



For the first time in Canadian history, three Meeting Professionals International (MPI) Chapters (Toronto, Montreal & Quebec, and Ottawa) have joined together to offer their members an opportunity to attain cutting edge innovative meeting industry education. Bringing together three unique communities will give event participants the chance to expand network circles and create new business relationships, all while strengthening existing ones.

To ensure optimal success, the EVENT is seeking Strategic Partners for its inaugural event on April 12-14, 2018 in Ottawa, Ontario. Keep an eye on our [EVENT website](#) for full event details.

The EVENT will be open to all MPI members as well as non-members. Registration will be made available to all MPI members; however we expect the primary participation to come from the 3 host Chapters, which alone combine for over a 1,000 members. The EVENT will strive for a 50/50 planner to supplier participant ratio. Our planner professionals represent the association, government, corporate, and independent markets, while our supplier professionals represent hotels, convention centers, audio-visual, tourism bureaus, and more.

#### **WHY PARTNER WITH THE EVENT?**

The EVENT will offer a wide range of unique, on-site opportunities to capture the attention of participants. This is an opportunity to showcase your organization in a creative environment as the EVENT will walk the line between innovation and disruption, by utilizing various peer to peer learning techniques and technology, creative meeting room designs, tried and true and new session formats, all with the intent of encouraging participants to COLLABORATE with industry peers, CULTIVATE new ideas, and ELEVATE the meeting industry as a whole.

#### **WHY MPI?**

MPI is the leading global association committed to defining the future of the meeting and event industry. MPI empowers its members with personal and professional excellence by providing them with superior education, research, professional development and networking opportunities. Your partnership can help make this goal a success.

As a Strategic Partner, you'll be embraced in the "Buy MPI" approach. Our members believe in working with companies they know and trust, and fellow members and supporters of MPI are valued based on the knowledge that they share the same goals and principles. Let us connect you with your fellow industry professionals by partnering with the EVENT.

#### **READY TO PARTNER?**

The following document outlines the various EVENT partnership opportunities available. Please take a close look and consider where your organizational fit lies. If you would like to secure a spot, simply complete the Partnership Interest Form at the end and return back to Leslie Wright, EVENT Administrator, at [leslie@the-event.ca](mailto:leslie@the-event.ca). Remember that we are open to creative ideas, so if you have other ways you'd like to partner with the EVENT, please connect with us.

We look forward to partnering on the inaugural EVENT with you!

Ryan Young  
Executive, the EVENT  
Past President, MPI Ottawa

Tim Whalen  
Executive, the EVENT  
Vice-President, MPI Toronto

Marie France Watson  
Executive, the EVENT  
President, MPI Montreal & Quebec

## SUMMARY OF PARTNERSHIP BENEFITS

	ARCHITECT PARTNER (\$25,000)	COLLABORATOR PARTNER (\$15,000)	DESIGNER PARTNER (\$10,000)	CONNECTOR PARTNER (\$5,000)	IN-KIND
Input on planning and customization of the room design and set-up for a meeting space, including AV, stage, seating, to ensure Strategic Partner is showcased	Plenary	Braindating Lounge	Breakout or equivalent	Foyer or equivalent	-
Hospitality Suite for hosting participants (additional costs apply)	✓	-	-	-	-
Speaking and/or video presentation opportunity at podium in the Strategic Partner's respective room each time a session opens up	5 mins to open, (3 mins for subsequent appearances)	3 mins (one-time, prior to braindate intro)	2 mins (each session)	-	-
Ability to display promotional materials in your dedicated space	✓	✓	✓	✓	-
Public acknowledgment of support by Emcee	✓	✓	✓	✓	✓
Complimentary registrations	5	3	2	1	-
Inclusion in the EVENT's marketplace	✓	✓	✓	✓	If over \$5,000
Logo included on all applicable signage and in room screens	✓	✓	✓	✓	✓
Logo on <a href="#">the EVENT</a> website, which is linked to your organization's website	✓	✓	✓	✓	✓
Permitted use of EVENT logo (upon request) for promotion of partnership	✓	✓	✓	✓	✓
Advertorial shared on <a href="#">MPI Ottawa, Toronto, &amp; Montreal/Quebec Chapters</a> , and <a href="#">the EVENT</a> websites	1	-	-	-	-
Rotating web banner advertisement on <a href="#">the EVENT</a> website (prioritized placement)	✓	✓	✓	-	-
Posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages	2 (includes 1 dedicated post)	2	2	2	2
Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters', and the EVENT's social media	5	3	3	3	3
EVENT participants contact information (subject to consent)	✓	✓	✓	✓	✓
Partnership acknowledgement on attendee identification	✓	✓	✓	✓	✓
Electronic versions of photos of the Partner representative(s)	✓	✓	✓	✓	✓
'Pre-sale' opportunity on any new partnership concepts that are developed after initial prospectus release	✓	✓	✓	-	-
First right of renewal for the following <u>two years</u> (2019 in Montreal & 2020 in Toronto)	✓	✓	✓	-	-

