



# CONNECTICUT RIVER VALLEY 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

## MPI CRV 2010-2011 PARTNERSHIP PROGRAM

### ABOUT MPI

Meeting Professionals International (MPI) is a global community with over 24,000 members worldwide. MPI is the largest association for the \$102.3 billion meeting and event industry and is committed to providing innovative professional development, generating industry awareness, creating business development opportunities, and positioning meetings and events as a key strategic component of an organization's success. Founded in 1972, the Dallas-based organization delivers success through its 71 chapters and clubs in 20 countries around the world.

MPI research shows that...

- MPI members collectively account for a total of \$10 billion spend on meetings per year
- Each MPI planner member has an average budget of \$1.5 million
- MPI planner members are responsible for more than 670,800 meetings per year
- 94% of MPI Members would prefer to do business with other MPI members

### ABOUT MPI CONNECTICUT RIVER VALLEY CHAPTER (MPI CRV)

The MPI Connecticut River Valley Chapter (MPI CRV) is a regional professional organization that is comprised of over 106 members – **51% of whom represent the planner community** (including association, corporate, government and independent planners). Companies represented in this 51% include Cigna; MassMutual; Aetna; Anthem Blue Cross/Blue Shield; ING; Subway World Headquarters; Pfizer, PriceWaterhouseCoopers and The Hartford.

The MPI Connecticut River Valley Chapter is pleased to offer the following Partnership Program for the July 2010 – June 2011 chapter year. The MPI CRV Partnership Program provides an outstanding platform to showcase your product, services and increase visibility of your organization to decision makers. For additional information on the value of partnering with MPI CRV, view the attached testimonial by Elizabeth George from the New Orleans Convention and Visitors Bureau.

## MPI CRV PARTNERSHIP OPPORTUNITIES

**ANNUAL PARTNERSHIP** help you build long term strong business relationships

### **\$3,500 Level**

- Six (6) complimentary **tickets** to MPI CRV education or networking event
- One (1) annual **banner ad** on the MPI CRV website (appears on all pages)
- **Electronic mailing list** of MPI CRV membership
- Twelve (12) **e-Communication Ads**
- Three (3) minutes of **podium time** at (1) education and (1) networking event (limit 1 partner per event)
- **Full page Ad** in annual awards dinner program book in June
- **Recognition** as annual partner at both education and networking events
- **Recognition** in PowerPoint (or equivalent) at both education and networking events
- **Recognition** in electronic email thank you to membership

## **EDUCATION EVENT PARTNERSHIP**

### ***\$500 Level***

- One (1) complimentary **ticket** to an MPI CRV education event of your choice
- One (1) **banner ad** on the MPI CRV website for the month of the meeting being sponsored
- **Electronic mailing list** of MPI CRV membership
- Two (2) minutes of **podium time**
- A **logo link** on registration page of the MPI CRV web site
- **Recognition** in PowerPoint (or equivalent) at event
- Opportunity to financially **support a member** with (1) complimentary ticket to the education event
- **Recognition** in the monthly e-Communication
- **Recognition** on MPI CRV website
- **Recognition** in electronic email thank you to membership
- Listing in annual awards dinner **program book**

## **NETWORKING EVENT PARTNERSHIP**

### ***\$500 Level***

- Two (2) complimentary **tickets** to an MPI CRV networking event of your choice
- One (1) **banner ad** on the MPI CRV website for the month of the meeting being sponsored
- **Electronic mailing list** of MPI CRV membership
- Opportunity to distribute company **promotional materials** to attendees
- Two (2) minutes of **podium time**
- **Recognition** in electronic email thank you to membership
- A **logo link** on registration page of the MPI CRV web site
- **Recognition** in PowerPoint (or equivalent) at event
- Listing in annual awards dinner **program book**

**Please note MPI CRV would be delighted to customize a partnership package that meets your organization needs.**

## **ADVERTISE with MPI CRV to reach potential clients**

### **MPI CRV Website Banner Ad - \$175 per month or \$1800 per year**

- Over 7,000 unique visitors per month
- Banner ad to appear on every page of the MPI CRV website, including home page, with direct link to company website

Ad Specification:

Size: 150 pixels (width) x 180 (height) in JPEG format.

Due date: 1 month prior to publish date

### **e-Communication Ad - \$100**

*electronic communication featuring event news, industry updates, etc. is sent to membership on a monthly basis.*

- Banner Ad with direct link to company website

Ad Specification:

Size: 600 pixels (width) x 100 (height) in JPEG format.

Due date: 1 month prior to publish date

## **Annual Awards Dinner Program Book Ad**

Full Page Ad- Color - Inside Front, Inside Back, Back Cover: \$250

Full Page Ad – Black & White - \$150

Half Page Ad – Black & White - \$100

### **Ad Specification:**

Size: Full Page – 5” (wide) x 8” (height)

Size: Half Page – 5” (wide) x 4” (height)

Format: JPEG & Hi-Res PDF

Due Date: Friday, May 6, 2011

### **IN-KIND DONATION\***

MPI CRV will be raising money throughout the year for MPI CRV Scholarships and Education by holding silent auctions at chapter events. Your participation will provide an excellent opportunity to showcase your company. We would be pleased to accept any type of donation – for example, weekend getaways, trips, brunches, dinners, corporate gifts, theater or sports tickets, spa certificates, gift baskets, handcrafted items, crystal, personal services – or any other item you would like to donate. In appreciation for your donation you will receive:

- **Recognition** on MPI CRV website
- **Recognition** in PowerPoint (or equivalent) at event in which your donation is auctioned off
- Listing in annual awards dinner **program book**

\*Note: Expiration date for donated items should be one (1) year from date of event.

