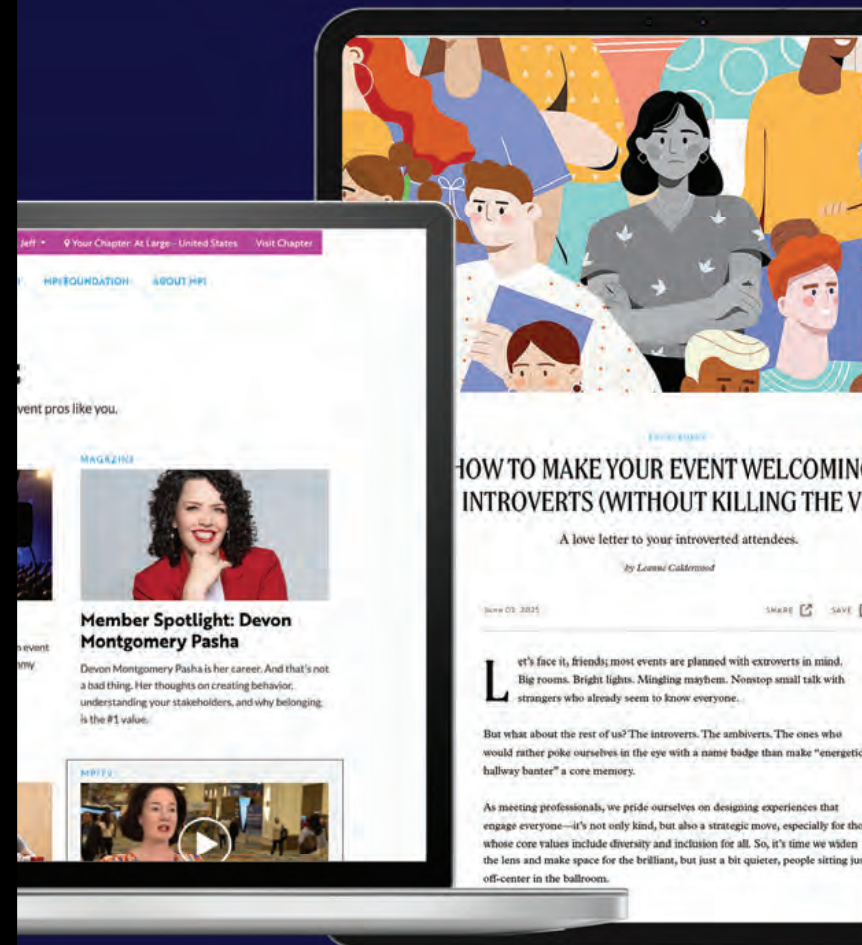




2026 Sponsorship & Advertising Opportunities

mpi.org/partner



In 1972,

Meeting Professionals International (MPI) was founded by a small group of professionals who saw the need for a dedicated community to connect and support those in the meeting and event industry.

Their vision was simple yet powerful: to bring together and empower event professionals and elevate the value of meetings and events.

Since that first meeting 53 years ago, MPI has grown from its grassroots beginnings into the leading global association for event professionals. With more than 60,000 members and community participants worldwide, MPI is dedicated to equipping its members with the resources, education, and connections they need to succeed.





Today, MPI is the go-to hub for innovation, education, and connection for event professionals.

From industry-leading conferences and future-focused education to 70 regional chapters and clubs across the globe, MPI continues to empower its members to “run the show” with confidence.

MPI also advocates for the industry’s future, driving tourism, boosting economies, and creating meaningful experiences. At its core, MPI is about building connections and fostering professional growth—because when event professionals thrive, the organizations and communities they serve thrive, too.

MPI VISION

Lead the business events community
in changing the world.

MPI MISSION

Be the premiere, inclusive business events
association for professional development.

MPI is the trusted leader for
business event professionals.



Professional Development

From certificate programs to global conferences, MPI's always-actionable education is second to none—and the first choice of event professionals around the world.



