w x 9.5" h]	\$999	\$899	\$1099	\$999
½ page horizontal ad Back Cover	[7.5" w x 4.75" h]	-	\$649	-	\$749
½ page vertical ad	[3.5" w x 9.5" h]	-	\$599	-	\$699
½ page horizontal ad	[7.5" w x 4.75" h]	-	\$599	-	\$699
¼ page ad	[3.5" w x 4.75" h]	-	\$449	-	\$549
Full page ad with web page ad*		\$1149	\$1049	\$1299	\$1199
½ page vertical ad with web page ad*		-	\$749	-	\$899
½ page horizontal ad with web page ad*		-	\$749	-	\$899
¼ page ad with web page ad*		-	\$599	-	\$749

*\*No animations, flash (SWF) or third-party tags*

#### Weekly E-Announcement Side Banner Ads

Four times per month our chapter sends out an e-announcement to members of our chapter about meetings and events. There are limited side banner opportunities for your organization to display a banner ad.

**Rate: \$350 for 4 weeks and reserved per month.**

Format: 72dpi/JPG Dimensions: 180w x 150h (pixels) File Size: 50K max





**WISCONSIN**  
CHAPTER

## Sponsorship Order Form

### 2023 Strategic Partner

\_\_\_ Platinum \$4,500    \_\_\_ Gold \$2,500    \_\_\_ Silver \$1,500    \_\_\_ Bronze \$1,000

### Educational Meeting Sponsorships

\_\_\_ Host Sponsor - *recognized at* \$2,500    \_\_\_ Educational Sponsor - \$500

### Spring Education Day Sponsorship

\_\_\_ Host Sponsor - *recognized at* \$2,500    \_\_\_ Lunch Sponsor - \$1,500  
\_\_\_ Keynote Speaker Sponsor - \$1,000    \_\_\_ Breakout Session Sponsor - \$500

### Trivia Sponsorship:

\_\_\_ Title Sponsor \$2,000    \_\_\_ Quiz Master \$1,000    \_\_\_ Table Sponsor \$500

### Gala Sponsorship

\_\_\_ Signature \$1,500    \_\_\_ Premier \$1,000    \_\_\_ Diamond \$500

I understand that my sponsorship benefits will be provided as written in the 2023 MPI-WI Advertising and Sponsorship Opportunities. Arrangements made separate will be formalized in a written agreement between both parties where necessary.

- Credit card: Fax or scan this form to Christopher Dyer at 608-204-9818 or [admin@mpiwi.org](mailto:admin@mpiwi.org)  
 Check: Mail this form and payment to MPI-WI, 2820 Walton Commons, Suite 103, Madison, WI 53718

Company Name

Telephone

Address

City/State/Zip

Email

Credit Card # & exp. date