



MPI Oregon Sponsorship & Advertising Opportunities 2016-2017

Who/What is MPI- Oregon

Meeting Professionals International - MPI

Meeting Professionals International Organization www.mpiweb.org/Home (MPI) was founded in 1972 and believes that meeting and event planners serve a critical role in the success of business. It is committed to giving its members the very best in professional development, business opportunities and a lively industry community.

MPI is the meetings and events industry's largest and most vibrant global community, helping members thrive by providing human connections to knowledge and ideas, relationships and marketplaces. MPI has 23,000 members with 71 chapters worldwide.

MPI Oregon

Meeting Professionals International Oregon Chapter was established in 1983 and is recognized as one of the leading meeting industry associations in the state. Our chapter membership is over **190** strong and represents over **\$3 million** worth of events and meetings spend.

Our membership is a diverse mix of corporate and association event planners, universities, hotel partners, convention bureaus, domestic and international tourism offices and independent business owners who all service the valuable meetings and event industry. A small sample of our key corporate and association MPI Oregon members include Nike, Intel, Allison Inn & Spa, Travel Portland, Portland Business Journal, Portland Business Alliance, Hilton Portland and numerous National and International CVB's and tourism offices.

MPI Oregon is committed to promoting the advancement of the meeting industry by exposing our members to latest industry news, information, and trends during our educational programming and networking events. MPI Oregon's monthly chapter events attract members and non-members of the meeting industry from all areas of the state. The chapter has been very successful in maintaining a 50% planner to 50% supplier ratio at our events.

Why Become A Sponsor?

Maximize your promotional opportunities and market your products and services to our valuable and highly regarded chapter members.

Annual Sponsorship Benefits

Platinum Partner - VALUE: \$3,500 cash or \$7,000 in-kind

- Member Spotlight in the MPI Oracle Online Magazine
- One (1) Year Membership to MPI Oregon
- Brand Promotion – Three (3) months Banner Ad on the MPI OREGON website
- One (1) dedicated promotional email to the MPI OREGON Membership sent by Association Manager
- 10 minute presentation at a monthly meeting
- Planner Access - One (1) Table Top Exhibit at a monthly meeting.
- Education Value - One (1) complimentary registration to an MPI OREGON monthly meeting
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner ribbon for name badge
- Annual partner recognition at Awards Gala (June)
- MPI OREGON Partner logo for your company website and other company marketing collateral

Gold Partner - VALUE: \$2,500 cash or \$5,000 in-kind

- Member Spotlight in the MPI Oracle Online Magazine
- One (1) dedicated promotional email to the MPI Oregon Membership sent by Association Manager
- Brand Promotion –Two (2) months Banner Ad on the MPI Oregon website
- 5 Minute presentation at a monthly meeting
- Company Profile - One (1) Table Top Exhibit at a monthly meeting
- Education Value - One (1) complimentary registration at an MPI Oregon monthly meeting
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner ribbon for name badge
- Annual partner recognition at Awards Gala (June)
- MPI OREGON Partner logo for your company website and other company marketing collateral

Silver Partner - VALUE: \$1,500 cash or \$3,000 in-kind

- Brand Promotion – Two (2) months logo ad on the MPI Oregon website
- Education Value - One (1) complimentary registration at an MPI Oregon Monthly Meeting
- Company Profile - One (1) Table Top Exhibit at a monthly meeting
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner ribbon for name badge
- Annual Partner Recognition at Awards Gala (June)
- MPI OREGON Partner logo for your company website and other company marketing collateral

Monthly Meeting Sponsorships

Take advantage of exclusive opportunities for consistent recognition of your company, product or service. Event or Meeting Sponsors receive priceless recognition and brand awareness from MPI OREGON top planners and buyers. With an average attendance of 60-80 participants, a Monthly Educational Program provides you an effective opportunity to showcase your property, visitor's bureau or attraction.