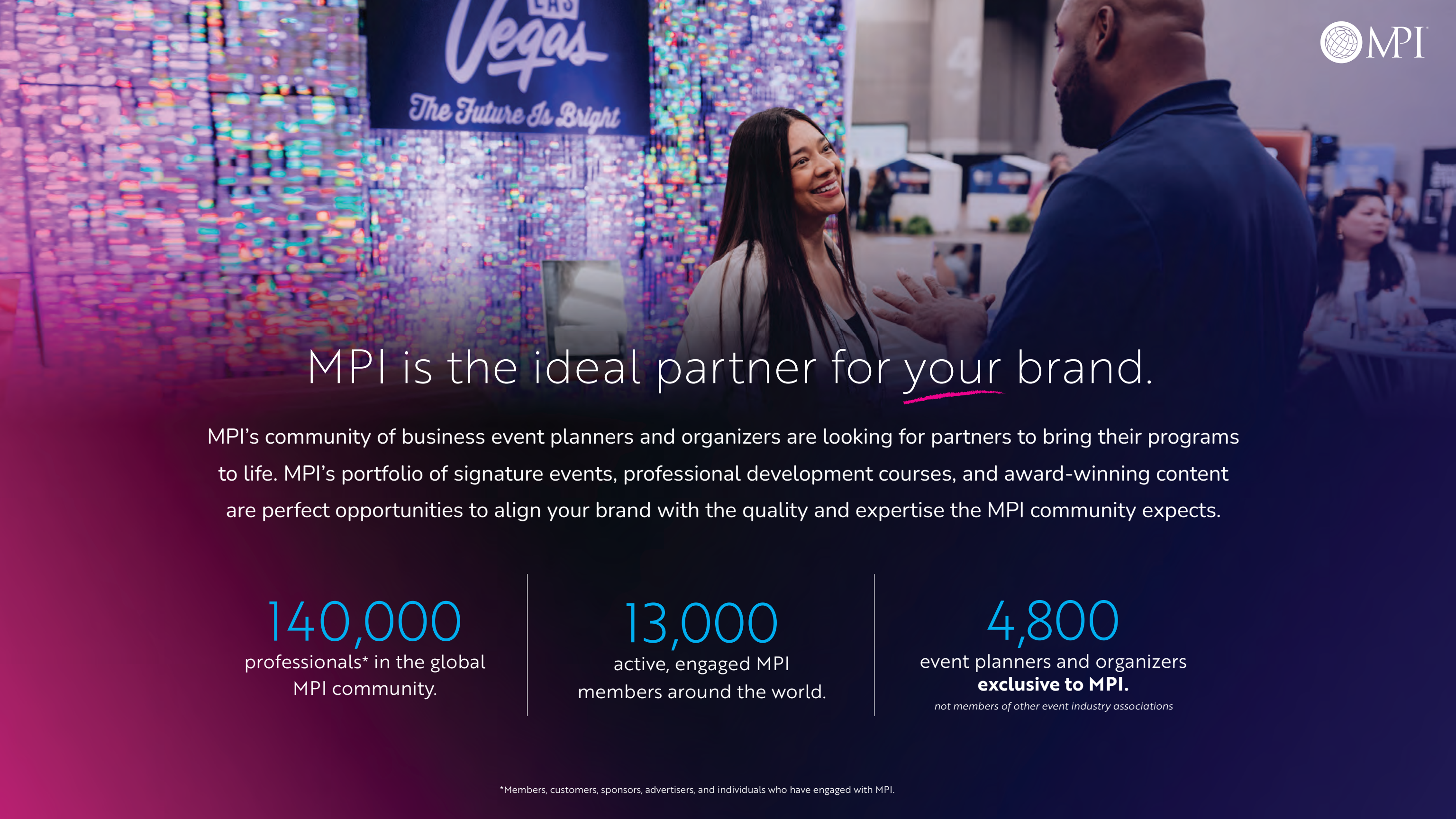
Connections & Relationships

The single biggest value of MPI—its members. More than any other event association, MPI ignites careers by connecting professionals to each other regionally and globally.



Business Opportunities

All successful events depend on partnerships. MPI is committed to building relationships between event organizers and partners through world-class programs and networking.



MPI is the ideal partner for your brand.

MPI's community of business event planners and organizers are looking for partners to bring their programs to life. MPI's portfolio of signature events, professional development courses, and award-winning content are perfect opportunities to align your brand with the quality and expertise the MPI community expects.

140,000
professionals* in the global
MPI community.

13,000
active, engaged MPI
members around the world.

