



# TAMPA BAY AREA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2010-2011

Media/Advertising Kit

Meeting Professionals International  
Tampa Bay Area Chapter

Florida Connects – Quarterly Educational Publication  
eFocus – Monthly eNewsletter  
Chapter Website – [www.tampabaympi.org](http://www.tampabaympi.org)

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## Welcome to the Tampa Bay Area Chapter of Meeting Professionals International

Meeting Professionals International (MPI), the world's largest association for the \$122.3 billion meetings and events industry, is committed to positioning meetings and events as a key strategic component of an organization's success. The over 350-member Meeting Professionals International Tampa Bay Area (MPITBA), established in 1984, empowers its members to increase their strategic value with education, professional development and business growth opportunities.

Are you a meeting & event professional in the Greater Tampa Bay Area looking for higher quality education, enhanced networking opportunities and tools to assist you in becoming a more valuable component of your organizations success? The Tampa Bay Area Chapter offers its members each of these things and much, much more. With monthly educational meetings, special events and networking opportunities; MPITBA brings meeting professionals together to elevate not only their careers, but the entire meetings & events industry.

The **Tampa Bay Area Chapter** follows the vision and mission of Meeting Professionals International. Our chapter business metrics outline tangible goals to make our chapter a success for our membership.

***Vision: MPI International:** Build a rich global meeting industry community*

***MPITBA:** We will build personal and business connections, provide valuable education, and establish industry recognition for our members.*

- *build Connections*
- *provide Education*
- *establish Recognition*

***Mission: MPI International:** Make our members successful by building connections to:*

- *Knowledge/Ideas*
- *Relationships*
- *Marketplaces*

***MPITBA:** MPITBA is the area's recognized industry leader and the connection point for meeting professionals and the business community.*

### **MPI's 2010-2011 - Strategic Imperatives**

**Build** a Great Organization - Create a remarkable culture and structure

**Evolve** from Association to Global Community - Deploy programs, knowledge platforms and brand architecture to align with vision

**Reinvent** Business Relationship with Chapters - Invest in chapters to create channel partnerships around community results

**Elevate** the Member Conversation and Experience - Elevate programs and services to a higher level of experience and business return

## **Why Advertise with the Tampa Bay Area Chapter of Meeting Professionals International?**

We invite you to connect with MPITBA to reach your organization's marketing goals.

### **Meeting Planner Target Market**

- With more than 50% planner members in its 350+ membership, you are directly hitting your market.
- Members of MPITBA have tremendous buying power and represent some of the largest United States and International corporations and associations.

### **Members "Buy MPI"**

- MPI members will often buy from other MPI suppliers and advertisers because they understand the value of what the organization represents.
- MPITBA is the only industry association committed to maintaining a 50:50 planner-supplier membership ratio.
- MPITBA members collectively account for a total of \$122.3 billion spend on meetings per year.
- MPITBA planner members are responsible for more than 700,000 meetings per year.

### **Marketing Dollar Investment**

- More impressions. Smaller investment.
- Advertising in Florida Connects (a print publication) is less than 1/10 the cost of most industry publications.
- Advertising in MPITBA's eFocus (a monthly e-news with web posting) is a fraction of the cost compared to other on-line industry newsletters.

### **MPITBA is a Leader in the Industry**

- MPITBA provides value to its members through unmatched educational programs that will assist them as they continue to grow their professional career.
- MPITBA is sought after as a resource by industry professionals, increasing the value of your relationships because of your association with a leader in the industry.

## MPITBA eFocus eNewsletter

eFocus is the Tampa Bay Area Chapter's premier electronic news source. eFocus, published once a month, is distributed to over 350 MPITBA members via email. The electronic news blast is created using HTML technology and gives advertisers a new option to receive the exposure they desire with MPITBA members. Additionally, each eFocus is posted to the chapter website immediately after distribution, and typically remains up for viewing for 6-12 months.

### Advertising Opportunity:

The advertiser may place an ad with a link to their company website.

### 2010-2011 eFocus Editorial Calendar

All ads **MUST** be received and paid for by the 25<sup>th</sup> of the month prior to the publication date (unless that day falls on a weekend or holiday). For your convenience, MPITBA accepts: VISA, MC and AMEX.

