



PITTSBURGH
CHAPTER

**PARTNERSHIP
OPPORTUNITIES**

MPI.ORG/CHAPTERS/PITTSBURGH

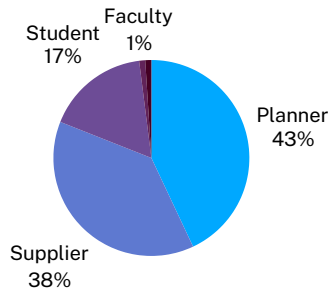


MPI MEMBERSHIP 2024

Membership Overview

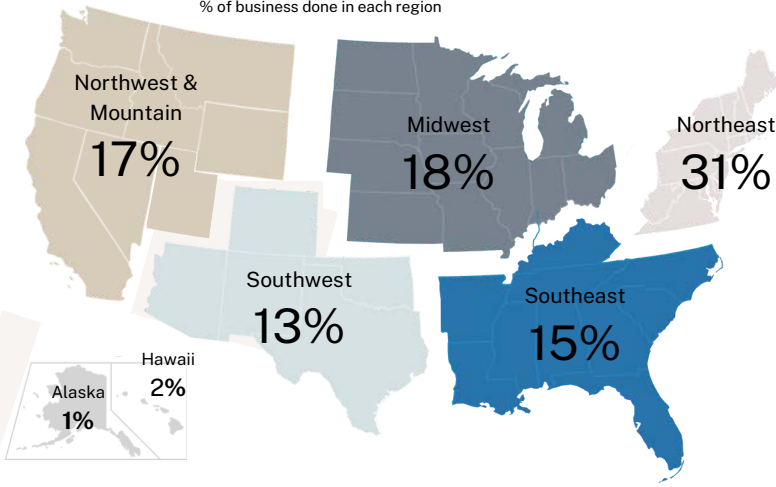
113

Total Members
(as of Jan. 2024)



Business by Region

% of business done in each region



Since its inception in 1982, MPI Pittsburgh has been devoted to cater to the ever-evolving demands of meeting professionals by offering top-notch education, fostering meaningful connections, and nurturing leadership development.

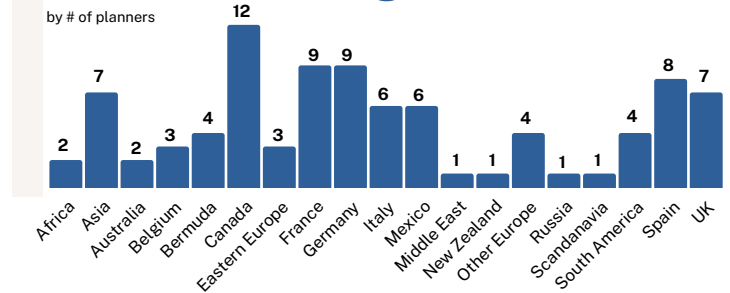
And there's just one vital element to complete this mission—**YOU**.



The Chapter is organized and operated exclusively within the meaning of Section 501 (c) (3) of the US Internal Revenue Code of 1986 as amended.

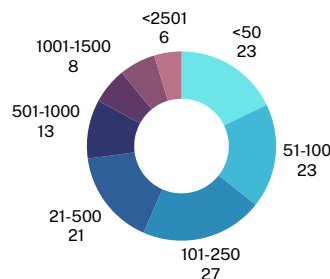
Members Planing Outside US

by # of planners



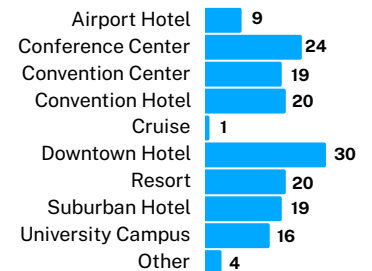
Meeting Size

by # of planners



Facilities Used

by # of planners



OPPORTUNITIES AT A GLANCE

Expand Your Brand with MPI!

Custom Annual Partnerships

- Build brand repetition with a critical decision-making demographic
- Website, email, newsletter, Meta & Instagram options available

À la carte Event and Education Partnerships

- 12+ event opportunities to partner
- All education events are accredited through the Events Industry Council for Continuing Education Credits (CEUs)

Special Partnerships

Student Member Sponsorships, 6-week Certified Meeting Planner (CMP) Study Group, Quarterly Brown Bag Lunches, Annual Holiday Awards Gala, Global Meetings Industry Day, May Celebration and more!





ANNUAL PARTNERSHIP

ALL PACKAGES CAN BE CUSTOMIZED TO FIT THE NEEDS OF YOUR COMPANY OR ORGANIZATION.

CARNEGIE \$6,000	LIBERTY \$3,000	KEYSTONE \$2,000	STEEL CITY \$1,000
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WEBSITE
 Side Kick Ad or Banner Ad
 Logo recognition with hyperlink on sponsor page
 Logo recognition with hyperlink on the home page

✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓
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SOCIAL MEDIA
 Social Media Post - Meta, LinkedIn, and/or Instagram
 24-Hour Social Takeover (Meta, Instagram, LinkedIn - unlimited content submitted in advance)

✓ ✓	✓ ✓	✓	✓
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NEWSLETTER (MONTHLY EMAIL)
 Sponsor Spotlight
 Standalone Email
 Logo with Hyperlink in Partners Page

✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓ ✓
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MONTHLY/VIRTUAL PROGRAM
 2 Minutes Podium Time
 Table Tops or "Experience" TBD
 Onsite Logo Recognition*
 Verbal Recognition (President's Remarks)*
 Complimentary Registration (1 event)
 Opening Sponsor Video*
 (*excludes GMID)

✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓
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IN-KIND CONTRIBUTIONS
 Swag Bags
 Table Top Giveaways
 Raffle/Prize Giveaway

unlimited	unlimited	unlimited	unlimited
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“Repetition makes reputation, and reputation makes customers.” Elizabeth Arden

À LA CARTE OPTIONS

DIGITAL COMMUNICATIONS/ ADVERTISEMENTS

NEWSLETTER AD \$300

Place an ad in one of the MPI Pittsburgh chapter e-newsletters distributed to current members. Only one advertiser per e-newsletter will be permitted.

