

CONNECTING IS *Affecting*



Your Business
Relationships
Ideas
Development
Collaborations

STRATEGIC ALLIANCE OPPORTUNITIES

Since its inception in 1984, the Meeting Professionals International Tampa Bay Area chapter has been a vibrant, active leader in the meetings and events industry. The chapter provides opportunities for members to get involved, get educated, and get connected. And with those member opportunities come equally exciting opportunities for vendor and supplier partners to connect with those members and their associates.

Mission

MPI International: Build a rich global meeting industry community and make our members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

MPITBA: The area's recognized industry leader and the connection point for meeting professionals and the business community. We will build personal and business connections, provide valuable education and establish industry recognition for our members. It is the mission of Strategic Alliance to support MPI's strategic plan by identifying integrated business opportunities through event and program partnerships that provide the maximum return on investment. Our membership is always 340-400 strong and represents Greater Tampa, Lakeland, Clearwater/St. Petersburg, Bradenton, Sarasota, Ft. Myers, and Naples, and our affiliate members come from outside those areas: Orlando, Atlanta, and more.

- We have a 50/50 ratio of planners and suppliers
- We annually plan an average of 30-35 meetings & events in this area (including monthly programs, outreach, volunteer appreciation party, Meetings Academy and Meetings Marketplace, Southeast Education Conference, After 5 networking events, board planning meetings, etc.)

WHAT WE DO IN THE TAMPA BAY COMMUNITY:

In 2009-2010, our chapter and sponsors directly assisted **7** charitable organizations -

- **MaSquerade** - 10 chapter volunteers assisted with setting up and helping at this event in the Fall to benefit MS
- **Toys for Tots** - over 2 carloads of toys were collected
- **Children's Cancer Center** - Over 50 volunteers helped 50 children with cancer (and their siblings) enjoy a fabulous night of fun at Build-A-Bear, secured corporate and individual bear sponsorships totaling over \$5000.
- **VISTE** - collected household goods for Lakeland area elderly individuals in need at Meetings Academy/Meetings Marketplace

- **Habitat for Humanity** - 12 chapter volunteers participated in helping to build a home in Pinellas County
- **Southeastern Guide Dogs** - established **Toffee for Tails** program and to date have raised over \$600
- **The Pepin Academies** – Through our **Charitable Grant program** we were able to present a \$500 check at our June Gala.

HOW YOU WILL BENEFIT:

- Increased exposure to meetings and event professionals in MPITBA and beyond
- Contacts with industry leaders, planners & suppliers
- Marketing opportunities with MPITBA members and other industry professionals
- Connections that will affect your organization and your bottom line

WHAT OUR CHAPTER NEEDS:

- Dynamic locations for our
 - Monthly education programs
 - Monthly After 5 networking events
 - Holiday Party
 - June Awards Gala
 - Special event activities (3 per year)
- Service Support:
 - A/V services
 - Catering
 - Floral Companies
 - Décor
 - Transportation
 - Signage
 - Entertainment
 - Production Rental equipment

The Tampa Bay Area Chapter of Meeting Professionals International invites you to participate in our chapter programs by becoming a Strategic Alliance Partner. Strategic Alliance Partners

have the opportunity to showcase their properties, products and services to more than 350 planners and suppliers throughout the Tampa Bay Area and beyond. Review the 2010-2011 Calendar of Events (subject to change) to identify the events you want to be involved in.

CASH OR IN-KIND

Strategic Alliance Partners who contribute cumulative values in any of the categories will be entitled to the benefits listed in that category. You may be a Strategic Alliance partner in more than one event to build cumulative value for all your involvement during the 2010-2011 fiscal year. Opportunities are available on a first come, first served basis.

Each strategic alliance will be finalized with an MPITBA Letter of Agreement outlining your commitment and your benefits. Benefits can not begin until a signed LOA is received by MPITBA. Please note: we rely upon your submission of needed logos/graphics and promotional materials in a timely manner to fulfill these benefits. All benefits must be used within one year from the date of the sponsored event or in the time frame specified for the benefit.