4,800
event planners and organizers
exclusive to MPI.
not members of other event industry associations

MPI: a Global Brand with Global Reach

10,857

North America
United States: 9,887
Canada: 970
49 Chapters & Clubs

MPI MEMBERSHIP BY REGION

557

Europe
UK & Ireland: 85
Spain: 55
France/Switzerland: 43
Italy: 126
Netherlands: 75
Poland: 37
Scandinavia: 38
Turkey: 44
10 Chapters & Clubs

545

LATAM & South America
Mexico: 345
9 Chapters & Clubs

78

Asia
Japan: 78
1 Chapter

SOCIAL MEDIA REACH:



82,964



32,270



29,665



15,275

MPI's PLANNER MEMBERS

7,000

Organizers and planners

3,500

Corporate
planners

2,000

Independent
planners

1,500

Association
planners

MPI PLANNER EVENTS SIZES

4,700+

MPI Planners book meetings & events
with more than 500 attendees

2,000+

planners
Event sizes:
500-1000
attendees

2,000+

planners
Event sizes:
1000-2500
attendees

700+

planners
Event size:
2500+
attendees

OVERALL CUSTOMER REACH:



100,000

print & digital publication
subscribers



10,000

annual MPI Academy
education participants



4,000+

MPI Signature event
attendees



1,000+

Annual supplier + planner
hosted buyer connections

"The camaraderie is great.
The education is great.
The networking is
absolutely phenomenal."

Dzidre Junior
Director of Regional Sales, Boyd Gaming



"MPI makes me a better
meeting planner. It gives me
the opportunity to be a
superstar in my career."

Elizabeth McKenna, CMP
Co-founder, Vident Productions



"MPI allows me to network
in small communities, be
introduced to bigger ones,
and helps my bottom line."

Cheryl Jamall
Chief Experience Officer, ACJ Meetings and Events



"If I was sitting across from you
and you asked me if MPI was
worth it, the answer would be
an absolute yes."

Rasheedi Williams
Group Development Account Manager, Visit Orlando



"MPI? Absolutely. This is
an opportunity that will give
you ROI way beyond what
you expected."

Sakina Zerrel
Business Development Manager, Fiji Airways





MPI planners are looking for solutions.
We're giving **you** the spotlight.



Annual Customized Partnerships

MPI strategically collaborates with your organization. to understand your objectives and tailor a program to meet them.



Advertising & Social Campaigns

MPI's print publications, digital platforms and social channels offer the planner engagement you're looking for.



Education & Event Sponsorships

Planners join MPI for the quality of our professional development and networking. Position your brand as a thought leader.

And you'll be in great company.



We experienced great education, great connection and also a little fun.

Chris Cecil
Visit Indy



I was very pleasantly surprised by how much interaction and booth traffic we have received. It's been a really great experience overall.

Jenna Barry
Meet Boston



It's all about booking business. MPI's programs are beneficial not only for my sales, they're beneficial for my city.

Kathy Reak
Visit Colorado Springs

E

ENGAGE

*Align Your
Brand with MPI
Events & Education*



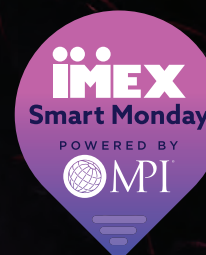
At MPI events, we're cooking for chefs.

And we're inviting you into the kitchen. At MPI events, meeting and event professionals are looking for solutions that can propel their career and make their events strategic successes—now, and in the future.

That's where your brand comes in. The creative possibilities to engage our audiences—and align your value with what event pros need—are limitless. MPI offers four exceptional signature events each year, and they're tailor-made for you to engage the industry's top business event professionals.



BARCELONA / 21-24 FEBRUARY, 2026



Your brand will take center stage.



European Meeting & Events Conference

Purpose: EMEC is crafted to bring together event professionals from across Europe and beyond to learn, connect, and co-create the future of the meetings and events industry.

Audience: Attracts 300–400 global MICE (Meetings, Incentives, Conferences, Exhibitions) professionals, including planners, suppliers, hoteliers, destination marketers, and students.

Format: Known for its innovative design, EMEC emphasizes experiential learning, networking, and destination immersion. Each year, the host city's culture and environment are deeply integrated into the event experience.

Rotating Locations: EMEC is hosted in a different European city each year. In 2026, we are hosting in Barcelona, Spain, 21-24 February



World Education Congress

Purpose: WEC delivers premier education, business opportunities, and networking experiences tailored for event planners, suppliers, and industry leaders.

