

2018-2019 Strategic Partnership & Advertising Kit



Gain a direct connection with the premier meeting professionals in the Sacramento/Sierra Nevada region!

The MPI Sacramento/Sierra Nevada Chapter Advantage:

- **\$220 Million** | The collective buying power of our chapter's planner members
- **41%** | The percentage of planner members responsible for executing events of 500+ attendees
- **50** | The number of planner members in MPISSN who control meeting budgets of \$250,000+
- **19%** | The percentage of membership increase for the MPISSN chapter the past year

Why Advertise: Becoming an MPISSN sponsor provides a variety of opportunities and sales tools through events, exhibiting, networking and advertising that will help you increase your exposure and access to MPISSN members and beyond. Secure market shares for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPISSN. Located in this packet you will find information on . . .

- Key Partner Annual Sponsorship
- Workshop and Luncheon Sponsorship
- Digital Advertising - Website, Email, Newsletter and Directory

About MPISSN: With over 30 years of experience in career development education, MPISSN continues to be the premier education resource for meeting professionals and suppliers in the Sacramento/Sierra Nevada region. MPISSN is comprised of meeting planners and suppliers from the greater Sacramento region and Northern Nevada. MPISSN empowers its members to increase their strategic value with education, professional development and business growth opportunities; without partners like you this would not be possible

Interested in Learning More?

Christina Hake
Director of Strategic Alliance
MPI Sacramento/Sierra Chapter
Direct: 916-436-6031
Email: christina@averymurphy.com

MPISSN 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 MPISSN allows your company to reach industry decision-makers. Our strategic sponsorship opportunities are a cost efficient and effective way to increase exposure of your venue and services to decision makers and key influencers.

Our Global Market & Buying Power

MPISSN members represent over 80 companies in the region responsible for thousands of meetings and events annually. MPISSN is composed of planner members representing the following organizations:

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|---|--|
| Advocacy & Management Group, Inc. | CSAC Excess Insurance Authority |
| Alegria Destination & Events | CSUS, Sacramento |
| Allstate Insurance Company | DBA International |
| Association of California School Administrators | Domino Events |
| Association of California Water Agencies | Durst Event Strategies |
| Avery Murphy LLC | Experient, A Martiz Travel Company |
| BioMarin Pharmaceutical Inc. | Groupware Technology |
| BloodSource - Mather | HelmsBriscoe |
| Bobrow Associates, Inc. | Inspired Management Services, LLC |
| C Carter Meeting Management LLC | J Martinez Meeting Insites |
| CA Grain & Feed Association | Jennifer McDonald Association Management Company |
| CA Society of Association Executives | JM Devine Group, LLC |
| CalcIMA | LeadingAge California |
| California Advocates Management Services | League of California Cities |
| California Alliance of Child & Family Services | Medtronic Vascular |
| California Assisted Living Association | MW Management Group |
| California Association for Adult Day Services | Organized Events |
| California Association of Boutique and Breakfast Inns | Pacific Legal Foundation |
| California Association of Flower Growers & Shippers | Precision Meeting Management |
| California Association of Health Plans | Quality Care Health Foundation |
| California Bankers Association | Rinehart Design, Consulting, Meetings and Events |
| California Beer & Beverage Distributors | Royal Events |
| California Child Development Administrators Association | Rural Community Assistance Corporation |
| California Dental Association (CDA) | Sacramento Association of Realtors |
| California Grocers Association | Sacramento River Cats |
| California Head Start Association | San Francisco Association of Realtors |
| California Hotel & Lodging Association | Schrader Solutions |
| California Independent Petroleum Association | SEMI |
| California Medical Association California Pharmacists Association | Spectrum Events |
| California Police Chiefs Association | Susan Buntjer & Associates |
| California Primary Care Association | The California Charter Schools Association |
| California Society of CPAs | Toastmasters International |
| California Special Districts Association | Travis Credit Union |
| California Speech Language & Hearing Association | UC Davis |
| California Trucking Association | UC Davis Health System Eye Center |
| California YMCA Youth & Government | University of Nevada Las Vegas |
| CalRecycle | Vision Service Plan |
| Chalk it Up! to Sacramento | Western Manufactured Housing Communities Association |
| CMBA - California Mortgage Bankers Association | Wood Moulding & Millwork Producers Association |
| Child Support Directors Association | Your Meeting Pro |
| CPOA | Zoomaway |

