

WISCONSIN CHAPTER



MEETING PROFESSIONALS INTERNATIONAL

Advertising and Sponsorship Opportunities 2017

**“MPI-Wisconsin members have
a buying power of \$264 million”**

**“MPI-Wisconsin members plan over 860 events
a year”**

**“40% of our planners control a budget of
\$250,000 or more”**

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

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

Contents

Strategic Alliance Partner Program.....	3
Gala Sponsorships.....	4
Video Sponsorship.....	5
Event Sponsorship Opportunities.....	6
Advertising – magazine and electronic options.....	9
Sponsorship Order Form.....	9

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–Wisconsin membership is comprised of nearly 300 members from the planner and supplier sectors. Established in 1977, MPI–Wisconsin 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 Wisconsin Chapter.

Email: admin@mpiwi.org

Phone: 608-204-9816

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

2017 MPI Wisconsin Strategic Alliance Partner Program

The Partner Program renews every calendar year with active solicitation beginning in the fall. Please contact the chapter office at admin@mpiwi.org to express your interest in a package. 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
Banner Recognition at all MPI Education Programs	Platinum Level	Gold Level	Silver Level	Bronze Level
Color Ad in MPI Wisconsin Magazine (inside page)	Full Page	Full Page	Half Page	Quarter Page
Full Page Advertorial	Full Page	X		
E-Blast Advertising	One Month			
Sponsor rotating ad on MPIWI homepage with link - Full Year!	X	X		
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 March April May – Full Day Conference! June – Golf Outing September – Gala October	1 registration at each of these Wisconsin Programs January February March April May – Full Day Conference! June – Golf Outing September – Gala October	1 registration at each of these Wisconsin Programs January February March April October	
Annual Awards Gala Presenting Sponsor Step and Repeat Banner	X			
Listing on Chapter Website Partner Page with Logo and Link	X	X	X	No Link
Table top display opportunity at May Education Day (available to annual sponsors only)	X	X	X	X
Name badge ribbon and verbal sponsor recognition at Chapter Programs (when in attendance)	X	X	X	X
Use of the MPI WI mailing list (no emails)	6 Times	4 Times	2 Times	1 Time
Discount on additional marketing opportunities (additional advertising, eblasts, sponsorships)	25%	20%	15%	10%
<i>Prices and availability subject to change. 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.</i>				

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

Gala Sponsorship Opportunities

Cash Donations – show your dedication to the advancement of our industry

- Platinum \$2,000
- Diamond \$1,500
- Gold \$1,000
- Silver \$500

In-Kind Sponsorships – a great way to showcase your product & services to MPI-WI members

- Printing – on site program \$1,500
- Production/ AV – onsite AV equipment, lighting and production needs \$2,500
- Table Centerpieces – floral arrangements \$1,000
- Entertainment – DJ services or live band entertainment \$1,000
- Linens/Chairs – linens to match the theme \$2,000
- Cocktail Hour or Dessert Reception \$1,500

*****All sponsors will be recognized on the MPI-WI website, email blasts, onsite signage and program.***

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

Video Sponsorship

Our Video Sponsorship allows you to capitalize on your existing video promotion investment and have your video played at an MPI-Wisconsin Chapter event.

Why do a video sponsorship with MPI-Wisconsin?

- MPI-Wisconsin boasts a 1-to-1 Planner to Supplier ratio, one of the best in the country
- Many planners schedule events outside of Wisconsin
- Save travel costs versus a live sponsorship – all we need is your video file
- Sponsorship includes literature distribution, if desired
- Your sponsorship will be promoted via social media posts and at the event
- Photographic proof of playback

Exclusive video sponsorship	\$500
Partner sponsorship	\$250

Specifications:

- Video target length is 2-3 minutes. Time can be adjusted based on your existing video to minimize editing expense.
 - Video must be provided by DVD, file or download. No live web links (YouTube).
 - Video must be provided one week before the event.
 - MPI-Wisconsin reserves the right to refuse any video based on content.
-

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

Event Sponsorship Opportunities

*** Sponsors table near registration desk to put materiel on. Space is limited.**

Spring Education Day (May) Sponsorships

Overall Champion Sponsor (limit 1) \$750

- 3 minutes of podium time to deliver your message to the opening session audience
- Introduce Keynote Speaker
- Scrolling slides during walk-in
- Premium branding throughout the conference on signs, slides and materials
- Two complimentary registrations and sponsor ribbon
- Logo on event website and e-mail blast to entire membership
- Event Attendee mailing list, no emails

Lunch (limit 1) \$500

- 3 minutes of podium time to deliver your message at lunch
- Signage with your logo at food stations
- Logo on event website and e-mail blast to entire membership
- One complimentary registration and sponsor ribbon

Speaker sponsorship for Keynote (Limit 1) \$400

- Option to introduce Speaker
- Signage at Closing Session.
- Logo on event website and e-mail blast to entire membership
- One complimentary registration and sponsor ribbon.

