MEDIA PLANNER

MAXIMIZE YOUR IMPRESSION

MPI Orange County serves more than 200+ members with more than $160 million in Buying Power, as well as an email database of about 2,000 engaged participants.

This Award-winning Chapter continually provides Sponsors with multiple opportunities to be “Top of Mind” through Chapter Events, Website Advertising and Features, eNews, and Social Media. *Be Seen & Make An Impression!*

DIGITAL OPPORTUNITIES

**MPIOC WEBSITE ADVERTISING**

Members turn to MPIOC.com to learn about the most up-to-date industry news, information, and upcoming events.

**MPIOC SOCIAL MEDIA SPOTLIGHT**

- Facebook: @MPIorangecounty
- Instagram: @MPIOC
- Twitter: @MPIOC
- YouTube: @MPIOC

**MPIOC.com BANNER ADS**

- 300x250 px Medium Rectangle “Sidekick”
- 728x90 px Leaderboard “Banner”

www.MPIOC.com
BUY MPI → EASY AS 1, 2, 3!

01 BE SEEN BY AN AUDIENCE WITH BUYING POWER

50/50 Planner-to-Supplier Member Ratio with $160+ Million in Annual Buying Power

$160+ Million

02 CONNECT WITH INDUSTRY LEADERS

210+ MPIOC serves 210+ members and 1 out of 3 of our planners manage large events with more than 1,000 attendees.

100%

MPIOC planners hold meetings
• 100% in the Southwest,
• 65% in the Southeast & Midwest, nearly
• 60% in the Northeast, Mountain, Northwest & Hawaii, and more than
• 20% in Puerto Rico and Alaska.

03 OUR MEMBERS WANT TO DO BUSINESS WITH YOU

When planners are asked, “Do you buy MPI?” the overwhelming responses are "Yes! I especially try to support companies who have sponsored our events."

(Source: 2018 MPIOC Member Survey)

www.MPIOC.com
## Sponsorship Opportunities

### Benefits

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>DIAMOND</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULLY HOSTED VENUE</td>
<td>$15,000 — CASH</td>
</tr>
</tbody>
</table>

- Recognition as Premium Sponsor at Participating Event: **YES** | **YES**
- Logo Exposure on PowerPoint during Event Presentation: **YES** | **YES**
- Logo Listing on Print Collateral for Participating Event: **YES** | **YES**
- Logo on Upcoming Event Email Blasts: **YES** | **YES**
- Logo on Front Page of MPIOC.com: **CASH SPONSORS** | **CASH SPONSORS**
- Logo on Chapter Sponsor Page of MPIOC.com: **YES** | **YES**
- Logo inclusion on Event Registration page: **YES** | **YES**
- Feature "Annual Sponsor" Logo Exposure on PowerPoint: **11 EVENTS** | **5 EVENTS**
- Complimentary Registration at Participating Event Social: **UP TO 6** | **UP TO 4**
- Media Spotlights on MPIOC Social Media sites Rotating: **5x/4 Platforms** | **4x/4 Platforms**
- Internal "Sidekick" ad on MPIOC.com: **FULL YEAR** | **6 MONTHS**
- Rotating Internal "Banner" ad on MPIOC.com: **FULL YEAR** | **FULL YEAR**
- Complimentary Registration to Awards & Installation: **TWO** | **TWO**
- Spotlight Story on MPIOC Quarterly Newsletter: **1/2 PAGE** | **1/2 PAGE**
- Rotating Front Page "Sidekick" ad on MPIOC.com: **FULL YEAR** | **6 MONTHS**
- Rotating Front Page "Banner" ad on MPIOC.com: **FULL YEAR** | **3 MONTHS**
- Table Top at State of the Industry event (January): **YES** | **YES**
- Five (5) Minute Podium Time at Sponsored Event: **YES** | **N/A**
- 30-Second Video Spot on MPIOC Facebook page: **YES** | **N/A**
- Video Advertisement on MPIOC-TV YouTube Channel: **2 MINUTES** | **1 MINUTE**

### Note:
Tailored sponsorship packages are available to meet your business goals and ROI.

CALL KELLY at (714) 956-6725 | spa@mpioc.com
## Sponsorship Opportunities

### Benefits

<table>
<thead>
<tr>
<th></th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition as Premium Sponsor at Participating Event</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Logo Exposure on PowerPoint during Event Presentation</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Logo Listing on Print Collateral for Participating Event</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Logo on Upcoming Event Email Blasts</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Logo on Chapter Sponsor Page of MPIOC.com</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Logo inclusion on Event Registration page</strong></td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td><strong>Feature &quot;Annual Sponsor&quot; Logo Exposure on PowerPoint</strong></td>
<td>4 EVENTS</td>
<td>3 EVENTS</td>
</tr>
<tr>
<td><strong>Complimentary Registration at Participating Event</strong></td>
<td>UP TO 3</td>
<td>UP TO 2</td>
</tr>
<tr>
<td><strong>Social Media Spotlights on MPIOC Social Media sites</strong></td>
<td>3x/2 Platforms</td>
<td>2x/2 Platforms</td>
</tr>
<tr>
<td><strong>Rotating Internal &quot;Sidekick&quot; ad on MPIOC.com</strong></td>
<td>4 MONTHS</td>
<td>3 MONTHS</td>
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<tr>
<td><strong>Rotating Internal &quot;Banner&quot; ad on MPIOC.com</strong></td>
<td>4 MONTHS</td>
<td>2 MONTHS</td>
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<tr>
<td><strong>Complimentary Registration to Awards &amp; Installation</strong></td>
<td>ONE</td>
<td>ONE</td>
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<tr>
<td><strong>Spotlight Story on MPIOC Quarterly Newsletter</strong></td>
<td>1/4 PAGE</td>
<td>N/A</td>
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<tr>
<td><strong>Rotating Front Page &quot;Sidekick&quot; ad on MPIOC.com</strong></td>
<td>3 MONTHS</td>
<td>N/A</td>
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<tr>
<td><strong>Rotating Front Page &quot;Banner&quot; ad on MPIOC.com</strong></td>
<td>2 MONTHS</td>
<td>N/A</td>
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<td>Table Top at State of the Industry event (January)</td>
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<tr>
<td>Five (5) Minute Podium Time at Sponsored Event</td>
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<td>N/A</td>
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<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Video Advertisement on MPIOC-TV YouTube Channel</td>
<td>N/A</td>
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SPONSORSHIP OPPORTUNITIES