## CHAPTER SPONSORSHIP ROI

By Elizabeth George, CMM, Manager of Northeast Sales, New Orleans Metropolitan Convention & Visitors Bureau



As we all know, the global and economic results of 9/11 forced us to do business differently. During the economic downturn that occurred in 2001-2004 many companies downsized their meetings and events departments, requiring meeting planners to do more with fewer resources. One of the results of this was that we experienced an emergence of specialized third party companies to support increased client outsourcing. In the subsequent years as our economy has rebounded the majority of corporate meeting departments continue to function as they previously had.

After a five year lapse when I returned to the supplier side of our industry to open the new Northeast Office of the New Orleans CVB, I was in for a rude awakening. Planners with whom I had developed strong relationships did not immediately respond to my phone calls or (gasp!) return my emails when I attempted to reach them. Additionally, I was confronted with the challenge of developing relationships with a new client base of independent planners and event companies with whom I had not previously worked. I strategize about how I could work smarter not harder to reach clients in my region, which is Philadelphia up through New England. How could I have face to face time with clients who, due to increased work and travel, did not have time to schedule individual vendor appointments? The answer was very clear. I needed to maximize my MPI membership opportunities to its fullest. Sponsoring the October Platinum program for the MPI Connecticut River Valley chapter would provide me with the opportunity to promote New Orleans, meet with key industry decision makers and support MPI's purpose to deliver quality education to its members.

Utilizing the chapter membership roster that was provided to me as a CRV education sponsor, I targeted a specific market I wanted to penetrate by sending personalized invitations and e-vites to planners promoting the program topic on risk assessment and describing the ROI they would experience by attending this program. The result was an overwhelming success. Over one third of the MPI CRV members attended the program. I was able to have quality time to promote New Orleans to the group and also personally meet with key individuals to discuss their meeting needs. My on-going strategy to develop the financial, insurance and pharmaceutical markets with the objective of increasing smaller meetings in New Orleans will definitely be supported by leveraging my MPI membership through continued sponsorship of chapter education programs. I encourage other supplier members to consider this strategy. As Malcolm Gladwell describes in his book *The Tipping Point*, our world is comprised of connectors, mavens and salesmen. As an MPI chapter education sponsor you will be presented with the opportunity to work smarter by reaching a broader business audience and will have ability to collaborate and co-create with industry colleagues who can assist you both professionally and personally.

**MPI CRV PARTNERSHIP INTEREST FORM**

*We greatly appreciate your support of the MPI Connecticut River Valley Chapter*

**YES! We are interested the following partnerships:**

- ANNUAL PARTNERSHIP - \$3,500
- CUSTOM PARTNERSHIP - \$3,400 to \$600
- SCHOLARSHIP SUPPORT PARTNERSHIP – Minimum \$40
- EVENT PARTNERSHIP - \$500

<u>Date</u>	<u>Time</u>	<u>Program</u>	<u>Attendance</u>	<u>Location</u>
08/10/10	Evening	Networking	40	The Greater Hartford Area
09//14/10	Evening	Education	40	The Greater Hartford Area
10/2010	Evening	Networking	40	The Greater Hartford Area
10/12/10	Breakfast	Education	40	The Greater Hartford Area
11/09/10	Breakfast	Education	40	The Greater Hartford Area
12/07/10	Lunch	Networking*	75	The Greater Hartford Area
02/08/11	Breakfast	Education	40	The Greater Hartford Area
03/08/11	Evening	Education	40	The Greater Hartford Area
04/12/10	Evening	Networking	40	The Greater Hartford Area
05/10/11	Breakfast	Education	40	The Greater Hartford Area
06/14/11	Evening	Annual Awards	60	The Greater Hartford Area

\*Holiday Luncheon

- PRODUCT / GIFT DONATION (Please attach a description)
- WEBSITE BANNER AD - \$175 per month or \$1800 per year; Preferred Month(s): \_\_\_\_\_
- E-COMMUNICATION AD - \$100;  
 Newsletter – Preferred Quarter(s): \_\_\_\_\_  
 ENEWS AD - Preferred Month(s): \_\_\_\_\_
- OTHER PARTNERSHIP OPPORTUNITIES (Please attach a description)
- No, we would not like to pursue any partnership options at this time.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**PLEASE RETURN VIA FAX TO:**

Ashley M. Lodovice, CMP | MPI CRV Chapter Administrator | Fax: 860.499.5006

If you have any questions please contact us at 860.531.9021 or mpicrv@gmail.com

Thank you again for your support! www.crvmpi.org