Breakout Sessions (limit 3) \$200

- Option to introduce the Session Speakers
 - Logo on event website and e-mail blast to entire membership
 - Registration is NOT included
-

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

In-kind Branding Opportunities

All include your company name on Conference page of the MPI-WI Chapter website and recognition in presentation during general session(s). Other benefits included depending on the selected opportunity. Contact us for more details.

- Conference Program
- Bags
- Linens
- Lanyards
- Pens
- Suggest an item!

Education Events Sponsor

Become a sponsor at any of our regular monthly meetings!

Champion Sponsor

\$500

- 3 minutes of podium time to deliver your message to the opening session audience
- Introduce Keynote Speaker
- Logo slide during walk-in
- Premium branding throughout the conference on signs, slides and materials
- Two conference registrations with sponsor ribbons
- Logo on event website and e-mail blast to entire membership

Advocate

\$300

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

Supporter

\$150

- Signage with your logo at registration
- Logo on event website and e-mail blast to entire membership

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

Summer Outing Sponsorships

The golf outing and non-golf activities are held annually in June. All sponsors will be recognized on the MPI-WI website, email blasts and signage during the Summer Outing event.

The following sponsorships include boxed lunches and networking reception attendance for up to two company representatives. Additional representatives may register for \$50 per person.

- Box Lunch (all attendees) \$1,600
Includes two registrations to the golf or non-golf event
- Beverage Sponsor \$1,500
- Non-Golf Activities \$750
- Golf Cart Sponsor \$500
- Non-Golf Transportation \$500
- Photography (golf course) \$500
**Includes one registration as the photographer*
- Photography (non-golf) \$500
**Includes one registration as the photographer*
- Tee Sponsor (entire hole with presence) \$500
- Putting Green (with presence) \$500

The following sponsorships do not include attendance at the event. A great opportunity to gain visibility if you are not able to attend!

- Registration Table \$300
- Event Program \$300
- Score Card \$300
- Driving Range \$300
- Green Sponsor \$300
- Signage \$300

****Contact us to donate welcome bag items and/or event prizes.***

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

Advertising Opportunities

See <http://mpiwi.org/advertise> for available advertising opportunities and to purchase your ads.

The Agenda Magazine

The *Agenda* is the bimonthly Magazine of MPI-Wisconsin reaching an exclusive readership (our chapter members) of over 300 professionals involved in meeting management and meeting services in Wisconsin and surrounding areas. The Magazine is now available in full color!



We are seeking members to contribute interesting, educational and engaging articles for upcoming issues of *The Agenda* magazine.

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

If you are interested in contributing your time and talents to *The Agenda* magazine, please email editor@mpiwi.org with your topic ideas and/or written articles.

The Agenda editors will review and edit all articles for length and clarity, so you do not need to be a professional writer. You simply need to have an interest in a specific topic.

For your planning, upcoming issue deadlines are always two months before the release month of the issue (i.e. the deadline for the May/June issue is always March 1).

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 vertical ad	[3.5" w x 9.5" h]	-	\$599	-	\$699
½ page horizontal ad	[7.5" w x 4.75" h]	-	\$599	-	\$699
½ page horizontal ad Back Cover	[7.5" w x 4.75" h]	-	\$649	-	\$749
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

2017 MPI Wisconsin Advertising and Sponsorship Opportunities

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/GIF-JPG Dimensions: 180w x 150h (pixels) File Size: 25K max

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

Event Survey Banner Ad

Each month our chapter sends out a survey to participants of our chapter meetings and events. Within that survey there is an opportunity for your organization to display a banner ad. After the survey has been completed, the webpage will reroute to your website. Please note that there are only eight spots available for this offer.

Rate: \$200 per month. Eight opportunities available.

Format: 72dpi/GIF-JPG Dimensions: 180w x 150h (pixels) File Size: 25K max

Mobile Website

Designed for mobile devices, the Mobile Website allows members to search, call, email or Google Maps other members' information. Additionally, the Mobile Website will provide a planner tools section providing valuable information for planners while on the go.

We have added a **Planner Tools** section of the Mobile Website. Check it out!

We request a 12-month commitment and your subscription will be invoiced 4 times per year to coincide with AGENDA magazine advertising. To be considered for an ad placement on the mobile directory, your company must have advertised in the AGENDA magazine within the past year.

Mobile Home Page - \$400 (\$2,400/year)

Directory Home Page - \$400 (\$2,400/year)

Event Home Page - \$300 (\$1,800/year)

Planner Tools Home Page - \$300 (\$1,800/year)

Rates are per 2-month period

Format: 72dpi/GIF-JPG Dimensions: 180w x 150h (pixels) File Size: 25K max