Audience: Thousands of professionals from around the world; corporate planners, event agencies, event tech companies, hospitality professionals, and destination marketers.

Format: Professional development is the driver WEC's experience, with expert-led sessions, keynotes, and workshops focused on innovation, engagement, and trends. Included is a Hosted Buyer program that connects qualified planners to partners for meaningful business, as well as intentional networking events and destination immersion experiences.

Rotating Locations: WEC is hosted in a different U.S. city each year. In 2026, we are hosting in San Antonio, Texas, USA, June 2-4



theEVENT

Purpose: theEVENT is designed to immerse event professionals in learning, connecting, and growing through experiential education, networking, and destination immersion.

Audience: Canadian and international event planners, partners, thought-leaders, and rising talent.

Format: Designed to be immersive, collaborative, and purpose-driven with a strong emphasis on experiential learning and regional culture.

Rotating Locations: theEVENT is hosted in a different Canadian city each year. In 2026, we are still exploring the right destination and will be announced soon.



MPI's Smart Monday at IMEX America

Purpose: MPI's Smart Monday is a complimentary, full-day education experience that kicks off IMEX America, one of the largest global trade shows for the meeting and event industry.

Audience: Meeting and event professionals of all levels; from newcomers to seasoned experts, there is education for everyone.

Format: This one-day event is an opportunity to engage with global leaders in the meeting industry in a more intimate, focused setting. Education sessions are hosted throughout the day, with opportunities to connect with peers with networking and activations throughout the meeting space.

Rotating Locations: This event does not rotate. IN 2026, this event will be on October 12 in Las Vegas, Nevada USA

95%
Overall Satisfaction
2025 World Education Congress

97%
Overall Satisfaction
2025 European Meetings & Events Conference

84% of Attendees
plan to attend again in 2026
2025 European Meetings & Events Conference

2026 MPI Signature Events Calendar

DATE	EVENT	LOCATION
Feb 20 - 22	MPI European Meetings & Events Conference	Barcelona, Spain
June 2 - 4	MPI World Education Congress (WEC)	San Antonio, TX, USA
Sept TBD	theEVENT	TBD, Canada
Oct TBD	MPI's Smart Monday @ IMEX America	Las Vegas, NV

Note: There is a Hosted Buyer experience option included in each of MPI's signature events.



“

Should you participate in WEC? Absolutely. Go. This is an opportunity that will give you ROI way beyond what you expected. We're going back next year.

Sakina Zerrel

Business Development Manager,
Fiji Airways

“

What people really want is a genuine connection, and that is what I got at WEC. It changed the way that I look at sales. I knew how to sell, but WEC has changed the way that I sell.

Emily Wales

Destination Concepts

“

There's nothing like an event where 1+1=3. Everyone is sharing and giving value. It's amazing. Where else has 3,000 people all in one place helping each other? It's the best use of your time.

Michael Altshuler

Success & Career Coach





MPI members are ready to learn what's next.

What's next for their profession, their knowledge and skill sets, and their careers. The MPI Academy is committed to delivering event industry education to help get them there.

Align your brand with the thought leadership, career development and actionable takeaways that event professionals have come to expect from the MPI Academy. And expect your brand to take off as a trusted thought partner.



Align your brand with planners' career growth.



Webinars & Digital Events

Align your brand with a webinar or digital event developed by the MPI Academy and receive great exposure to planners looking for event solutions. You'll receive a list of attendees for lead generation purposes plus an opportunity to show a video to a captive audience or introduce a session.

The MPI Academy offers the following events for sponsorship:

- Virtual Summits
- MPI Academy Lunch & Learn Series
- Custom Webinars



Certificate Sponsorships

MPI Academy's world-class and expert-led certificate courses give event professionals transformative, actionable skills to grow, ignite their careers, and become indispensable.

The following certificate program sponsorships are available:

- Certificate Session - Public Delivery
- Certificate Title Sponsorship
- CMM Re-Imagination Host Sponsorship



Private Sessions & Corporate Training

MPI Academy offers training for sales and business development teams. The goal? To understand the world of business events (and the challenges their clients face) to find a competitive edge.

