



NEW ENGLAND CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

PARTNERSHIP MARKETING & MEDIA SOLUTIONS

UPDATED FALL 2010



If Your Target Audience Is Qualified Meeting And Event Professionals In New England...

YOU'VE HIT THE BULL'S EYE!



The New England Chapter of Meeting Professionals International (MPI/NE) offers your company or organization targeted, effective and cost-efficient integrated marketing opportunities and business solutions, connecting you with the most influential qualified decision makers in the meetings and events industry who purchase your valuable products and services.

Take advantage of various annual, monthly or event sponsorship programs or advertise digitally through our chapter website, quarterly newsletter or printed membership directory. Choose what options are best for you to elevate your brand front and center, improving your ROI and boosting revenue!

THE PUNCH OF PURCHASING POWER

MPI New England Chapter membership consists of an excess of 600 of the region's most experienced meeting professionals with annual purchasing power exceeding \$210 million of products and services associated with our industry and represent many Fortune 500 companies! With the majority of planner membership from the pharmaceutical, financial, communications and technology segments, more than 25% hold senior executive and C-level positions and control meeting and event budgets ranging from \$25,000 - \$15,000,000 annually.

MPI/NE Member Segment/Category	Annual Purchasing Power
Association/Not-For-Profit Meeting Professional	\$7,827,303
Corporate Meeting Professional	\$109,938,029
Government Meeting Professional	\$0
Meeting Management Professional - Planner	\$93,038,170
Grand Total	\$210,803,502

Information compiled from February 2010 records.

ANNUAL, MONTHLY AND EVENT SPONSORSHIPS

All sponsorship and partner programs offer your brand the opportunity to be recognized and elevated as a valuable partner of our chapter throughout the year. These integrated programs offer smart business solutions designed for your brand to reach a captive audience, with customized benefits that are associated with your overall program or event spend.

*Sponsorship elements and costs are subject to change.



ANNUAL FINANCIAL SPONSORSHIP OPPORTUNITIES

Three annual financially-supported sponsor levels offer valuable and continuing brand exposure to our influential membership including high-profile recognition through chapter communications, networking and educational events.

PLATINUM - \$7,000 (\$8,150 Value)

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Company profile (article) in chapter e-newsletter with circulation to our chapter membership in excess of 600 meeting professionals – valued at \$800
- Brand promotion (banner, give-aways, etc.) at the Annual Meeting – valued at \$500
- Three-minute commercial at podium at two (2) monthly meetings – valued at \$600
- Quarter page four color ad in four (4) issues of the e-newsletter – valued at \$1,600
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Two (2) sets of membership mailing labels – valued at \$350
- Five (5) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year. This can be used to bring clients or potential members – valued at \$1,500
- Participation in the Fall and Spring Educational Institute with two (2) representatives – valued at \$1,100 (excluding nem!ce)

GOLD - \$5,000 (\$6,150 Value)

- Banner ad and hyperlink to your website from www.mpine.org for six (6) months – valued at \$500
- Company profile (article) in chapter e-newsletter with circulation to 600 meeting professionals – valued at \$800
- Brand promotion (banner, give-aways, etc.) at the Annual Meeting – valued at \$500
- Three-minute commercial at podium at one (1) monthly meeting – valued at \$300
- Quarter page four color ad in two (2) issues of the e-newsletter – valued at \$900
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Two (2) sets of membership mailing labels – valued at \$350
- Three (3) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$900
- Participation in the Fall and Spring Educational Institute with two (2) representatives – valued at \$1,100 (excluding nem!ce)

SILVER - \$3,000 (\$3,725 Value)

- Banner ad and hyperlink to your website from www.mpine.org for three (3) months – valued at \$350
- Company profile (article) in chapter e-newsletter with circulation to 600 meeting professionals – valued at \$800
- Quarter page four color ad in one (1) issue of the e-newsletter with circulation in excess of 600 meeting professionals – valued at \$450
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- One (1) sets of membership mailing labels – valued at \$175
- Two (2) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$600
- Participation at your choice of the Fall or Spring Educational Institute with two (2) representatives – valued at \$550 (excluding nem!ce)

EVENT OR ANNUAL SPONSORSHIPS

Customized opportunities available

Take advantage of exclusive opportunities for consistent recognition of your company, product or service specialty. Become an MPI New England Event or Annual Sponsor and receive priceless recognition and brand awareness from the industry's top planners and potential buyers. Based on your annual sponsorship contract, MPI New England will strategize with you directly to develop the most appropriate benefits to achieve positive ROI for your company, brand or service with prominent visibility all year long as a valued annual sponsor in these specific categories:

