



NEW JERSEY CHAPTER

SPONSORSHIP & MARKETING GUIDE



ABOUT THE MPI NEW JERSEY CHAPTER

Established in 1986, The MPI New Jersey Chapter is the largest statewide trade association for the meeting industry and is committed to helping its members advance their careers through superior education, networking and professional development opportunities.

When you partner with The MPI New Jersey Chapter, you become part of an organization dedicated to your growth and success. You'll connect with the innovative learning, passionate people and big ideas that will empower you to become an agent of change and reinvent the world.

ADVERTISE WITH US

Whatever your advertising needs, we are delighted to work with you.

WEBSITE AD:

- 12 Months - \$1,750
- 6 Months - \$1,050
- 3 Months - \$600
- 1 Month - \$250

NEWSLETTER AD:

- 12 Months - \$1,200
- 6 Months - \$750
- 3 Months - \$450
- 1 Month - \$175

ADVERTORIAL - \$750

An advertorial is a paid advertisement designed to resemble an article and contains useful information, but its ultimate goal is to promote a business. Advertorials can generate effective reader engagement on the MPI New Jersey Onsite Online Blog.

SOCIAL MEDIA TAKEOVER - \$750

Four Social Media Posts in One Day on The MPI New Jersey Chapter's Facebook and Instagram stories



AD BUNDLE - \$750

- Two Social Media Posts
- Two Month Website Ad
- Two Ads in the Monthly Chapter Newsletter

STATISTICS



850+



950+



965+



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STRATEGIC CHAPTER PARTNERSHIP: \$17,500

Available for a rolling 12-month timeframe

A full-year Strategic Chapter Partnership includes sponsorship of all Chapter Educational Programs, Meet Ups, and Virtual Events including but not limited to Membership Mondays, and Town Halls. It also includes a Title Sponsorship at our Annual MEETS Conference. A selection of advertising is included to enhance your marketing efforts.

Event Sponsorship

- Recognition on the sponsorship page with logo/hyperlink to your website
- Two (2) event registrations for each chapter program
- Exhibit booth with Pre and post-event connections at each program (in-person events only)
- Podium/Screen time available at each educational program (3 minutes)
- Logo on the registration website and registration pages
- Logo in chapter email marketing promotions including the monthly events email and the chapter newsletter
- Company recognition at sponsored programs
- Ability to provide promotional giveaway/collateral material to attendees (in-person events only)
- Post-Event Attendee list following each program
- Quarterly Social Media thank you post

Title Sponsorship of the MPI New Jersey MEETS Conference

- Two (2) event registrations to the program
- Stage Time during one of the General Sessions (5 Minutes)
- Exhibit booth with pre and post-event connections
- Logo on welcome and general session slides with closing session recognition
- Logo on the registration website and registration pages
- Logo in select promotional materials
- Pre-Event attendee list for one-time use
- Post-event attendee list

Advertising

- Twelve (12) advertisements included in the Monthly Chapter Newsletters
- Twelve (12) months of banner advertisements on the chapter website
- Four (4) Articles or advertorials in "Onsite Online" chapter blog to be scheduled quarterly
- Four (4) Stand Alone Emails to database to be scheduled quarterly
- Four (4) Social Media posts to be scheduled quarterly

*The Annual CMP/CMM Recognition Event and Annual Golf Event are not included in the Strategic Chapter Partnership.



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PREMIER EDUCATION PARTNERSHIP: \$3,000

Available for a rolling 12-month timeframe

Premier Education Sponsorship includes sponsorship of one (1) regular educational program, as well as a selection of advertising, to enhance your marketing efforts.

Event Sponsorship

- Recognition on the sponsorship page with logo/hyperlink to your website
- One (1) event registration to the sponsored program
- Exhibit booth with Pre and post-event connections at the sponsored program (in-person events only)
- Stage Time during the General Session (3 Minutes)
- Logo on the registration website and registration pages
- Logo in chapter email marketing promotions including the monthly events email and the chapter newsletter
- Company recognition at the sponsored program
- Ability to provide promotional giveaway/collateral material to attendees (in-person events only)
- Post-Event Attendee list following the sponsored program

Advertising

- Three (3) advertisements included in the Monthly Chapter Newsletters
- Three (3) months of banner advertisements on the chapter website
- Three (3) Social Media posts

PREFERRED EDUCATION SPONSORSHIP: \$1,500

Individual Education Sponsorship includes sponsorship at one (1) regular educational program.

- Recognition on the sponsorship page with logo/hyperlink to your website
- One (1) event registration to the sponsored program
- Exhibit booth with Pre and post event connections at sponsored program (in-person events only)
- 60 second promotional video played during program
- Logo on the registration website and registration pages
- Logo in chapter email marketing promotions including the monthly events email and the chapter newsletter
- Company recognition at the sponsored program
- Ability to provide promotional giveaway/collateral material to attendees (in-person events only)
- Post-Event Attendee list following the sponsored program



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SELECT EDUCATION SPONSORSHIP: \$500

Individual Education Sponsorship includes sponsorship at one (1) regular educational program

- Recognized on the sponsorship page with logo/hyperlink to your website
- One (1) event registration to sponsored program
- Exhibit booth with Pre and post event connections at sponsored program (in-person events only)
- Logo on the registration website and registration pages
- Logo in chapter email marketing promotions including the monthly events email and the chapter newsletter
- Company recognition at the sponsored program
- Ability to provide promotional giveaway/collateral material to attendees (in-person events only)
- Post-Event Attendee list following the sponsored program



To Secure Your Sponsorship Contact

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Chapter Administrator

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SEE THE IMPACT OF SPONSORING WITH THE MPI NEW JERSEY CHAPTER

PLANNER MEMBERS REPORT BOOKING IN THE FOLLOWING US LOCATIONS:

\$175 MILLION
IN BUYING POWER

19% IN THE NORTHEAST

15% IN THE SOUTH

13% IN THE MIDWEST

11% IN THE MOUNTAIN & NW

*27% PLAN IN OTHER VARIED REGIONS

TOP INTERNATIONAL MEETING DESTINATIONS INCLUDE

CANADA BERMUDA
ITALY SPAIN
MEXICO UK



65%
OF MEMBERS ARE PLANNERS

30%
OF PLANNER MEMBERS BOOK MEETINGS OVER 500 ATTENDEES

MEMBERS FROM TOP NJ COMPANIES

ABBVIE INC.
AM BEST
ASHFIELD EVENT EXPERIENCES
BASF
EDUCATION TESTING SERVICES
EISAI
IEEE

JANSSEN
MARITZ
MEDFORCE
MERCK
REGENERON HEALTHCARE
SYNEOS HEALTH
VERIZON