Event professionals are looking for partners, not vendors. That means they need not only industry suppliers' products and services, but advice and education. MPI Academy sales training identifies planners' challenges, provides relevance about market trends and positions sponsor teams for success.



Research Initiatives

Sponsoring a meeting planner survey or industry white paper not only gives your brand visibility, but credibility with key decision-makers. Aligning your value with planner-based insights showcases your commitment to advancing the industry and positions you as a go-to expert.

The MPI Academy offers the following research initiatives:

- White Paper Sponsorships
- Sponsored Surveys
- Quarterly Meetings Outlook sponsorship

95%
satisfaction

for in-person education delivered by the MPI Academy

10,000+
active participants

on MPI Academy's learning management system.

20+
top certificate courses

for business event professionals

100+
CEU options

through online webinars and certificate courses



Face-to-face business. Designed to book.

Created and produced exclusively for event planner/supplier business, the MPI Exchange delivers the industry's best Hosted Buyer programs that connect you—in live event settings—with meeting and event buyers who are the ideal fit for your strategic goals and objectives.

In short, the MPI Exchange is where event business gets done.



Connect face-to face with planners that need your brand's solutions.



MPI's Hosted Buyer Programs

- Qualified Appointments**
Through laser-focused in-person meetings, you'll create business connections with better leads that are aligned with your organization's strategic goals.
- Industry Education**
Experience innovative premier education, and discover what planners are learning to improve their events.
- Powerful Relationships**
Build lucrative business relationships with event buyers, staying relevant in the ever-changing event landscape.



Regional Business Exchange

- Create global event business relationships, right in your own backyard.**

MPI's Regional Business Exchange events bring together planners and suppliers for a full day of high-impact networking, personalized business meetings, and targeted education — all designed for you to build stronger partnerships and drive real results.
- Gain expert insights alongside event planners you want to do business with—and discover your next business partner.**



FAM Programs

- Spotlight your event destination or property to planners with real buying power.**

In collaboration with supplier partners, MPI offers educational and motivational familiarization trips offered to industry professionals to experience destinations, hotels, and services firsthand. These trips allow participants to gain product knowledge, network, and build relationships within the travel and events industry.



MPI does a fantastic job, and I'm grateful for the opportunity to be part of such a well-executed and impactful experience.

Jaime Risch
Great Wolf Lodge



MPI's Hosted Buyer Program is beneficial for my sales, but also for my city. I do two shows a year that are very valuable to me and my company. MPI's Hosted Buyer Program is one of them.

Kathy Reak
Visit Colorado Springs

100%
Overall Satisfaction
Hosted Buyer Program
2025 European Meetings & Events Conference

96%
YOY Overall Satisfaction
Hosted Buyer Program
World Education Congress, 2023 - 2025

92%
YOY Matching Satisfaction
Planner/Supplier Matching - Hosted Buyer Program
World Education Congress, 2023 - 2025

P

PUBLICATION

*Advertise in The
Meeting Professional
magazine*



2026 Print Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	MATERIALS DUE	PUBLISH DATE
Jan/Feb	Caesars Sponsored Issue The Jan/Feb issue is completely sponsored by Caesars Entertainment	N/A	N/A	1/25/26
March/April	The Travel Issue WEC San Antonio Preview • Event CSR • Community Spotlight: Women. Destination Showcase: Resorts & Hotels, Midwest U.S., Unique Event Spaces, All Inclusive Meetings, Texas, California, Europe	1/31/26	1/31/26	1/31/26
May/June	Knowledge & Skills WEC San Antonio Preview • Event CSR • Community Spotlight: Women. Destination Showcase: Resorts & Hotels, Midwest U.S., Unique Event Spaces, All Inclusive Meetings, Texas, California, Europe	1/31/26	1/31/26	1/31/26
July/Aug	The Well-being Issue WEC San Antonio Preview • Event CSR • Community Spotlight: Women. Destination Showcase: Resorts & Hotels, Midwest U.S., Unique Event Spaces, All Inclusive Meetings, Texas, California, Europe	1/31/26	1/31/26	1/31/26
Sept/Oct	The Event Design Issue WEC San Antonio Preview • Event CSR • Community Spotlight: Women. Destination Showcase: Resorts & Hotels, Midwest U.S., Unique Event Spaces, All Inclusive Meetings, Texas, California, Europe	1/31/26	1/31/26	1/31/26
Nov/Dec	Safety & Security WEC San Antonio Preview • Event CSR • Community Spotlight: Women. Destination Showcase: Resorts & Hotels, Midwest U.S., Unique Event Spaces, All Inclusive Meetings, Texas, California, Europe	1/31/26	1/31/26	1/31/26