- Audio/Visual Event or Annual Sponsorship
- Production Event or Annual Sponsorship
- Entertainment Event or Annual Sponsorship
- Promotional Items including Speaker Gifts and Give-aways
- Transportation Event or Annual Sponsorship
- Signage Event or Annual Sponsorship
- Technology/Software Event or Annual Sponsorship (i.e. Automated Response Systems (ARS))
- Session or Featured Speaker Sponsorship

SAMPLE BENEFITS:

- Banner ad and hyperlink to your website from www.mpine.org for three (3) months – valued at \$350
- Company profile (article) in chapter e-newsletter with circulation to our chapter membership in excess of 600 meeting professionals – valued at \$800
- Quarter page four color ad in one (1) issue of the e-newsletter with circulation in excess of 600 meeting professionals – valued at \$450
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- One (1) set of membership mailing labels – valued at \$175



MONTHLY EDUCATIONAL PROGRAM SPONSORSHIP (2 AVAILABLE) - \$6,000 VALUE

With an average attendance of 125-150 participants, sponsoring a Monthly Educational Program provides you with an effective opportunity to showcase your property, product or service and increase your visibility with hundreds of New England-based planners! Many companies partner with other properties, attractions or suppliers in their area to lower the cost and increase the value per partner.

The Monthly Educational Programs are presented by industry experts and include a wide variety of relevant and engaging topics. These programs also qualify for Continuing Educational Unit's (CEU) which attendees can use for certification and re-certification purposes.

We are currently seeking host venues for the following 2010-2011 Monthly Educational Programs:

- September 15, 2010
- January 19, 2011
- March 16, 2011
- October 20, 2010
- February 16, 2011 (available)
- April 2011 (available)

The Monthly Educational Program sponsor will receive the following benefits:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing as event sponsor on the website and a minimum of five (5) e-blasts (one (1) invitation, three (3) reminder e-blasts, one (1) survey/thank-you) to the membership as the event host – valued at \$1,000
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- A complete list of attendees to include company, address and phone contact information (average monthly attendance 125 – 150) – valued at \$500
- Visibility throughout our website to consist of logo, picture and hyperlink to your website – valued at \$750
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- Five (5) complimentary passes to specific hosted monthly educational program – valued at \$250
- Two (2) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$600

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting space to accommodate up to 165 attendees in rounds or theater style, depending on the program and separate space for a reception immediately following the program (depending on the format of the program)
- Food for all attendees appropriate to the type/time of meeting
- Hosted bar or cash bar
- Discounted room rate for meeting attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees

ANNUAL SPECIAL EVENT SPONSORSHIPS

MPI New England prides itself on creating unique and valuable business environments by developing a variety of educational and fundraising events. It is our goal to foster and support a "Buy New England" approach while building and maintaining professional relationships between planners and suppliers.

MPI NEW ENGLAND DECEMBER HOLIDAY PROGRAM (SALE PENDING) - \$7,425 Value

Our most highly anticipated and popular networking chapter event, the MPI New England December Holiday Program closes the year with a combination of festive celebration, year-end reflection, valuable re-connections and achievement recognition in anticipation of an even more successful coming year.

We are currently seeking a venue sponsor: December 13, 2010

Venue host for this event will receive the following:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of 7 e-blasts (invitation, 5 reminder e-blasts, 1 survey/thank-you) to the membership as the host – valued at \$1,400
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- Visibility throughout our website to consist of logo, picture and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information up to 200 members – valued at \$800
- One (1) set of membership mailing labels – valued at \$175
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or satisfied planner testimonial at time of event – valued at \$300
- Ten (10) complimentary passes to hosted event – valued at \$500
- Three (3) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$900

In return for the valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Event space for up to 200 people reception style
- Food for all event attendees
- Hosted bar or cash bar
- Discounted room rate for attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees



ANNUAL MEETING: STATE OF THE INDUSTRY EVENT (1 AVAILABLE) - \$7,575 Value

Each year, MPI New England brings together meeting and event professionals at our highest attended event to celebrate our industry's worldwide influence, recognize our members' dedication and achievements and strengthen our valuable relationships. Sponsorship of these relevant milestones earns the attention and appreciation of our industry's finest and most influential professionals.

