



Advertising and Sponsorship Opportunities *2018*

“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”

2018 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.

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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–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

2018 MPI Wisconsin Advertising and Sponsorship Opportunities

2018 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>				

2018 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.***

2018 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.
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2018 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
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2018 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

2018 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.***

2018 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 admin@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

2018 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/JPG Dimensions: 180w x 150h (pixels) File Size: 50K max

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



Sponsorship Order Form

2018 Strategic Alliance Partner

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

Video Sponsorship-Event Sponsorship

Month desired _____

Exclusive \$500
 Partner \$250

Spring Education Day Sponsorship

Champion \$750
 Lunch \$500
 Speaker \$400
 Breakout \$200

MPI-WI Meeting Sponsorship

Month desired _____

Champion \$500
 Advocate \$300
 Partner \$150

June Summer Event Sponsorship

<input type="checkbox"/> Box Lunch	\$1,600	<input type="checkbox"/> Event Program	\$300
<input type="checkbox"/> Photography (golf)	\$500	<input type="checkbox"/> Score Card	\$300
<input type="checkbox"/> Golf Carts	\$500	<input type="checkbox"/> Green Sponsor	\$300
<input type="checkbox"/> Activities (non-golf)	\$750	<input type="checkbox"/> Photography (non-golf event)	\$500
<input type="checkbox"/> Tee Sponsor (w/ presence)	\$500	<input type="checkbox"/> Driving Range	\$300
<input type="checkbox"/> Registration Table	\$300	<input type="checkbox"/> Putting Green (w/ presence)	\$500
<input type="checkbox"/> Beverages	\$1500	<input type="checkbox"/> Signage	\$300

Yes, I would like a complimentary display table at the networking reception!

I understand that my sponsorship benefits will be provided as written in the 2018 MPI-Wisconsin Sponsorship Prospectus. Arrangements made separate from the prospectus 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
- Check: Mail this form and payment to MPI-WI, 2820 Walton Commons, Suite 103, Madison, WI 53718

 Company Name Telephone Fax

 Address City/State/Zip

 E-mail Credit Card # & exp. date