The Meeting Professional Magazine - Rate Card

AD PRICING	GROSS	NET
FULL-PAGE AD	\$16,100	\$13,600
FRACTIONAL AD	\$11,300	\$9,500
FULL-PAGE SPREAD	\$20,400	\$17,400
FULL-PAGE AD + FP ADVERTORIAL	\$20,400	\$17,400
FULL-PAGE SPREAD + 2 PAGE ADVERTORIAL	\$22,700	\$19,300
PREMIUM POSITIONS		
BELLY BAND	\$38,300	\$32,500
FRENCH DOOR GATEFOLD COVER	\$50,000	\$42,800
BACK COVER	\$26,800	\$22,800
INSIDE FRONT COVER SPREAD	\$20,400	\$17,400
INSIDE BACK COVER SPREAD	\$20,400	\$17,400
BRANDED CONTENT		

ADVERTORIAL, SPECIAL SECTION, OR SUPPLEMENT

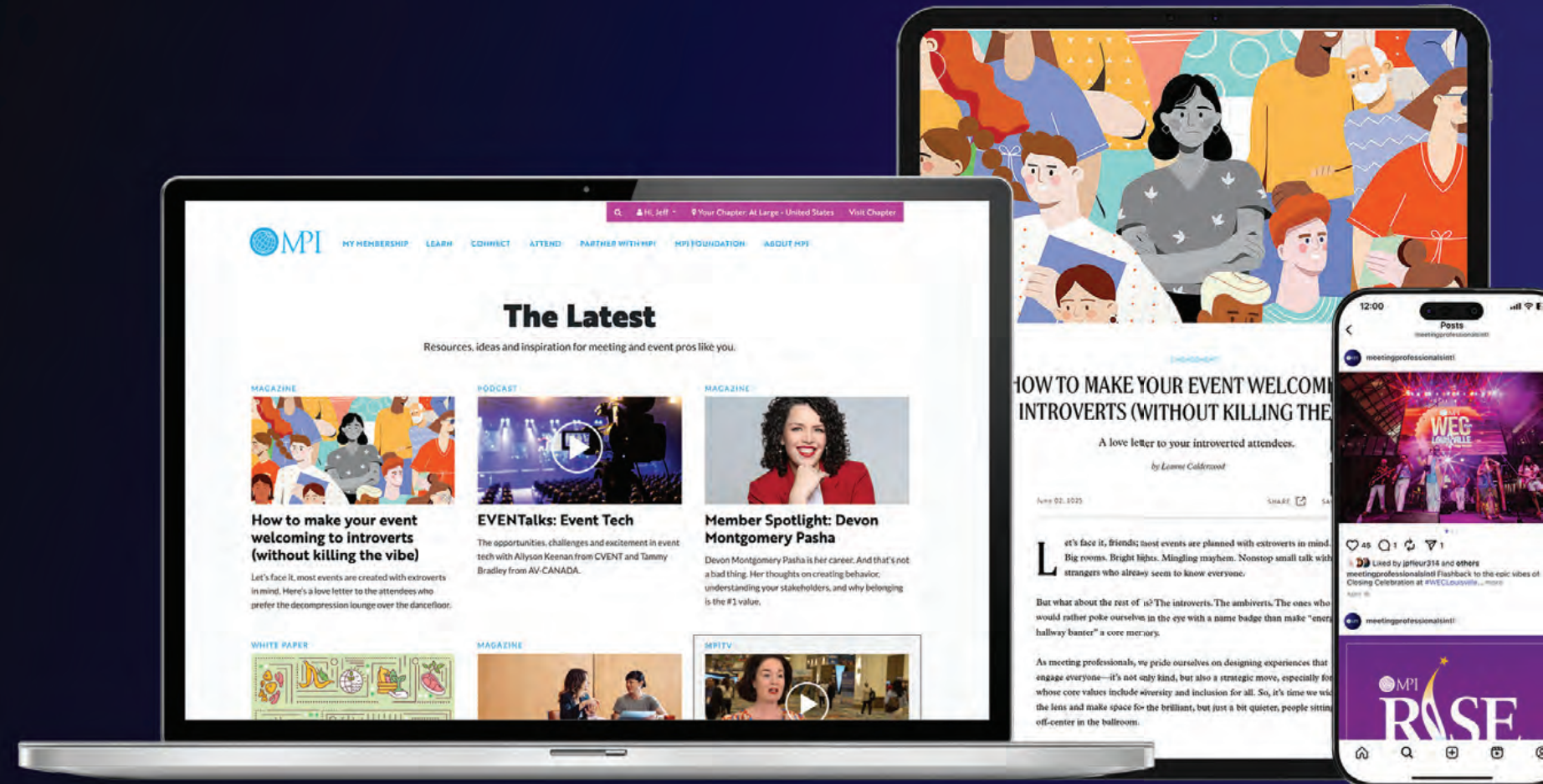
PLEASE INQUIRE



D

DIGITAL

Digital Opportunities



Align your brand with the content our audience craves.



MPI Website
Average monthly
ad performance

16k

Home page leaderboard &
sidekick impressions

66k

Run-of-site leaderboard
impressions

22k

Run-of-site sidekick
impressions



The Meeting
Professional
digital magazine

100k

Global Readers

23.3%

Monthly Average
Open Rate



MPI Global and MPI Chapter website advertising

Redesigned MPI Global Website

On MPI's newly re-designed website, reach thousands of MPI members as they engage with media, education, and community content. MPI's home page leaderboard ads cumulatively receive an average of 175K unique impressions annually. Run-of-Site banners cumulatively receive an average of 500K unique impressions annually.

MPI Chapter Websites

MPI's membership of 12,000 event professionals is composed of 67 regional chapter communities, each passionate about their profession and always searching for new products and services. Position your brand to engage with your core consumer right where they live, work and do business.



The Meeting Professional online advertising

Newly redesigned!

Align your brand with a webinar or digital event developed by the MPI Academy and receive great exposure to planners looking for event solutions. You'll receive a list of attendees for lead generation purposes plus an opportunity to show a video to a captive audience or introduce a session.

MPI Blog