We are currently seeking a venue sponsor for the Annual Meeting: June 15, 2011

Venue host for this event will receive the following:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of 7 e-blasts (invitation, 5 reminder e-blasts, 1 survey/thank-you) to the membership as the host – valued at \$1,400
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- Visibility throughout our website to consist of logo, picture, and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information up to 200 members – valued at \$800
- One (1) set of membership mailing labels – valued at \$175
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or satisfied planner testimonial at time of event – valued at \$300
- Ten (10) complimentary passes to hosted event – valued at \$650
- Three (3) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$900

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting/event space for up to 200 people
- Food for all attendees, format to be decided at a later date
- Hosted bar or cash bar
- Discounted room rate for meeting attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees



EDUCATIONAL INSTITUTE SPONSORSHIPS (1 AVAILABLE) - \$7,650 Minimum Value

In addition to our events listed above, MPI New England continues its focus on providing best-in-class educational opportunities for member and non-member industry professionals. In 2010 & 2011 we are offering two unique educational opportunities through the intensive Educational Institutes. These 1- or 2-day long events provide valuable educational and networking opportunities in a condensed format for industry professionals whose work and travel schedule prohibit them from attending monthly meetings.

The Education Institute sponsor will receive the following benefits:

- Banner ad and hyperlink to your website from www.mpine.org for six (6) months – valued at \$500
- Listing as event sponsor on the website and minimum of seven (7) e-blasts (one (1) invitation, five (5) reminder e-blasts, one (1) survey/thank-you) to the membership as the host – valued at \$1,400
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- Visibility throughout our website to consist of logo, picture, and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information for 125+ members (average educational institute attendance) – valued at \$500
- E-blast sent to the chapter membership (600+ meeting professionals) on behalf of the sponsor – valued at \$500
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- Three (3) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$900
- Participation in the Fall and Spring Educational Institute with two (2) representatives – valued at \$1,100 (excluding nem!ce)

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting/event space to include:
 - General session for up to 150 attendees
 - 3-4 breakout rooms to accommodate 40 attendees each
 - Space for exhibits (may be meal space)
 - Space for food service
- Food for all attendees to include breakfast, am/pm break, lunch and reception
- Hosted bar or cash bar
- Discounted room rate for meeting attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones for all meeting rooms
- Two (2) or more complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees



ANNUAL INDUSTRY SUMMER OUTING - Scavenger Hunt Boston

This year the Special Events committee has designed a truly unique team-building experience and is inviting other meeting and event industry associations to join in on a technologically-advanced and cutting-edge Scavenger Hunt of Boston. We are anticipating 200+ meeting professionals to experience the city in a unique way by using mobile devices to participate in a venue crawl to get to know the Back Bay on foot!

As always, MPI/NE will be including a component of “giving back” by partnering with a local/national charity in need of supplies. We’ll enjoy unique venues and gather the supplies from the Venue Sponsors to be delivered to the charity of choice at the closing reception. Sponsors are guaranteed a minimum of two-thirds of the attendees to experience their venue. The creativity, once they get there, is up to you!

We are currently seeking a venue sponsor for the Opening and Closing receptions in addition to 40 clue location venue sponsors.

TITLE SPONSORSHIPS Opening and Closing Receptions - \$6,850 Value

Venue host for each event will receive the following:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of five (5) e-blasts (one (1) invitation, three (3) reminder e-blasts, one (1) survey/thank-you) to the membership as the host – valued at \$1,000
- Recognition as meeting sponsor in one (1) e-newsletter (pre- or post-event) – valued at \$450
- Visibility throughout our website to consist of logo, picture and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information to 200+ (average outing attendance) – valued at \$500
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Logo used on all promotional CSR Collection Bags for teams to carry throughout the city (logo to be provided) – valued at \$500
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- Five (5) complimentary passes to the opening and closing events – valued at \$250
- One (1) complimentary registration to MPI New England’s six (6) Monthly Educational Programs for one (1) calendar year – valued at \$300
- Participation in the Fall and Spring Educational Institute with two (2) representatives – valued at \$1,100 (excluding nem!ce)

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting/event space for up to 200 people
- Food for all attendees, format to be decided at a later date
- Hosted bar or cash bar
- Discounted room rate for meeting attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees





MPI NEW ENGLAND ANNUAL GOLF TOURNAMENT AND EDUCATIONAL OUTING

Held in memory of Chapter Leader, Kathy Keegan Cummings, with proceeds supporting the Chapter's Educational Programs, The MPI New England Annual Golf Tournament and Educational Outing is the chapter's signature fundraising event of the year and includes:

- Golf tournament
- Reception and awards presentations
- Informative and entertaining educational seminar for non-golfers

Meeting Professionals International's New England Chapter is excited to offer you a unique opportunity to become a sponsor of the premier New England event of 2010 where hospitality professionals will meet to exchange ideas, partake in a distinctive educational seminar (for non-golfers), and most importantly, build and strengthen relationships.