# STRATEGIC PARTNER BENEFITS & DELIVERABLES

## ARCHITECT PARTNERSHIP - \$25,000 (1 opportunity available)

- Customization and inclusion on the design and set-up of the Plenary room, including input on the AV (lighting, screens, drapery), stage, seating, with the intention of showcasing the Partner's service or product 'experience'
- A Hospitality Suite will be reserved to allow the opportunity to host participants for Thursday & Friday nights (décor, F&B, and any other expenses to be covered by Partner)
- 5 minute total speaking and/or video presentation<sup>1</sup> opportunity at podium in plenary room prior to the opening keynote<sup>1</sup>(see event schedule), as well as additional speaking time (up to 3 minutes) every time all participants reconvene in the Plenary room
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout plenary room (supplied by Strategic Partner)
- Public acknowledgment of support by Emcee
- 5 complimentary registrations for the EVENT
- Inclusion in the EVENT's marketplace (not a formal tradeshow), format to be confirmed
- Logo included on all applicable signage and in room screens
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Rotating web banner advertisement on [the EVENT](#) website (priority location)
- Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters', and the EVENT's social media (3 acknowledgement tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages: 1 pre-event (mentions all EVENT Partners) and 1 dedicated post-event with Partner photos
- 1 advertorial shared on [MPI Ottawa](#), [Toronto](#), & [Montreal/Quebec](#) Chapters' and [the EVENT](#) websites
- Partnership acknowledgement on attendee identification
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Strategic Partner representative(s)
- 'Pre-sale' opportunity on any new partnership concepts that are developed after initial prospectus release, as the inaugural EVENT continues to take shape
- First right of renewal of partnership level for the following two years (2019 in Montreal & 2020 in Toronto) (valid for MPI members only)<sup>2</sup>

## DISCLAIMERS

1. *Submissions for stage time, and entertainment if applicable, must be approved by the EVENT Executive. Speaking notes and/or video must be submitted to the Event Administrator no later than 4 weeks prior to event date in order to ensure the allotted time will not be surpassed. Any presentation that runs beyond the allocated time will be encouraged to wrap up through Audio Visual effects.*
2. *The details of the partnership level are subject to change for the subsequent years.*

## COLLABORATOR PARTNERSHIP - \$15,000 (1 opportunity available)

- Customization and inclusion on the design and set-up of the Braindate\* Lounge, including input on the AV (lighting, screens, drapery), seating, décor, with the intention of showcasing the Partner's service or product 'experience'
- 3 minute welcome address in Braindate Lounge prior to an intro to braindate session
- Logo visibility on Braindate Lounge signage and braindate check-in desk,
- Logo inclusion on all braindate engagement emails which are sent to all participants
- Training for up to 5 representatives on how to use the braindating platform
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout Braindate Lounge (supplied by Strategic Partner)
- Public acknowledgment of support by Emcee
- 3 complimentary registrations for the EVENT
- Inclusion in the EVENT's marketplace (not a formal tradeshow), format to be confirmed
- Logo included on all applicable signage and in room screens
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Rotating web banner advertisement on [the EVENT](#) website
- Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters', and the EVENT's social media (3 acknowledgement tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages: 1 pre-event (mentions all EVENT Partners) and 1 dedicated post-event with Partner photos
- Partnership acknowledgement on attendee identification
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Strategic Partner representative(s)
- 'Pre-sale' opportunity on any new partnership concepts that are developed after initial prospectus release, as the inaugural EVENT continues to take shape
- First right of renewal of partnership level for the following two years (2019 in Montreal & 2020 in Toronto) (valid for MPI members only)<sup>1</sup>

### DISCLAIMERS

1. *The details of the partnership level are subject to change for the subsequent years.*

\*By supporting braindating, it shows your organization's alignment with collaborative learning, one of the backbone elements of the EVENT.

