



## 2016/2017 Strategic Partnership and Advertising Opportunities!

### New benefits available NOW!

Would you like to get your company name and message in front of thousands of meeting professionals in the Tri-State area? The New Jersey Chapter of Meeting Professionals International has created new and unique sponsor opportunities that will be the perfect complement to your marketing strategies.

MPI-NJ has various opportunities to provide exposure for your company through our publications/newsletters, social media, website, and email blasts. Plus, we can showcase your venue, service or company directly to Meeting and Events Industry Professionals at our Educational Meetings and After 5 Meet Ups.

We are delighted to work with you to customize a sponsorship/advertising program that works within your budget.

**Chapter Description:** The MPI-NJ Chapter encompasses membership from the entire state of New Jersey with over 58% in planner members. We keep the membership engaged throughout the year with relevant educational programs and valuable networking events that yield face to face business development.

#### **MPI Members...Who are they?**

Meeting Professionals International members are dedicated professionals specializing in planning, managing and supplying services to the meetings industry. MPI members are recognized as the most professional, ethical and experienced in their field. They are committed to enhancing their professional growth and advancing the industry.

#### **Partnering with MPI New Jersey**

MPI-NJ offers a variety of ways to promote your organization or to show support for the chapter. By participating in a partnership with MPI-NJ, you can gain exposure to a target audience of industry professionals and strengthen your presence in the marketplace.

#### **Terms and Conditions**

The levels of sponsorship are cumulative for one year.



## **STRATEGIC PARTNER OPPORTUNITIES**

The sponsorship levels listed below are the best value and perfect for companies seeking multiple opportunities to be in front of thousands of meeting professionals in the tri-state area. Benefits are for one year and begin as soon as a signed agreement is received by MPI-NJ.

### **DIAMOND LEVEL: \$15,000.00 (value \$16,800)**

- Sponsorship of all Education Programs in 2017 including two free passes, tabletop display and inclusion in our email marketing efforts with your logo to maximize marketing exposure.
- Horizontal banner ad on the home page for one year.
- Four advertorials on the MPI-NJ chapter blog page – OnSite Online (<http://www.mpinewjersey.org/onsite-online>)

### **PLATINUM LEVEL: \$12,000.00 (value \$13,400)**

- Sponsorship of all Education Programs in 2017 including two free passes, tabletop display and inclusion in our email marketing efforts with your logo to maximize marketing exposure.
- Horizontal banner ad on the home page for six months.
- Three advertorials on the MPI-NJ chapter blog page – OnSite Online (<http://www.mpinewjersey.org/onsite-online>)

### **GOLD LEVEL: \$8,000.00 (value \$9,200)**

- Sponsorship of three Education Program in 2017 including two free passes, tabletop display and inclusion in our email marketing efforts with your logo to maximize marketing exposure.
- Horizontal banner ad on one inside page for one year.
- One advertorial on the MPI-NJ chapter blog page – OnSite Online (<http://www.mpinewjersey.org/onsite-online>)

### **SILVER LEVEL: \$5,000.00 (value \$6,200)**

- Sponsorship of one Education Program in 2017 including two free passes, tabletop display and inclusion in our email marketing efforts with your logo to maximize marketing exposure.
- Horizontal banner ad on an inside page for one year.
- One advertorial on the MPI-NJ chapter blog page – OnSite Online (<http://www.mpinewjersey.org/onsite-online>)

## **MPI-NJ WEEKLY NEWSLETTER**

Program Participation Fee: \$150.00 per issue

Every week, the MPI-NJ Chapter sends updated and current information to our database of over 1,700 meeting professionals. This one page email includes upcoming chapter and industry events, important news from MPI, job opportunities and member updates. We can embed your logo, link or one minute video in the newsletter of your choice. Only one sponsorship will be sold per issue.



## **TABLETOP DISPLAYS AT EDUCATIONAL PROGRAMS OR NETWORKING EVENTS**

Program Participation Fee: \$300.00 per program

Looking for a way to display new products or services or introduce your company to our chapter members? MPI-NJ is delighted to offer this highly affordable opportunity for your company to get face time with peer members and guests.

Set up an engaging tabletop display to promote your company and/or provide fun and useful promotional items for the attendees at your display or at the meeting room dining tables.

Select from the following programs and events:

- Monthly Educational Programs
- MPI-NJ Meet Ups

## **EDUCATION PROGRAM SPONSORSHIP**

Program Participation Fee: \$1,500.00

Sponsoring one of six education programs provides you with an effective opportunity to showcase your property, products/services and increase your visibility with our NJ Chapter membership. Our education programs are presented by industry experts and include various topics that are industry related and timely to our members. As an educational sponsor, you will receive:

- Two free passes to attend
- Podium time – 3 minutes to talk about your product or property
- Exhibitor table before and after the program
- Logo and link on all emails promoting the program and on the event website page

## **MPI-NJ CHAPTER WEBSITE ADVERTISING OPPORTUNITIES**

The Chapter website serves as the center of information for the chapter.

Horizontal Banner Ad on home page: 728 pixels wide x 90 pixels tall (only two available)

\$600.00 per month

Frequency discount - \$7,000.00 for 12 months

Horizontal Banner Ad on an inside page: 728 pixels wide x 90 pixels tall (only six available)

\$400.00 per month

Frequency discount - \$4,500.00 for 12 months

Box Ad on the home page: 250 pixels wide x 250 pixels tall (only four available) –

\$200.00 per month

Frequency discount - \$2,000.00 for 12 months

Advertorial on our blog page called OnSite OnLine

\$200.00 per advertorial