Newly redesigned! Sponsor or advertise on the MPI Blog and reach a highly engaged audience of event professionals. With thousands of monthly visitors seeking industry insights, trends and best practices, your brand will gain visibility and credibility among the decision-makers you want to do business with.



E-Newsletter advertising

MPIpulse

Three unique editions of the award-winning E-Newsletter—MPIpulse, MPIpulse Canada and MPIpulse Europe—are delivered every Tuesday, featuring a rich collection of stories on industry topics of high interest to MPI members and professional development, as well as MPI members and chapters in action.

MPI NewsBrief

MPI NewsBrief delivers curated meetings and travel industry news to more than 8,000 recipients four business days a week. MPI NewsBrief Weekend showcases the most-read articles of the week every Saturday.



MPIpulse
Open Rates

39.5%

Pulse USA

39.4%

Pulse Canada

32.6%

Pulse Europe

Industry Standard

15% - 25%



NewsBrief
Ad Performance
Monthly Average

3,318

Unique Opens

950

Unique Clicks

Additional Digital Opportunities



Programmatic
Ad Campaign
Performance

970.1k
Average Impressions
per campaign

828
Average clicks
per campaign

.094%
Average
click thru rate

\$33
Average CPM
(cost per 1,000 impressions)



Email Marketing
Campaign Performance

28.9%
Monthly Average
Open Rate
Industry Standard: 15-20%



MPItv Advertising or Sponsored Episodes

MPItv delivers monthly conversations with event professionals, hosted by author and hospitality expert Tamara Gaines, and it's a prime vehicle for your video-based brand message. Special sponsored episodes are also available.



Podcast Advertising

EVENTalks is MPI's monthly podcast that focuses on the people and trends that move the event profession forward. Hosted by Michael Pinchera, MPI's Managing Editor, EVENTalks is the perfect platform to advertise your brand's story and value to event professionals.

Programmatic and Retargeting Advertising

Use programmatic retargeting display or video ads through MPI's automated technology to target specific MPI members as they travel around the web. Our platform supports a wide variety of creative ad units, and offers basic and advanced (wider reach) capabilities.