MPISSN Key Partner Annual Sponsorship Opportunities

\$3,500 Diamond

- **Three (3) Marketing emails sent by MPISSN to our 1,300+ contacts**
- **MPISSN Board Face Time- A representative from your company will have 15 minutes during one of our board meetings to discuss and distribute materials regarding your Venue or Service.**
- One (1) Full page ad and One (1) half page ad in Connects Digital Newsletter
- Membership labels for Two (2) Mailings
- Ten (10) Luncheon Registrations
- Banner Ad on MPISSN Website for Two (2) Quarters
- One (1) Complimentary Registration to workshop of your choice

\$2,500 Emerald

- **Two (2) Marketing emails sent by MPISSN to our 1,300+ contacts**
- One (1) Full page ad in Connects Digital Newsletter
- Membership labels for One (1) Mailing
- Six (6) Luncheon Registrations
- Banner Ad on MPISSN Website for One (1) Quarter
- One (1) Complimentary Registration to workshop of your choice

\$1,500 Ruby

- **One (1) Marketing Email sent by MPISSN to our 1,300+ contacts**
- One (1) Full page ad in Connects Digital Newsletter
- Membership labels for One (1) Mailing
- Banner Ad on MPISSN Website for One (1) Quarter
- Four (4) Luncheon Registrations

\$500 Sapphire

- One (1) Half page ad in Connects Digital Newsletter
- Four (4) Luncheon Registrations

All Key Partners Receive the Following

- Recognition as a Key Partner at workshops and luncheons
- Company Logo posted on signage at all workshops and luncheons
- Recognition as Key Partner in Membership Directory and quarterly issues of *Connects* newsletter
- Logo with link on every webpage of MPISSN website
- Key Partner Ribbon at all MPISSN events

Please note that all Key Partners must have someone from their company participating as a member for MPISSN in order to participate. Benefits are annual from contract signing date. Cost of membership dues, trade show registration and directory advertising does not count toward any sponsorship level. MPISSN reserves the right to edit benefits packages at any time with notification to sponsors. Call or e-mail Christina Hake at Christina@averymurphy.com or 916-436-6031 to customize partnership packages.

MPISSN Event Sponsorship Opportunities

MPISSN educational workshops and/or luncheon sponsorship opportunities are exclusive and open to only one company per event.

MPISSN September 18th, 2018 ~ Workshop & Educational Luncheon Sponsorship - \$3,000

Available each September, this sponsorship gives you a chance to spend a whole day with our MPISSN workshop & luncheon attendees, gaining the most exposure.

Sponsor Benefits:

- Access to a maximum of three (3) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- One (1) complimentary registration for the morning workshop
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.
- Company logo with link on the MPISSN website for 30 days

MPISSN February 19th, 2019 ~ Education Luncheon & Boot Camp Sponsorship - \$3,000

Available in February, this sponsorship gives you a chance to sponsor the educational luncheon and our Meeting Planner Boot Camp.

Sponsor Benefits:

- Logo and contact information listed in Bootcamp printed program
- Access to a maximum of two (3) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

MPISSN November 6th, 2018 ~ Education Luncheon Sponsorship - \$2,000

Available in November & February, this sponsorship gives you a chance to sponsor an educational luncheon.

Sponsor Benefits:

- Access to a maximum of two (2) table tops for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for lunch/program
- Five (5) minutes of podium time during the luncheon
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

MPISSN April 4th, 2019 ~ Education Luncheon and GMID Sponsorship - \$3,000

Sponsor Benefits:

- Access to one (1) table top for exhibit space during the Networking Reception.
- Recognized in email blasts to the members for program registration and in the brochure
- One (1) complimentary registration for workshop
- Featured in the Sponsor Spotlight in Connects Newsletter
- Recognized on signage at meeting.

Special Events Sponsorship Opportunities

Interested in sponsoring MPISSN's Crab Feed, Trade Show, Sip & Swirl Member Only Appreciation Event, or Annual Gala? Contact the Director of Special Events, Gaby Fonseca, at gaby.fonseca@sheraton.com for complete information and sponsorship options.

MPISSN Digital Advertising Opportunities

MPiSSN Facebook, Website and Weekly News & Announcement Email Advertising

Advertising with MPISSN is an exclusive benefit offered only to supplier members. Take advantage of this great opportunity to reach our planner membership! **NEW!!! – Facebook Post** One post created by the supplier to be posted on the MPISSN Facebook page. **MPiSSN Website** advertising places your company's banner ad on the homepage and interior pages of www.mpissn.org. **MPiSSN Weekly News & Announcement** advertising is open to only one supplier member per month – you will be the exclusive advertising partner, with a banner ad located at the top of the email, just under the header image. This weekly email is sent out every Tuesday to the entire membership of MPISSN.

