

Request for Proposal 2009/2010

MPI UK Chapter Partnership Opportunities

Background

Meeting Professionals International (www.mpiweb.org) is the association for the global meetings industry and is committed to delivering success for its more than 24,000 members worldwide (over 2400 in Europe) by providing innovative professional development, generating industry awareness and creating business development opportunities. Seventy-one Fortune 100 companies are represented in MPI membership and MPI is the only meetings industry association to maintain a 50/50 ratio between planner and suppliers.

The UK chapter is the largest chapter in Europe.

Support and Sponsorship Requirements

- It is the goal of the Board of MPI the UK to develop long term partnerships to develop ROI for key sponsors.
- MPI UK have a separate RFP for venue hosting (please contact Samme for further details)
- As a not for profit association, we channel funds into the development of our educational programme, events, marketing and member care.

Why should you sponsor MPI UK meetings, educational and networking events?

These meetings offer you the chance to promote your business to industry professionals from the event and meetings industry across Europe of which 50% are meeting planners. This is a great opportunity to familiarise potential clients with your products and services and to gain exposure within the MPI community. MPI UK is offering you bespoke sponsorship and advertising opportunities that will enable your company to showcase your products and services, in addition to showing support for MPI.

You will be allocated an "Account Manager" from the Partnerships Team to ensure that ROI is measured and that you really get the best from your investment in MPI UK.

Packages – 2008/9

- **Website opportunities**
 - Banner Adverts (Home Page)
 - Costs from £350 per year
 - High impact on the home page; be the first to be seen.

- Flexibility on copy (*subject to terms and conditions)
 - Button Adverts (Home Page)
 - Costs from £350 per year
 - Static advertising – your company will always be on the page when our planners click!
 - Box Adverts (Home Page)
 - Costs from £250 per year
- Static advertising – your company will always be on the page

We welcome long term partnerships and will discount rates to coincide with 2/3 year involvements.

- **Exhibition Partners**

Going to one of the major tradeshow? Wanting to profile your business without the major costs involved? Looking for somewhere to hold meetings? Please note that places are **extremely limited** in number so please get in touch today to become one of MPI UK's stand sharers.

- International Confex only
 - Costs just £500 per sharer
 - Ability to host meetings on MPI stand
 - Logos on any online event marketing
 - Mention and logo in any MPI e-correspondence relating to International Confex.
 - Signage on MPI stand
 - Mentions at stand events
- International Confex & Event UK
 - Costs just £699 for both events
 - Limited per event to ensure exclusivity
 - Logos on any online event marketing
 - Mention and logo in any MPI e-correspondence relating to International Confex.
 - Signage on MPI stand
 - Mentions at any stand events
- Event UK only
 - Costs just £250 per sharer
 - Ability to host meetings on MPI stand
 - Logos on any online event marketing
 - Signage on MPI stand
 - Mentions at stand events
- Educational Event Exhibitors – please contact Samme for further detail.

- **Newsletter**

Reaching a targeted audience within the industry, showcase your company by advertising through our thought leading e-magazine. Got some groundbreaking news? Share your knowledge and promote your organisation with our advertorial option.

- Advert only
 - Prices from £150 for advertising*
- Advertorial
 - ¼ page advert plus advertorial (word limit to be confirmed) from £500.00

*subject to size

- **Christmas Networking Lunch Sponsor/Summer Networking Sponsor /Autumn Networking Sponsor**

With average attendee numbers at 80-100+ for these events, your company has the opportunity to either host and/or sponsor these events.

- Sponsorship
 - Complimentary places at the events
 - Your logo will be included on invitations, menus and registration documents
 - The event will be promoted on our website, specialist press (via our media partner) and newsletter
 - We offer the chance for your company to provide marketing materials for attendees at the event
 - Opportunity to display own signage at the event
 - Inclusion in welcoming address by President
 - One off usage of attendee date *terms apply
 - Cost £2000 per event
 - Drinks Sponsor only £1000

- **Education Events Sponsor**

Leading the way in ground breaking education. MPI host several educational events throughout the year discussing a wide variety of industry/management subjects. Showcase your product or service to a niche audience and gain exposure within the MPI community.

- Sponsorship
 - Complimentary places at the educational event
 - The event will be promoted on our website, specialist press and newsletters
 - We offer the chance for your company to provide marketing materials for attendees at the event
 - Opportunity to display own signage at the event
 - Inclusion in welcoming address by President
 - Cost £500 per session

- Event Card Sponsor. With thousands of event cards being distributed throughout the year, this is the perfect branding opportunity.
 - Logo and acknowledgement on all event card printed
- Event Badge Sponsor. Is your company a supplier of badges to the event industry? **(SOLD)**
- Marketing/Research Sponsor. MPI UK distributes a leading survey bi-annually to targeted meeting professionals. Profile your company's affiliation to deliver key trends first by sponsoring this. **(SOLD)**
- Other opportunities include sustainability partnership, regional partnership and media partnership. Please contact the partnerships team for further details.

These packages are guideline only – if you feel that you would like a bespoke package or multi package quotation, please get in touch with Samme.

If you are interested becoming a leading sponsor in 2009/2010, please register your interest by contacting:

Samme Allen, VP Partnerships

Mobile: 07786867869

Email: sponsorship@mpiuk.org