Live Event Digital Marketing

Showcase your brand at MPI's signature events (WEC, EMEC and theEVENT) by sponsoring conference apps, social media takeovers, geofencing programmatic advertising, push notifications, and more.

Social Media Advertising

Promoting your brand through sponsored social media content offers a focused opportunity to connect with our engaged audience where they are, including LinkedIn, Facebook, Instagram and X.

LinkedIn Live Sponsored Sessions

LinkedIn Live sessions are informal conversations between you and an MPI emcee to discuss a topic, chosen by you, in a 20-minute streaming session. Showcase your brand by focusing on initiatives and topics that resonate with event professionals.

Email Marketing

Supplier partners have the ability to target specific MPI planner members with email campaigns based on their location and demographics.

Survey Sponsorships

Sponsor a survey to MPI's audience to gain insights, via first party data, from event professionals on topics relevant and impactful to their industry. Benefits include sponsor recognition when survey email is deployed, the opportunity to ask five (5) survey questions, and access to respondent list



Social Media
Total Reach

159.9k

LinkedIn
82.9k
Followers

Facebook
29.6k
Followers

Instagram
15.2k
Followers

X
32.2k
Followers



GIVE BACK

*Supporting the
MPI Foundation*

When you give back, your brand gets noticed.

The MPI Foundation is a non-profit organization devoted to funding grants, scholarships, and pan-industry research for meeting and event professionals who need it most.

Since 1984, the MPI Foundation has distributed over \$14.6 million in aid to distressed members, non-members, chapters, and industry associations. Donations received directly, or as part of events and campaigns, deliver real value in real ways. Over the last three years, the MPI Foundation has directly helped 1/3 of MPI's total membership; largely suppliers and planners that have tenure in our industry. That's impact!

The MPI Foundation continues to surpass all others in giving back to the meeting and event profession, and it's a major driver of the sustained success of the MPI community. *You can be a part of that.*



Align your brand with an industry charity that matters.



Branded Scholarships & Grants

Branded Grants

Through the generous support of industry partners, The MPI Foundation offers education, training, and research grants for MPI Chapters. Monetary assistance grants up to \$5000 USD are awarded by the Grants & Scholarship Committee.

Branded Scholarships

Scholarships are the core of the MPI Foundation's ongoing contribution to complement MPI membership, education and career opportunities. With these scholarships, together, we move this community and our global industry towards critical recovery. Regardless of professional tenure, the MPI Foundation assists those that share the same commitment and passion to professional excellence.



Thought Leaders Summit

The MPI Foundation's Thought Leaders Summit is an exclusive opportunity to workshop vital topics with industry leaders. This is an executive-level, invite-only program for elite planners and strategic partners.

The Promise

- Network, learn, and discuss relevant topics presented by subject matter experts and industry thought leaders.
- Maximize quality time with your invited clients and senior-level planners (the majority of attendees).

The Program

- Exclusive event for up to 75 industry thought leaders, 80% are senior level planners
- Executive-level education, powered by the MPI Academy
- TEDx style speakers and presentation



Fundraising Events

Support the MPI Foundation while gaining prominent brand exposure and networking with buyers at the most exciting events in the industry.

G3: Golf, Gather, Give Back

Multiple events throughout the year at WEC and IMEX America.

Silent Auctions

Bid on amazing prizes. Give back to an amazing profession.

Club 'Vous at EMEC Barcelona. February 2026. Details coming soon.

Rendezvous at WEC San Antonio

San Antonio, TX | 1902 Nightclub | June 4, 2026 | 9pm - Midnight.

Club 'Vous at theEVENT

Late Summer/Fall, 2026. Details coming soon.

Rendezvous at IMEX America. October, 2026. Details coming soon.

Partners have recently made a difference through the MPI Foundation in these ways:

- Chapter Grants on Anti-Human Trafficking
- Academic Tuition support of Ukrainian Hospitality Students
- Professional Development Scholarships for CEU's

- Relief Scholarships for MPI Member affected by Natural Disasters
- Canada-Centric Education Scholarships
- European-Centric Education Scholarships

- US-Centric Education Scholarships
- Tourism Diversity Matters Scholarships
- Research Collaboration (ASAE) on NeuroDiversity Engagement

THANK YOU

Walter Kupiec

Vice President, Business Development
and Sales Operations

wkupiec@mpi.org