It is our goal to draw a full field of play. Sponsorship of this event is a great way to gain exposure to prospective planner and supplier clients from the New England region. In addition to golf, we run a non golf activity (i.e. wine tasting, spa, shopping) which typically draws an additional 15-30 attendees to the event. Beyond hosting the event itself, there are sponsorship levels to fit all needs and budgets to highlight your organization to members throughout the year.

Golf Tournament Venue Sponsor – Value – Priceless

The Golf Tournament venue sponsor will receive the following benefits:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of five (7) e-blasts (one (1) invitation, three (5) reminder e-blasts, one (1) survey/thank-you) to the membership as the host – valued at \$1,400
- Recognition as meeting sponsor in one (1) e-newsletter (pre- or post-event) – valued at \$450
- Visibility throughout our website to consist of logo, picture, and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information to 100+ members (average attendance) – valued at \$500
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- One (1) complimentary registration to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$300

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Complimentary or deeply discounted green fees and cart fees
- Event space as follows:
 - Meeting space for non golf activity
 - Registration area
 - Reception area
- Food and beverage for afternoon reception
- Hosted bar or cash bar
- 20 six foot tables with linens and 40 chairs

Golf Tournament Reception Sponsor - **Cost of Food & Beverage** – \$2,050/\$3,750 Value

Sponsor will be responsible for the cost of food and beverage for all participants during the reception. The reception sponsor will receive the following benefits:

- One (1) hole sponsorship with customized signage – valued at \$50
- Table for up to two (2) non-golfing company representatives – valued at \$50
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$500

If the reception sponsor includes an one hour open bar, you will receive the additional benefits:

- Two (2) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$600
- Participation in the Fall and Spring Educational Institutes with two (2) representatives – valued at \$1,100 (excludes membership)

In addition to a venue host there are other opportunities and benefits for sponsorship, including:

Hole-In-One Sponsorship - **\$3,500** – Value – Priceless

The hole-in-one sponsor will be responsible to provide a car and cover all costs associated with this sponsorship.

- Recognition in Quarterly Newsletter and MPI/NE Web site – valued at \$700
- Signage or banner on the vehicle or other prize that will be situated in a prominent place near registrations – valued at \$500
- Hole sponsorship with customized signage – valued at \$50
- Table for up to two (2) non-golfing company representatives – valued at \$50
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event – valued at \$500
- List of attendees emailed one week after the event – valued at \$500
- Special photo op with hole-in-one winner with photo in next issue of MPI/NE newsletter – valued at \$600

Hole Sponsorships - **\$850 each** – Value \$2,050

- One (1) hole sponsorship with customized signage – valued at \$50
- Table for up to two (2) non-golfing company representatives – valued at \$50
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$500

Skills Contest Sponsorship - **\$850 each** – Value \$1,950

There are two (2) contests available, Putting or Chipping, located in two separate areas of the golf course.

- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$500

Beverage Cart Sponsorship - **\$850 plus food and beverage cost** – Value \$1,950

Sponsor will be responsible for the cost of all beverages and snacks purchased for the cart. All charges will be billed at the event location.

- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$800

Ladies/Men Longest Drive & Closest to the Pin Sponsorships - **\$1,000** – Value \$2,050

- One (1) hole sponsorship with customized signage – valued at \$50
- Table for up to two (2) non-golfing company representatives – valued at \$50
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$800

Cart Signage Sponsorship - **\$1000** – Value – Priceless

Sponsor supplied logo will appear on each player's cart for visibility throughout the outing.

- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450
- List of attendees (to include name, company, address, phone) of Golf Tournament up to 200 participants – valued at \$800

Cigar Cart and Aromatherapy Towels Sponsorship - **\$850** – Value \$1,950

There are two (2) opportunities to cruise the course providing cigars and refreshing aromatherapy towels to all players. Sponsor must provide a minimum of 200 cigars or towels and distribute throughout the entire course at least twice.

- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450

Golfer Gift Sponsor - **Cost of Gift Item** – Value – Priceless

There is one (1) opportunity to provide a gift for each golfer customized with your company logo and the MPI New England logo on the gift. Cost of gift production and shipping is the responsibility of the sponsoring organization. Please note that the committee must approve final gift selection.

- Visibility to each golfer throughout the day and after the event
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450

Welcome Bag Item

There is one (1) opportunity to provide a gift for each attendee customized with your company logo and the MPI New England logo on the gift. Cost of item production and shipping is the responsibility of the sponsoring organization. Please note that the committee must approve final item selection.