Monthly Educational Sponsorship - VALUE: \$2,500 cash or \$5,000 in-kind

- Member Spotlight in the MPI Oracle Online Magazine
- \$250 Credit towards Year Membership to MPI OREGON or \$250 towards (1) Registration to Cascadia Conference
- One (1) Dedicated Promotional Email to the MPI OREGON Membership sent by Association Manager
- Brand Promotion –Two (2) Months Banner Ad on the MPI OREGON website
- 5 Minute Presentation at a Monthly Meeting
- Company Profile - One (1) Table Top Exhibit at a Monthly Meeting
- Education Value - One (1) Complimentary Registration at an MPI OREGON Monthly Meeting
- One (1) Copy of Attendee List
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner Ribbon for Name Badge
- Annual Partner Recognition at Awards Gala (June)
- MPI OREGON Partner logo for your company website and other company marketing collateral

Host Facility Guidelines

- Host facility must be a member of MPI OREGON
- Meeting space to accommodate up 60-80 attendees at rounds of 8
- Host facility will provide a plated lunch menu
- Adequate area outside the meeting room for registration and networking area with five 6'-8' tables are needed
- Board Meeting space prior to the general session meeting from 9:00am-11:00am
- One (1) complimentary sleeping room for speaker
- Discounted room rate for meeting attendees who seek overnight accommodations
- Complimentary AV service for both board meeting and monthly meeting to include but not limited to an appropriate size screen and LCD projector, small data switcher with HDMI & VGA inputs at the podium (if in inventory), HSA, podium microphone and Lavalier microphone, speaker phone, and patch-to-house audio from laptop.

Exhibit Opportunities

Planner Think Tank Sponsorship

VALUE: \$1,250 cash or \$2,500 in-kind

- Marketplace table at the Planner Think Tank
- 5 minute presentation at the Think Tank Program
- Give away at the Planner Think Tank
- Noted as an MPI OREGON Partner
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner ribbon for name badge
- Annual Partner Recognition at Awards Gala (June)
- MPI OREGON Partner logo for your company website and other company marketing collateral
- Copy of the Planner Think Tank attendee list

Host Facility Guidelines

- Meeting space to accommodate up to 20-30 attendees at rounds depending on the program
- Food for all attendees appropriate to the type/theme of meeting
- One (1) complimentary sleeping room for speaker
- Discounted room rate for meeting attendees who seek overnight accommodation
- Complimentary AV service to include but not limited to a screen, LCD projector, HSIA, microphones
- Registration Area to accommodate up to five 6' tables

Planner Think Tank Marketplace Showcase

MPI OREGON Members: \$350/ Non-Members: \$450

- 6' Table Top Display at the Planner Think Tank
- Access to 40 plus planners
- Copy of Attendee List

Advertising

Dedicated Promotional Emails with Website Banner Ads

MPI-Oregon Member: \$500 / Non-Member: \$1,000

- (1) Month Banner Ad placed on scrolling screen at top of MPI OREGON website (size must be 300 wide x 600 tall)
- One (1) Dedicated Promotional Email to the MPI OREGON Membership sent by Association Manager (MPI OREGON will determine the month/date email will be sent)
- Maximize exposure by promoting your company or service on the homepage of MPI OREGON.
- Banner Ads are located prominently on the top of the website with a flash feature.
- Average Hits per month 500

Website Logo Ad

MPI-Oregon Member: \$250 / Non-Member: \$500

- (1) Month Logo placed alongside panel of MPI OREGON website
- Average hits per month 500

Educational Postcard - ONLY 4 Available!

Value: \$250 cash or \$500 In-Kind

- Printing and Postage for Quarterly Postcard sent to all MPI OREGON Members with Meeting and Event Updates
- Company Logo on prominently displayed on Postcard
- Education Value - One (1) Complimentary Registration at an MPI OREGON Monthly Meeting
- Designated as MPI OREGON Partner on website, social media and other collateral
- Partner Ribbon for Name Badge
- MPI OREGON Partner logo for your company website and other company marketing collateral