



REQUEST FOR PROPOSAL: MPI Potomac's Accreditation Day 2025

Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community helps our members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is composed of more than 14,000 members belonging to 71 chapters and clubs worldwide.

Meeting Professionals International Potomac Chapter (MPI Potomac) is one of the organization's largest chapters with nearly 600 members. Established in 1978, MPI Potomac continues to build a diverse, international meeting industry community in the Northern Virginia, Maryland, and Washington, DC areas. By connecting more members to more opportunities for professional development and successful business partnerships, MPI Potomac delivers ever greater value to its members year over year. Approximately 60% represent association, non-profit, and corporate meeting planner professionals.

*MPI Potomac Sponsorship opportunities are quite attractive as our membership percentages are **60% Planners and 40% Suppliers**, with nearly \$3.5 million of business-to-business transactions between our MPI Potomac planner community and the MPI Potomac suppliers and sponsors.*

Purpose of Event / Anticipated Outcome of Event:

The Educational Experiences (e²) are MPI Potomac's primary way to deliver current and timely education to our members. Listed on the last page are potential topics for this year's education; if any are appealing to you or your General Manager you may also request to host a specific topic.

After reviewing the requirements below, you may submit your proposal (by email or mail) to:

Meeting Professionals International Potomac Chapter
18901 Lindenhouse Road
Gaithersburg, MD 20879
Attn: Melissa Benowitz
EMAIL: info@mpipotomac.org

MPI Potomac expects that all work will be performed in a professional manner. All information provided in this RFP is proprietary and for this purpose only. Information cannot be released without written permission from MPI Potomac. Final decision will be made by the MPI Potomac Board Director for Professional Development and the Vice President of Education.

Critical Decision Elements:

- Complimentary food/beverage and meeting space
- Complimentary internet access for registration and streaming
- Complimentary Audio/Visual production for in person and streaming
- No charge for bringing in outside vendors (A/V, Décor)
- Discounted speaker(s) sleeping room rate, if applicable
- Discounted or complimentary parking
- Ability of vendor to provide high level service
- Recommendations from previous and/or existing clientele

Event Name: Accreditation Day (title may change)

Preferred Dates: November 10 or 12 or 13 or 17 or 19 or 20

Attendance: Average planner attendance at past events: 40%-45%
Number of Anticipated Attendees:
In Person- 200
Virtual- 50

Venue Type: Hotel or conference venue near a Metro Station in Washington DC, Northern Virginia and Maryland

Location of Venue: Order does not indicate preference; all equally weighted
1) Washington DC Golden Triangle
2) Washington DC Downtown
3) Washington DC Capitol Hill
4) Metro accessible in Arlington/Alexandria and Bethesda or Silver Spring

Event Specifications:

In order to create variety and also offer our supplier partners an opportunity to best showcase your venue, MPI Potomac is open to any of the following set-ups for the event. All costs are requested in-kind to include room and registration set, tables, staging, electricity, AV, and food and beverage.

We have two options on when to hold the e2- Lunch with education or Afternoon education followed by a reception.

Tentative Schedule: Choose from any of the following

Schedule A: Session with lunch

7:00 AM: Set-up
11:30 AM: Registration
12:00PM-5:30PM: Program:
General Session with Lunch
Up to 4 breakouts
5:30PM: Networking Reception (can be in foyer or separate room)
7:00 PM: Departures

AV requirements:

- Up to 2 LCD projectors, screens/monitors and cables, up to 2 laptops, 1 computer audio interface, clicker for presenter, switcher or bang box, drape (wall-to-wall preferred),
- Sound system for 100 people, podium with microphone + up to 3 wireless lavalier microphones for speakers.
- Complimentary internet access for registration
- Complimentary internet access for all attendees in meeting space
- 100MBs hardwire internet for production
- One operator for rehearsal and session.
- Streaming access for virtual attendance-preferred to use inhouse platform
- Camera operator on site for virtual feed production.

Budget:

Full in-kind sponsorship is requested

Special Concessions Requested:

- Complimentary function space
- Complimentary food and beverage (including alcoholic for reception)
- Complimentary or discounted parking if available
- Complimentary Audio/Visual for in person and streaming
- Complimentary internet access for registration and streaming
- Complimentary or discounted room requested for speaker for one night prior to AM or Lunch event or for the night of a late afternoon event.

Host Benefits:

The host venue will serve as backdrop for this event, resulting in the opportunity to showcase their venue and services to key decision-makers from the Washington Metro meeting and events industry and beyond. Specific sponsorship benefits can vary depending on host need and level of sponsorship. Possible benefits include the following:

- Prominent sponsorship recognition on all marketing materials used to promote the event.
 - Company and venue listed on all logo identification in all promotional materials, signage, and graphics.
 - Social Media focus on the venue during the promotion of the event and post event in form of graphics, photos of property and special video
 - Blast emails to industry database of over 1200
- Complimentary registration for venue staff to attend event.
- Opportunity for the property to invite up to two (2) planners to attend the event as their guest.
- Table at the event to display services, introduce venue and welcome attendees.
- Opportunity to give tours of the property before or after the program.
- One (1) e-Blasts, designed by the sponsor, to be sent to the entire MPI Potomac membership
 - Can send anytime within 12 months of sponsorship
 - Can divide address books by member type and send one of each to equal full list
- Event attendance roster for post event use (Name, Company, and mailing address only)
- Acknowledgment in MPI Potomac's e-newsletter leading up to the event promoting the property

Strong considerations will be given based on the following criteria:

- Ability for organization to become a conference partner (sponsorship package negotiable)
- Complimentary meeting space
- Complimentary internet access for registration
- Complimentary internet access for all attendees in meeting space
- 100MBs hardwire internet for production
- Complimentary daily parking
- Discounted overnight parking
- Discounted guest room rate
- Early check-in or late checkout
- Waived guest room attrition