- Visibility to each golfer throughout the day and after the event
- Two (2) box lunches for representatives – valued at \$100
- Two (2) invitations to the reception for representatives – valued at \$100
- Recognition on sponsor signage at the event and the reception – valued at \$500
- Recognition in Quarterly Newsletter – valued at \$450

MPI NEW ENGLAND VOLUNTEER EVENTS

BOARD OF DIRECTOR RETREATS - \$7,025 Value

MPI/NE conducts two (2) multi-day retreat planning sessions for its Board of Directors during its fiscal year (July 1 - June 30). The Chapter's Spring/Summer Planning Retreat Session is conducted in June, while its Winter Retreat Planning Session is held in January.

This meeting brings the key chapter leaders (19 people; including 16 board members, our chapter manager, a facilitator, and the chapter business manager from MPI International) together for a planning session and exposes your facility to those who are in the best position to pass along your facility name as a retreat destination.

We are currently seeking a venue sponsor for January 7-9, 2011 and June 3-5, 2011.

The Board Retreat Sponsor will receive:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- Complete list of attendees to include company, address and phone contact information – valued at \$100
- Two (2) e-blasts sent to the chapter membership (600+ meeting professionals) on behalf of the sponsor – valued at \$1,000
- One (1) set of membership mailing labels – valued at \$125
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- Six (6) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$1,800
- Participation in the Fall and Spring Educational Institute with two (2) representatives – valued at \$1,100 (excluding nem!ce)

In exchange for these valuable benefits, the venue hosts are expected to provide these complimentary services:

- Guest room accommodations for 19 attendees for 2 nights
- Meeting and food and beverage space for 19 people for 2 ½ days
 - Day 1 Welcome Lunch, Reception and Dinner
 - Day 2 Breakfast, Lunch, Reception and Dinner
 - Day 3 Breakfast



ALL TEAM RETREAT (ATR) SPONSORSHIP (1 AVAILABLE) - \$7,550 Value

Late February 2011 (This event historically occurs on a Saturday)

MPI New England members and new members unite for a full day of team building and motivation in a unique and inspirational setting. Energized leadership training re-ignite professional and personal growth as we strategize the year ahead.

The ATR sponsor will receive the following benefits:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of 7 e-blasts (one (1) invitation, five (5) reminder e-blasts, one (1) survey/thank-you) to the membership as the host – valued at \$1,400
- Recognition as meeting sponsor in two (2) e-newsletters (pre- and post-event) – valued at \$900
- Visibility throughout our website to consist of logo, picture, and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information to 100+ members (average attendance) – valued at \$500
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- Three (3) complimentary registrations to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$900
- Participation in the Fall and Spring Educational Institutes with two (2) representatives – valued at \$1,100 (excludes nem!ce)

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting space to include:
 - General session space to accommodate 125-140 attendees
 - Up to six (6) break out rooms for committees
 - Space for a reception at the conclusion of the day
 - A meeting room on the day prior to the ATR to accommodate a board of directors meeting from Noon – 6 p.m.
- Food for all attendees including breakfast, am/pm breaks, lunch and closing reception
- Hosted bar or cash bar
- Discounted room rate for ATM attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones for general session
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for attendees



ALL TEAM MEETING (ATM) SPONSORSHIP (1 AVAILABLE) - \$5,000 Value

August 30, 2010, November 15, 2010 and early April 2011 (date TBD)

The ATM sponsor will receive the following benefits:

- Banner ad and hyperlink to your website from www.mpine.org for twelve (12) months – valued at \$900
- Listing on the website and minimum of five (5) e-blasts (one (1) invitation, three (3) reminder e-blasts, one (1) survey/thank-you) to the membership as the host – valued at \$1,000
- Recognition as meeting sponsor in one (1) e-newsletter (pre- or post-event) – valued at \$450
- Visibility throughout our website to consist of logo, picture, and hyperlink to your website – valued at \$750
- Complete list of attendees to include company, address and phone contact information to 100+ members (average attendance) – valued at \$500
- Annual sponsor recognition at all chapter events – valued at \$500
- Logos projected at registration area of all chapter events – valued at \$300
- Three-minute sponsor commercial or testimonial at time of event – valued at \$300
- One (1) complimentary registration to MPI New England's six (6) Monthly Educational Programs for one (1) calendar year – valued at \$300

In return for these valuable benefits, the host facility is asked to provide, on a complimentary basis:

- Meeting space as follows:
 - General session for estimated 80-100 people
 - Up to four (4) break-out rooms for committee meetings for 15-20 people
 - One (1) boardroom from Noon – 5:00 p.m. on the day of for MPI New England Board of Director's Meeting
- Food for all attendees appropriate to the type/time of ATM
- Hosted bar or cash bar
- Discounted room rate for meeting attendees who seek overnight accommodations
- A/V service to include but not limited to a screen, LCD projector, microphones
- Up to two (2) complimentary sleeping rooms for the night either immediately preceding or following the event
- Complimentary or deeply discounted parking privileges for ATM attendees



2010 EVENT DATES**EVENT SUMMARY****EVENT SCOPE**

April 20 ✓	Monthly Meeting	Networking
May 20 ✓	Educational Institute	Education / Networking / Tradeshow
June 4 - June 6 ✓	Board Retreat	Board
June 28 ✓	Annual Meeting	Industry Update / Awards Presentation
Late July ✓	Industry Outing	CSR / Industry Community
August 30 ✓	ATM / Board Meeting	Chapter Membership
September 15 ✓	Monthly Meeting	Educational / Networking
October 4 ✓	Fall Outing	Golf and Non-Golf Activity
October 20	Monthly Meeting	Educational / Networking
November 8	Educational Institute	Educational / Tradeshow / Networking
November 15	ATM / Board Meeting	Chapter Membership
December 13	Holiday Event	Networking

Please note: All dates are subject to change.

2011 EVENT DATES**EVENT SUMMARY****EVENT SCOPE**

January 7-9	Board Retreat	Board
January 19	Monthly Meeting	Educational / Networking
February 16	Monthly Meeting	Educational / Networking
February	All Team Retreat	Chapter Membership
March 16	Monthly Meeting	Educational / Networking
April	Monthly Meeting	Educational / Tradeshow / Networking
May 18	Spring Forward Institute	Educational / Networking
June 15	Annual Meeting	Industry Update / Award Presentation
July/August	Industry Outing	CSR / Industry Community
September 14	Monthly Meeting	Educational / Networking
October 3	Fall Outing	Golf and Non-Golf Activity
October 20	Monthly Meeting	Educational / Networking
November 7 -8	Institute	Educational / Tradeshow / Networking
December 11	Holiday Event	Networking

Please note: Proposed dates for 2011. All dates are subject to change.

Introducing the 2010 – 2011 Monthly Meeting & Educational Program Preview*!

The Programming Committee is pleased to present an exciting and dynamic series of events to help you make the most of your MPI membership through professional development and networking opportunities. Our 2010 - 2011 program offerings will address the needs of planners and suppliers as our industry goes through a paradigm shift. Topics include leadership development, marketing and branding, social media and strategic meeting management along with a compelling address on the industry outlook for 2011. Enjoy the previews and be sure to mark your calendar — these are programs you don't want to miss!

SEPTEMBER 2010
WEDNESDAY, SEPTEMBER 15, 2010

How to Get Paid What You're Worth!
Institute of Contemporary Art – Boston, Mass.
Monthly Program Co-Chair: Donna Lubrano

OCTOBER 2010
WEDNESDAY, OCTOBER 20, 2010

Turning the Key to Food & Wine Success
Sysco Headquarters – Norton, Mass.
Monthly Program Co-Chairs: Paul Ronty & Eileen McCarthy

NOVEMBER 2010
TUESDAY, NOVEMBER 9, & WEDNESDAY,
NOVEMBER 10, 2010

3rd Annual MPI/New England Fall Educational Institute & Exhibit 2010
Showcase Live – Foxboro, Mass.
Monthly Program Co-Chairs: Paul Ronty & Bob McGlinchy
Exhibit Coordinator: Bob McGlinchy

DECEMBER 2010
MONDAY, DECEMBER 13, 2010

Holiday Networking Event
Boston Public Library – Boston, Mass.
Monthly Program Co-Chairs: Christen Turner & Danitra Abhron

JANUARY 2011
WEDNESDAY, JANUARY 19, 2011

Meetings Trends in 2011 – What do Meeting Professionals Need to Know for 2011?
Harvard Club – Boston, Mass.
Monthly Program Co-Chair: Brenda Houlihan

FEBRUARY 2011
WEDNESDAY, FEBRUARY 16, 2011

Meaningful CSR!
Location TBD
Monthly Program Co-Chairs: Robert Korin & Donna Lubrano

MARCH 2011
WEDNESDAY, MARCH 16, 2011

Presenting an evening of education with Grace Andrews, Founder and Chief Sparkplug of Ignite
Location – Royal Sonesta, Cambridge, Mass.
Monthly Program Co-Chairs: Victoria Spence & Ilene Aster

APRIL 2011
DATE TBD

MPI / NE Gives Back! – Networking Event with a portion of the proceeds to benefit the MPI Foundation
<http://www.mpiweb.org/Foundation>
Location – TBD
Monthly Program Co-Chairs: TBD

MAY 2011
DATE TBD

2nd Annual MPI New England “Spring Forward” Educational Institute & Exhibit 2011
Location - TBD
Monthly Program Co-Chairs: TBD
Exhibit Coordinator: TBD

* All Monthly Program information provided is current as of August 2010 and is subject to change.