**BENEFITS**

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<tr>
<th></th>
<th>BRONZE</th>
<th>CONTRIBUTING SPONSOR</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$1,250 — CASH</td>
<td>&lt; $1,250 — CASH</td>
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<tr>
<td></td>
<td>$2,500 — IN KIND</td>
<td>&lt; $2,500 — IN KIND</td>
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<td>Feature &quot;Annual Sponsor&quot; Logo Exposure on PowerPoint</td>
<td>1 EVENT</td>
<td>1 EVENT</td>
</tr>
<tr>
<td>Complimentary Registration at Participating Event</td>
<td>ONE</td>
<td>ONE</td>
</tr>
<tr>
<td>Social Media Spotlights on MPIOC Social Mediasites</td>
<td>1x/2 Platforms</td>
<td>1x/1 Platform</td>
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<td>Rotating Internal &quot;Sidekick&quot; ad on MPIOC.com</td>
<td>2 MONTHS</td>
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DIGITAL ADVERTISING

Give Your Brand Direct Attention
Advertise on MPIOC’s Website: MPIOC.com

MPI’s global community of 60,000 meeting and event professionals is comprised of 67 local communities, each passionate about their industry and always searching for new products and services. Position your brand to engage with your core consumer right where they live, work and do business.

Check Out Our “Instant Investment” Page: CLICK HERE!

<table>
<thead>
<tr>
<th>Banner Ad (728x90 Pixels)</th>
<th>Sidekick Ad (300x250 Pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Pages Only — Home Page Placements Are Reserved For Platinum Partners!</td>
<td></td>
</tr>
<tr>
<td>1 Month</td>
<td>$125</td>
</tr>
<tr>
<td>3 Month</td>
<td>$300</td>
</tr>
<tr>
<td>20% Discount Over Single Insertion!</td>
<td></td>
</tr>
<tr>
<td>6 Months</td>
<td>$600</td>
</tr>
<tr>
<td>20% Discount Over Single Insertion!</td>
<td></td>
</tr>
<tr>
<td>12 Months</td>
<td>$1,125</td>
</tr>
<tr>
<td>25% Discount Over Single Insertion — 3 Months Free!</td>
<td></td>
</tr>
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</table>
DIGITAL ADVERTISING

Social Media Sponsorships
Four Platforms from which to Choose!
Only Two “Takeovers” Per Month Available

Select From MPIOC’s Facebook, Instagram, LinkedIn, or Twitter
• 4 Posts Over 4 Days $750
• 1 Post, 4 Platforms $450
• 1 Post, 1 Platform $175

→ → Check Out Our “Instant Investment” Page: CLICK HERE!

CALL KELLY at (714) 956-6725 | spa@mpioc.com
REACH MPIOC Members

- All About You Event Planning
- Aminah Enterprises
- Arbonne International
- Ashworth College
- Astrea Risk Management
- AuditBoard
- Avanir Pharmaceuticals, Inc.
- BCD Meetings and Events
- California and Nevada Credit Union Leagues
- ConferenceDirect
- CoreLogic
- Destination Sitters, LLC
- Destinations by DMC
- Disney Consumer Products
- DLA Piper LLP (US)
- D’or Solutions
- Edwards Lifesciences
- Elite Productions International
- Evisions
- Experian
- FunIncentives
- Gayle Stewart Enterprises, Inc.
- Global Genes
- HelmsBriscoe
- Hill-Rom
- HPN Global
- HSF Affiliates LLC
- Infinity Events
- Innov8 Meetings + Events
- InterAct. Events / A Division of Windhausen
- International Site Alliance
- ITA Group
- JBS & Associates
- JNR Incorporated
- Johnson & Johnson Vision
- Kofax, Inc.
- Kustom Incentive Concepts
- Liveyon, LLC
- Maple Street Management, Inc.
- Maritz Travel onsite at Allergan
- Meller Performance Events Group
- Metagenics Inc.
- Meyers Research
- Newport Pacific
- Nutrilite /Amway Corporation
- NuVision Federal Credit Union
- Ogletree Deakins
- Oracle Corp
- Orange County Realtors
- Orange County Transportation Authority (OCTA)
- Pacific Communications
- Pacific Life Insurance Company
- Preferred Hotels & Resorts
- Relevé Unlimited
- Riot Games
- RTTI
- SEMA
- Specialty Coffee Association of America
- Spireon, Inc.
- Strategic Meeting Tech
- Thales Avionics
- The Boeing Company
- The Walt Disney Co.
- Toshiba America Information Systems, Inc.
- Travel Staff
- Tuscany Suites
- Univ. of California Irvine, Student Center & Event Services
- Verizon Connect
- Victoria’s Event Productions
- Visions Entertainment
- Wells-Fargo Bank, N.A
- Word & Brown Companies

And More ....