All Facebook ads must be submitted via email in a JPG or PNG format at the correct pixel size and 96 dpi resolution. MPiSSN accepts static ads only. Submit artwork to both marques.davison@capitoleventcenter.com and lynette@mpissn.org.

AD OPTIONS	MONTHLY MEMBER RATE
NEW!!! Facebook Post (1 Approved post to be sent via the MPiSSN Facebook page)	\$175 per post (Boost levels available for \$5-\$30)
Website Banner (611w x 100h)	\$175 per month*
Weekly Email Banner (675w x 112h)	\$100 per month (4 emails) *

* A 25% discount will be given to all advertisers who reserve 6+ months at one time.

MPiSSN Quarterly Connects Newsletter Advertising

Advertising in MPiSSN's quarterly Connects email newsletter that is sent out to the entire chapter membership. All full page advertisements will be placed in the front of the newsletter, directly after the cover page for optimal exposure to membership. Half page advertisements will be placed throughout the newsletter. In order to participate in all MPiSSN digital advertising someone from your company must be a current MPiSSN member.

All newsletter ads must be submitted via email as a high-resolution (300 dpi) JPG or PDF document. Submit artwork to both marques.davison@capitoleventcenter.com and lynette@mpissn.org. Deadlines: August 1, 2018 (Fall) | November 1, 2018 (Winter) | February 1, 2019 (Spring) | May 1, 2019 (Summer)

AD OPTIONS	MEMBER RATE
Full Page (8.5 x 11in)	\$300
Half Page (7.5 x 5in)	\$200

MPiSSN Chapter Membership Directory Advertising

MPiSSN publishes an annual membership directory, an essential business tool used by meeting planners in the Sacramento/Sierra Nevada area. All full page advertisements will be placed in the front of the directory, directly after the cover page for optimal exposure to membership. Half page and logo advertisements will be placed throughout the directory.

All directory ads must be submitted via email as a high-resolution (300 dpi) JPG or PDF document. Submit artwork to both marques.davison@capitoleventcenter.com and lynette@mpissn.org. Deadline for Directory Ad placement is May 25, 2019.

AD OPTIONS	MEMBER RATE
Inside Front Cover (8.5 x 11in)	\$1000
Full Page (8.5 x 11in)	\$800
Half Page (7.5 x 5in)	\$300
Logo Ad (3.5 x 2in)	\$150

MPISSN Advertising & Sponsorship Commitment Form

(2018 – 2019)

Please complete the below information indicating your MPISSN advertising and/or sponsorship participation choices. Please make sure all fields are complete before submitting. All advertising specifications are stated in the description of the advertising option on page 6

KEY PARTNER SPONSORSHIPS: · Diamond - \$3,500 · Emerald - \$2,500 · Ruby - \$1,500 · Sapphire - \$500

MEETING SPONSORSHIPS: · Sept. Workshop & Luncheon - \$3000 · Nov. Workshop & Luncheon - \$2000

· Feb. Education Luncheon & Boot Camp - \$3000. · April Workshop & Luncheon - \$3000

DIGITAL ADVERTISING:

· Full Page Directory Ad - \$800 · Half Page Directory Ad - \$300 · Business Card Directory Ad - \$150

· Full Page Newsletter Ad - \$300 · Half Page Newsletter Ad - \$200.

· Facebook Ad - \$175 (per month) # of months _____

· Website Banner Ad - \$175/month*# of months _____ · Email Banner Ad - \$175/month*# of months _____

Company Name: _____

Contact Person: _____

Address: _____ City/State/Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Contact for Logo or Art: _____

Website Address or Link for Ad: _____

Ad Run Month(s) or Newsletter Issue: _____

Payment Information:

Amount of Purchase: \$ _____ Discount (If Applicable*): \$ _____ Total \$ _____

· Enclosed Check # _____ · MasterCard · Visa · AMEX · Please Send Invoice

Card Number: _____ Expires: _____

Cardholder's Name: _____

Billing Address: _____

Signature: _____ Date: _____

Return this completed form to: Lynette Magnino, Executive Director, MPISSN
9245 Laguna Springs Rd, Suite 200, Elk Grove, CA 95758 • Fax: (916) 691-9674 or Email: lynette@mpissn.org
Questions? Call Christina Hake at (916) 436-6031 or Lynette Magnino at (916) 509-7270

Please allow 5 business days for ads and logos to be uploaded to the website. These rates are effective **June 1, 2018**, and may be changed at any time by the publisher. 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. All payments must be received 15 days prior to start of ad run. Unpaid invoices will incur a charge of 5% per month.