#### 2010-2011 Deadlines:

June 25, 2010	January 25, 2011
July 23, 2010	February 25, 2011
August 25, 2010	March 25, 2011
September 24, 2010	April 25, 2011
October 25, 2010	May 2011
November 24, 2010	June 24, 2011
December 23, 2010	

#### 2010 – 2011 eFocus Advertising Rates

Effective through June 2011:

<u>MPI members</u>	<u>Non-MPI members</u>
Monthly ad: \$50 per issue	Monthly ad: \$100 per issue.
Multi-placement Discounts:	Multi-placement Discounts:
2 months: \$90	2 months: \$180
3 months: \$130	3 months: \$260
6 months: \$250	6 months: \$500
12 months: \$475	12 months: \$950

#### Advertisement and Logo Requirements

##### Size

No larger than 300 x 300 pixels

##### Formats

JPEG or GIF formats only. File size should be no less than 50 KB.

MPITBA may reject any web advertisement or link to a site that is objectionable in subject matter or which, in MPITBA's opinion, is dishonest or misleading.

To advertise in the eFocus, contact:

1. Diana Tamayo, Advertising Chair - [diana@cafealacarte.com](mailto:diana@cafealacarte.com)
2. Dina Vann, VP of Communications – [dina@thetype-writer.com](mailto:dina@thetype-writer.com)

## MPITBA Web Site Advertising

Advertising on [www.tampabaympi.org](http://www.tampabaympi.org) offers you and your company the ability to reach the majority of Tampa Bay Area meeting professionals – both MPITBA members and non-members – 24 hours a day!

[www.tampabaympi.org](http://www.tampabaympi.org) receives an estimated average of 5,000+ unique user sessions a month and an average of over 300 user sessions per day.

### MPITBA Member Rates

(Rates are net and non-commissionable)

#### Right Runner

\$250 for three months

\$500 for six months

\$750 for 12 months

### Advertisement/Logo Requirements

#### Format

JPEG or GIF

150 x 150 pixels

Not to exceed 20K

#### Center Banner

\$500 for three months

### Advertisement/Logo Requirements

#### Format

JPEG or GIF

575 x 200 pixels

Not to exceed 20K

MPITBA may reject any web advertisement or link to a site that is objectionable in subject matter or which, in MPITBA's opinion, is dishonest or misleading.

To advertise on the MPITBA website, contact:

1. Diana Tamayo, Advertising Chair - [diana@cafealacarte.com](mailto:diana@cafealacarte.com)
2. Dina Vann, VP of Communications – [dina@thetype-writer.com](mailto:dina@thetype-writer.com)

## **eFocus & MPITBA Web Site Combined Advertising**

In today's communications world, it is widely accepted that to effectively communicate to your core audience, you must touch them using a variety of methods. Why not combine your advertising dollars to reach MPITBA members and other area meeting professionals by combining your efforts using both eFocus and [www.tampabaympi.org](http://www.tampabaympi.org)?

### **MPITBA Member Rates**

(Rates are net and non-commissionable)

Three months eFocus & Web (right runner): **\$350**

(an 8% discount compared to purchasing separately)

Six months eFocus & Web (right runner): **\$675**

(a 10% discount compared to purchasing separately)

12 months eFocus & Web (right runner): **\$980**

(a 20% discount compared to purchasing separately)

### **eFocus Advertisement and Logo Requirements Size**

No larger than 300 x 300 pixels

### **Formats**

JPEG or GIF formats only. File size should be no less than 50 KB.

### **Web Site Advertisement and Logo Requirements Format**

JPEG or GIF

150 x 150 pixels

Not to exceed 20K

MPITBA may reject any web advertisement or link to a site that is objectionable in subject matter or which, in MPITBA's opinion, is dishonest or misleading.

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## ***Florida Connects* – Quarterly Education Publication**

***Florida Connects*** is an educational publication published quarterly and jointly by the four Florida Chapters of Meeting Professionals International. Currently, more than 1800 copies of Florida Connects are printed and distributed each quarter. Members rely on Florida Connects to keep updated on industry hot topics, and to read chapter and state-wide news and events.

The editorial/advertising ratio is 60/40 and advertising space in each issue consistently sells out. To download past issues of ***Florida Connects***, visit the News section of MPITBA's website: [www.tampabaympi.org](http://www.tampabaympi.org).

***Florida Connects*** is produced by Naylor, LLC.

For advertising information, contact Julie Lenes, advertising director:

Phone: 800.369.6220, ext. 2745

Email: [jlenes@naylor.com](mailto:jlenes@naylor.com)