



2016-2017

Advertising & Media Kit



**A powerful community.
A world of opportunity.**





Gain a direct connection with the premier meeting professionals in Houston!

The MPI Houston Area Chapter Advantage:

- **\$390 Million** | The collective buying power of our chapter's planner members.
- **65** | The number of planner members in MPI HAC who control meeting budgets of \$1,000,000+
- **30%** | The percentage of planner members responsible for executing events for 1,000 or more attendees.
- **42** Certified Meeting Professionals
- **100%** | The amount of effort you will receive from the MPI HAC Advertising team to ensure your ROI

About MPI HAC: With over 35 years of experience in career development education, MPI HAC continues to be the educational resource for Meeting Professionals. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

Our Community: Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, restaurants, convention centers, CVB's, destination management companies, transportation services and everything in between. Through our membership, MPI HAC has been a strongly connected network in the global MPI community since 1978.

Why Advertise? Secure market share for your company and show customers and competitors that business is strong when you appear in the official communication pieces of MPI HAC. Our members are leaders within the state's meetings and events industry.

Interested in Advertising?

Please Contact:



YOUYOU LU

Vice President, Marketing & Communications

MPI Houston Area Chapter

T 713.392.7273

E vpcommunications@mpihouston.org



MPI HAC wants to be your advertising partner!

We understand that your advertising dollars need to count and it is important to get in front of your target audience. Advertising with MPI HAC allows your company to reach industry decision-makers. By investing with us, your brand will extend to prequalified buyers who are searching for your products specifically for their business.

Our Global Market & Buying Power

MPI HAC is composed of planner members representing the following organizations:

AIG
 AIPN
 American Productivity & Quality Center
 Aramco Services Company
 Arena Energy
 Association of Petroleum Negotiators
 BMC Software, Inc.
 BP America
 Carlson Wagonlit Travel
 CB&I
 CITGO Petroleum Corporation
 ConferenceDirect
 Connect the Dots, Inc.
 ConocoPhillips
 Consolidated Graphics
 Corporate Events & Occasions
 Corporate Meetings Unlimited
 Cyberonics, Inc.
 DM Premier Services
 Dow Chemical Company
 Effective Meetings & Logistics
 En Vogue Events
 Energy Transfer
 Event-Tastic!
 ExxonMobil
 Forethought Financial Group, Inc.

Friedkin Services Group
 Gerson Lehrman Group
 Global Stainless Supply
 Greater Houston Dental Society
 Gulf Publishing Company
 Halliburton
 HelmsBriscoe
 Hess Corporation
 Hewlett-Packard
 Hospitality Resources Management
 Houston Association of Realtors
 Houston Building Owners & Mgrs. Assoc.
 Houston Business Journal
 Houston Community College
 Houston Food Bank
 HPN Global
 IACP
 IFMA
 Insperty
 International Meeting Managers
 Invesco
 JB Meetings, Inc.
 Kat Sanford Productions
 KPMG LLP
 Lex Mundi, Ltd.

Madeleine & Associates, LLC
 Marathon Oil Company
 Mattress Firm
 McGraw Hill Financial / Platts
 McKinsey & Company, Inc.
 MD Anderson Cancer Center
 Meeting Logistics International
 Meetings and Events Management
 Meetings to Incentives, Inc.
 National Hospitality Solutions
 Norton Rose Fulbright
 Offshore Technology Conference
 On Point Events
 P2 Energy Solutions
 PwC
 Rice University
 Schlumberger
 Shell Oil Company
 Symantec
 Sysco Corporation
 TEXPERS
 United Airlines
 United Salt Corporation
 University of Houston
 University of Houston Law Center
 VALIC & Western National
 Vision Source





Electronic Advertising Rates

WEBSITE BANNER ADS

BANNER AD OPTIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Home Page Image Slider Banner (up to 2 advertisers) <i>960p width x 300px height</i>	\$500	\$1,350 10% discount	\$2,550 15% discount	4,800 20% discount
Side Banner (up to 6 advertisers) <i>200px width x 300px height</i>	\$250	\$675 10% discount	\$1,275 15% discount	\$2,400 20% discount

**Banner Ad rates quoted are MPI Member rates, Non-Members add 20%*

BI-MONTHLY NEWSLETTER - BAYOU BULLETIN

Newsletter Advertisement to include the Following: <i>(only 1 advertisement per issue)</i>	MEMBER RATE \$400	NON-MEMBER RATE \$550
• Title sponsor with primary logo placement		
• Primary photo placement		
• 500 max character paragraph insertion		
• Up to 5 clickable links		
• Issue Dates: August, October, December, February, April, June		

BI-MONTHLY UPCOMING EVENTS eBLAST - BAYOU BUZZ

Upcoming Events eBlast Advertisement to include the Following: <i>(only 1 advertisement per issue)</i>	MEMBER RATE \$200	NON-MEMBER RATE \$350
• Title sponsor with primary logo placement		
• 50 max character paragraph insertion		
• Up to 2 clickable links		
• Issue Dates: July, September, November, January, March, May		

These rates are effective July 1, 2016, and may be changed at any time by the publisher. Advertising rates are NET.

Advertisers and advertising agencies assume liability for all content, including text, representation and illustrations of advertisements printed, and also assume responsibility for any claims arising therefore made against the publisher.

The publisher reserves the right to reject any advertising, which is not in keeping with the publication's standards.

Advertisers and advertising agencies agree to indemnify and protect the publisher from any damage or expense resulting from printing and publishing any advertisement.