Donations: Up to \$499

- Recognition as a donor at the event
- Recognition on the Chapter website

Bronze Level : \$500 - \$1,499

- Logo recognition on event promotion
- Logo recognition on event programs (when programs are printed)
- Logo/Company name prominently displayed at sponsored event via video loop (where applicable)
- Banner ad on Tampa Bay MPI Chapter website for one month

Silver Level: \$1,500 - \$4,999

- All Bronze level benefits, plus:
- Two (2) complimentary Monthly Program registrations for company representatives or clients
- Logo in eFocus month of the event, based on space availability
- Mailing labels for all Tampa Bay MPI members (for one-time use)

Gold Level: \$5,000 - \$9,999

- All Silver level benefits, plus:
- Opportunity to make a 3-minute presentation to attendees during sponsored Monthly Program/Special Event

- Promotion on MPI Tampa Bay Chapter website for month leading up to event with link to SA partner's website
- 100 word description and logo/photo on Sponsorship page of website with link to SA partner's website (for three consecutive months post-event)
- Inclusion of event in Photo Gallery on Chapter Website
- Two (2) complimentary registrations to an MPI Special Event (excluding Holiday Party and Gala)
- Print member directory for all four Florida Chapters

Platinum Level: \$10,000 - \$19,999

- All Gold level benefits, plus:
- 100 word description and logo/photo on Sponsorship page of website with link to SA partner's website (Platinum level includes six consecutive months post-event)
- Total of four (4) complimentary Monthly Program registrations for company representatives or clients
- Total of four (4) complimentary registrations to an MPI Special Event (excluding Holiday Party and Gala)
- Display table in networking area

President's Partner: \$20,000 +

- All Platinum level benefits, plus:
- 200 word description and logo/photo on Sponsorship page of website with link to SA partner's website (President's Partner level is for one year post-event)
- Total of six (6) complimentary Monthly Program registrations for company representatives or clients
- Seating at Strategic Alliance Partner table at June Gala (4 tickets)
- Opportunity to provide promotional items to each attendee at one sponsored event (items must be provided & shipped at sponsor's expense)

Customized Strategic Alliance Package

We can also work with you to design a customized strategic alliance package. Strategic Alliances are for our members. If you are not a member and wish to participate, for \$325 you can become a member.

For all inquiries: Margaret H. Williams, CMP
 MPITBA Vice President/Strategic Alliances
 813-235-9502
 margaret@pizzazzevents.com

MPITBA 2010/2011 CALENDAR OF EVENTS

Contact Person	Linda Elland (Monthly Programs)	Gerald Czaja (MPI After 5s)	Jill Manthey (New Member Orientation)	Devon Murray (Special Events)	JC York (Community Outreach)
JULY	Wed, 7/21 Lunch --Don Caesar (completed) "So you want to be a CMP? – Game Show	7/8 – Marriott St. Pete (completed)	11am Ed.Mtg		
AUGUST	SEC "Anything but Ordinary" Hyatt Regency – Bonita Springs	8/3 The Palm at Westshore Plaza			
SEPTEMBER	Thurs , 9/16 Dinner — Sheraton Riverwalk "Entrepreneurial Attitude"— Reggie Aggarwal	9/1 Tina Tapas in Channelside			
OCTOBER	Wed, 10/20 Lunch — Sheraton Suites Tampa Airport Westshore "Trends in our marketplace"-- Round Table discussion Shelley Smith - Facilitator	10/5 Brio Tuscan Grille International Plaza	5pm –After 5	Sun Daytime- Family Event -- OPEN	10/4 Florida Blood Services Golf Tournament
NOVEMBER	Thurs , 11/18 Bkfast – Lowry Park Zoo "Taming the Beast"	11/3 Hotel Indigo , St. Petersburg		Mid-Year Board Planning Meeting -- OPEN	11/18 Toys for Tots
DECEMBER	N/A	N/A		Wed, 12/15 Holiday Party— OPEN	
JANUARY	Wed, 1/19 All day Meetings Academy OPEN	1/5 OPEN			
FEBRUARY	Wed, 2/16 Lunch — OPEN	2/1 OPEN	11am Ed.Mtg		2/26 MaSquerade
MARCH	Wed, 3/16 Breakfast – — "Working with CVBs, VCBs and Convention Centers" Tampa Convention Center	3/2 OPEN		Weeknight: Wine Tasting- OPEN	3/19 Habitat for Humanity (tentative)
APRIL	Wed, 4/20 Lunch - OPEN	4/5 OPEN	5pm –After 5		
MAY	Wed, 5/18 Dinner — "Building Better Events" – TPepin Hospitality Centre	5/4 OPEN		End of Year Board Planning Meeting -- OPEN	1 st 2 weeks: Build-A-Bear
JUNE	N/A	N/A		Wed, 6/15 Gala – OPEN	