ADVERTISING

Advertising opportunities in digital and printed formats give your company, property or service exposure to our influential membership through our website or in various printed and digital marketing and membership communications materials. With various formats that fit any special marketing needs and budgets, these materials are either consistently delivered to our members in organized and scheduled mailings or available to them at any time on our website.



- The MPI New England website (www.mpine.org) offers member connectivity, easy access to valuable knowledge and strategic placement of advertising partners, and has an average of 70,000 hits per month by members and industry professionals in the New England and surrounding regions. All advertisements appear on the navigation bar, and will cycle from one to the next every 8 seconds to ensure that visitors to the site will see your ad no matter what page they are viewing! What's more, advertising rates include an optional link to your web site.
- *Meetings*, MPI New England's electronic newsletter, keeps our members and prospective members apprised of chapter news, upcoming events and member achievements. Because it is published four times a year, you have the opportunity to feature seasonal and timely offers about your company, property or services to more than 600 planner and supplier members as well as non-members that download it from the MPI/NE website.
- *The Membership and Resource Directory* is used consistently by members to locate fellow MPI/NE planners and suppliers. Advertising in this printed directory is a great way to generate business by having your company's advertisement seen by more than 600 of New England's most active meeting planners, business media editors and meeting industry suppliers.

WEBSITE ADVERTISING

Our chapter website, mpine.org, has had an average of 70,000 hits per month. Take advantage of this great exposure by placing an advertisement on our site. All advertisements will appear on the navigation bar, and will cycle from one to the next every 8 seconds. This ensures that visitors to the site will see your ad no matter what page they are viewing! Advertising rates also include an optional link to your website.

	6 Months	12 Months
Members	\$500	\$900
Non-members	\$750	\$1,350

All rates are net, non-commissionable.

Banner advertising images must be 140 pixels wide by 70 pixels tall and in JPEG or GIF format. Files size should be kept as small as possible. Send to the chaptermgr@mpine.org as a JPG, TIFF or EPS with the completed order form. Contact the Chapter Manager at 617.314.6843.

NEWSLETTER ADVERTISING

Meetings, MPI New England's quarterly newsletter, keeps our members and prospective members apprised of chapter news and upcoming events. Because it is published four times a year between September and July, you have the opportunity to feature seasonal and timely offers about your property or services to over 600 planner and supplier members.

Ad Sizes/Rates (4 color)	MPI member	Non-Member	Ad Sizes
Full Page Center Fold	\$900	\$1,000	Full Page 7" x 10"
Full Page Center Fold (four consecutive)	\$800	\$900	
Inside Cover	\$1,050	\$1,150	Outside Back Cover 7 1/2" x 7 5/16" (horizontal)
Inside Cover (four consecutive)	\$950	\$1,050	
Inside Back Cover	\$1,000	\$1,200	Half Page 7" x 5" (horizontal); 3 5/16" x 10" (vertical)
Inside Back Cover (four consecutive)	\$900	\$1,000	
Back Cover	\$850	\$950	Quarter Page 3 5/16" x 5"
Back Cover (four consecutive)	\$800	\$900	
Full Page	\$800	\$900	Eighth Page 3 5/16" x 2 1/2" (horizontal); 2 2/16" x 5" (vertical)
Full Page (four consecutive)	\$725	\$825	
Half Page	\$600	\$700	
Half Page (four consecutive)	\$525	\$625	
Quarter Page	\$450	\$550	
Quarter Page (four consecutive)	\$400	\$500	

Publication Advertising Deadlines:

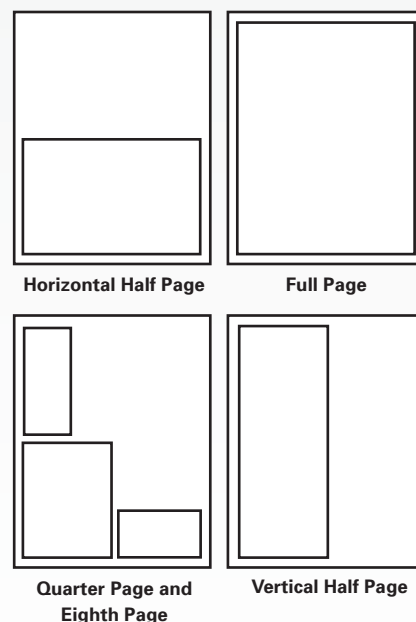
July 12, 2010 for Fall Issue	December 27, 2010 for Spring Issue
November 1, 2010 for Winter Issue	March 23, 2011 for Summer Issue

Printing Specifications

- File formats include PDF for print (300 dpi) or PC compatible as a TIFF or EPS file, 300 dpi. Please send hard copy as well.
- No bleeds.
- Line screen can be 100-133.
- One color ads are black ink.

All rates are net, non-commissionable.

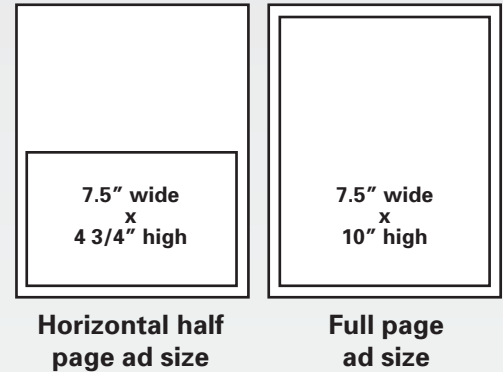
A prepayment discount of 15% is available to advertisers who order ads for all four consecutive issues and who pay for all four ads in advance. Send to the chaptermgr@mpine.org as a JPG, TIFF or EPS with the completed order form. Contact the Chapter Manager at 617-314-6843.



MEMBERSHIP & RESOURCE DIRECTORY

The Membership and Resource Directory is published each fall. Your ad will be seen throughout the year by over 600 of New England's most active meeting planners, business media editors and meeting industry suppliers. Recipients also use this guide to locate fellow MPI/NE planners and suppliers.

Ad Sizes/Rates	MPI member	Non-Member
Back Cover (4-color)	\$2,100	\$2,375
Inside Covers (4-color)	\$1,350	\$1,625
Full Page (4-color)	\$1,150	\$1,300
Half Page (4-color)	\$975	\$1,175
Full Page (B&W)	\$800	\$975
Half Page (B&W)	\$625	\$750



All rates are net, non-commissionable.

All ads must be electronic files. Electronic files excepted include: **PDF with fonts embedded, (all images must be cmyk or black. Please be sure to convert all pms and spot colors)**, InDesign files with graphics and fonts included, Illustrator/Freehand EPS files with all fonts outlined and Photoshop TIFF or JPG resolutions must be at least 300 dpi. Please included a hard copy or proof. Line screen: 175. Send to the chaptermgr@mpine.org as a JPG, TIFF or EPS with the completed order form. Contact the Chapter Manager at 617-314-6843.

ADVERTISING ORDER FORM

MPI New England Chapter, Inc. reserves the right to reject any advertising that it deems to be detrimental to its interests or inconsistent with publication standards.

Name _____
Title _____
Company _____
Address _____
City, State, Zip _____
Phone _____ Fax _____
Email _____ ☐ MPI member ☐ Non-member
Authorizing Signature _____ (member # _____)
Website banner ad _____ ☐ 6 months ☐ 12 months
Publication _____ Ad size: _____ ☐ Color ☐ BW
Publication _____ Ad size: _____ ☐ Color ☐ BW

By Check:

Please make check payable to MPI New England and mail to the below address with a copy of this completed order form. Email a copy of the check, completed order form and artwork to chaptermgr@mpine.org.

MPI New England
c/o MPI
Attention: Tricia Sutherland
3030 LBJ Freeway, Suite 1700 | Dallas, TX 76234-2759

Total Amount: _____

By Credit Card: ☐ Visa ☐ Mastercard ☐ AmEx

Authorized amount: \$ _____

Card number: _____

Name on card: _____

Exp. date: ____/____ Signature: _____



EXPAND YOUR BRAND NOW!

For more information about powerful ways to expand your brand presence to align yourself with the most significant industry audience you can reach, contact an MPI/NE representative now. We can create a customized integrated marketing and business solutions program for you to prove your ROI and drive revenue today!

Vanessa Thompson, Chapter Administrator
617-314-6843 phone
617-532-1074 fax
mpine@mpine.org