> Brand Awareness - Banner ad in one of the MPI PITTSBURGH chapter e-newsletters

E-BLAST \$650

Submit a customized message, including personalized text and a single graphic exclusively for your advertisement, to the MPI Pittsburgh distribution list through a tailored e-blast.

Advertisers are required to furnish the ad copy (limited to 150 words) along with a graphic.

> Brand Awareness - Custom e-blast for GMID & May Celebration

Destination Spotlight \$250

A feature dedicated to your beautiful destination - one per monthly e-newsletter. 1 available per newsletter

OTHER DIGITAL À LA CARTE OPTIONS

- Social media post/mention \$300
- Virtual venue tour on social media \$300

ARTWORK/LOGO SUBMISSION

Please email your company artwork/logo to jlishego@gmail.com in any of the following formats: PDF, .tif, .jpeg, or .eps. PDF files should be written for "Press Quality". Graphics should be 300 dpi or better.

WEB BANNER - 728 x 90 px

WEB SIDE AD - 300 X 250 px

NEWSLETTER - 1080 x 1080px (1 MP) or higher



ONLINE EDUCATION

CMP INFORMATION SESSIONS \$250

Members attend complimentary info sessions to prepare for their journey to CMP Certification. A perfect audience of engaged planners.

60 MINUTE WEBINAR \$750

Host or support an interactive webinar and be listed as an MPI Pittsburgh side event. Subject to approval.

This opportunity includes pre-event promotion.

- > Access - 1 Full registration to one programming event
- > Education/Content - Invite selected speaker(s) to participate
- > Brand Awareness - Logo showcased in email communications and branded virtual background

ADDITIONAL PARTNERSHIP OPPORTUNITIES

CREATIVE SPONSORSHIPS PRICELESS

Do you have an idea for a creative/custom sponsorship or promotion? We will work with you to create a sponsorship to fit your needs and budget. We welcome every idea and budget!

IN-KIND CONTRIBUTOR (VALUED AT \$500+)

In-kind contributions are encouraged and welcomed. As an In-Kind Contributor, you provide products or services that support, promote, and improve/add to MPI Pittsburgh Professional Development programs and Chapter events.

- > Access - 1 Full complimentary to the event(s) for which you are contributing to
- > Brand Awareness - Company logo posted to Sponsor section of Website



WHAT WE OFFER

With **\$25 million** in annual event buying power and a robust community of 100+ members, the MPI Pittsburgh Chapter presents an exceptional opportunity to elevate your company's presence.

Position your brand front and center by partnering with the most prominent meetings & events organization in Greater Pittsburgh.



600+ followers



600+ followers



800+ followers



1,000+ subscribers

CONTACT INFO

LINKEDIN - MPI-PITTSBURGH-CHAPTER
INSTAGRAM - MPIPITTSBURGH
FACEBOOK - MPIPITTSBURGH
WEBSITE - MPI.ORG/CHAPTERS/PITTSBURGH

INTERESTED IN PARTNERSHIP?

JENNIFER LISHEGO
VP OF FINANCE & STRATEGIC PARTNERSHIPS
917.405.5164 | JLISHEGO@GMAIL.COM





SIGNATURE OPPORTUNITIES

GLOBAL MEETINGS INDUSTRY DAY \$2,000

Global Meetings Industry Day (GMID) entertains tourism professionals from across the Greater Pittsburgh Region to celebrate and educate industry leaders. Each year, GMID brings together leaders, showcasing the impact that business meetings, conferences, conventions, incentive travel, trade shows, and exhibitions have on local industry.

- Logo on the registration website Event Presented by "Your Company Name."
- 2 Complimentary registration to GMID
- Optional: Table at the event, digital recognition, 5-min podium time
- (2) Social Media mentions on MPI Pittsburgh media outlets

GMID Education Session \$1,000 {1 sponsor available for the event}

- Engage with attendees by sponsoring one of the educational sessions. As a sponsor, you'll be able to welcome attendees as they enter the session and kick off with a 5-minute promotional presentation.

Exhibit Table \$500

- 8' table with two chairs that you can outfit to present your message to the attendees. There are many opportunities to engage during networking breakouts. The sponsor must provide collateral.

Seat Drop \$250 {3 Available}

- One piece of sponsor-produced collateral was placed on each chair before guest arrival. The sponsor must provide collateral.

MAY CELEBRATION \$2,000

This signature fundraising event is a perfect opportunity for you to increase your visibility and to showcase your company or property to meeting planners and suppliers throughout the Chapter.

- Logo on the registration website Event Presented by "Your Company Name."
- 2 Complimentary registration
- Optional: Table at the event, digital recognition, 5-min podium time
- (2) Social Media mentions on MPI Pittsburgh media outlets

Bar Sponsor \$1,500

- Sponsorship is available for May Celebration
- Brand Awareness – Live Acknowledgement during the event and "Sponsored by" signage.
- Logo on the registration website Event Presented by "Your Company Name."
- 1 Complimentary registration

Optional: Table at the event, digital recognition, 5-minute podium time.

All proceeds go to enhancing member education, scholarships, and events.





*Thank
you*

*The longevity of our chapter
would not be possible without
generous partners like
yours. We look forward to
working together and lifting
up the meeting and events
industry in Pittsburgh.
When we meet, we change the world.*