**How does braindating work?** E-180 guides event participants and partners' representatives through completing their profiles, requiring them to share their offers and requests for knowledge in a one on one format. If they prefer, they can also share knowledge in the form of a group braindate to a maximum of 4 other people. Event participants can browse or search the full marketplace of offers, requests and group braindates, and then book meetings with fellow participants on the online braindating platform. On a braindate, because participants know exactly what they will be talking about (i.e. not just "Leadership", but specifically "How to improve your leadership skills through mediation."), they can dive into a fruitful conversation right away. At the time of the scheduled braindate, the attendees meet at the Braindating Lounge, where professional matchmakers are waiting for them, with a time---sorted list and profile pictures of all the matches in hand! Meanwhile, as braindates are taking place, the braindating platform will collect incredibly useful data through its real---time dashboard, which provides a wealth of information on who met who and what topic they discussed during their braindate.

## **DESIGNER PARTNERSHIP - \$10,000 (up to 6 opportunities available)**

- Customization and inclusion on the design and set-up of a breakout or equivalent room, including input on the AV (lighting, screens, drapery), seating, with the intention of showcasing the Strategic Partner's service or product 'experience'
- 2 minute speaking address<sup>1</sup> in breakout room at beginning of each session (see event schedule), which means exposure to multiple waves of participants
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout breakout room (supplied by Strategic Partner)
- Public acknowledgment of support by Emcee
- 2 complimentary registrations for the EVENT
- Inclusion in the EVENT's marketplace (not a formal tradeshow), format to be confirmed
- Logo included on all applicable signage and in room screens
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Rotating web banner advertisement on [the EVENT](#) website
- Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters', and the EVENT's social media (3 acknowledgement tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages: 1 pre-event and 1 post-event with Partner photos (mentions all EVENT Partners)
- Partnership acknowledgement on attendee identification
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Strategic Partner representative(s)
- 'Pre-sale' opportunity on any new partnership concepts that are developed after initial prospectus release, as the inaugural EVENT continues to take shape
- First right of renewal of partnership level for the following two years (2019 in Montreal & 2020 in Toronto) (valid for MPI members only)<sup>2</sup>

### **DISCLAIMERS**

1. *Submissions for stage time, and entertainment if applicable, must be approved by the EVENT Executive. Speaking notes and/or video must be submitted to the Event Administrator no later than 4 weeks prior to event date in order to ensure the allotted time will not be surpassed. Any presentation that runs beyond the allocated time will be encouraged to wrap up through Audio Visual effects.*
2. *The details of the partnership level are subject to change for the subsequent years.*

## **CONNECTOR PARTNERSHIP - \$5,000 (up to 5 opportunities available)**

- Customization and inclusion on the design and set-up of 1 Break or Lunch to go, including input on the F&B arrangements, with the intention of showcasing the Strategic Partner's service or product 'experience'
- Ability to display promotional materials (i.e. pop-up banners, tent cards, participant giveaways) by break area (supplied by Partner)
- Public acknowledgment of support by Emcee
- 1 complimentary registration for the EVENT
- Inclusion in the EVENT's marketplace (not a formal tradeshow), format to be confirmed
- Logo included on all applicable signage and in room screens
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters', and the EVENT's social media (3 acknowledgement tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages: 1 pre-event and 1 post-event with Partner photos (mentions all EVENT Partners)
- Partnership acknowledgement on attendee identification
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Strategic Partner representative(s)

## **HELP A PLANNER OUT SCHOLARSHIP FUND - \$500 per person**

As a Strategic Partner of the EVENT, you have the first opportunity to contribute to the Help a Planner Out Scholarship Fund which will be made available to those in the MPI Planner community that would like to attend the inaugural EVENT but require financial assistance to do so. A selection process will be implemented to ensure Planner recipients are qualified and meet the criteria outlined by the EVENT committee.

As official registration goes live for the EVENT in the fall, all participants will also have the opportunity to contribute to the Scholarship Fund.

Your \$500 (per person) investment covers the Planner recipient's registration fee as well as access to an exclusive reception to recognize those Partners who contributed to the Scholarship Fund as well as all recipients.

In recognition of your contributions to the Scholarship, you will receive:

- Organization's logo on the Planner recipients attendee identification
- Public acknowledgment of support by Emcee
- Special recognition in EVENT communications (social media, event photos)
- Access to Partner Scholarship Fund Reception (invite only)

## **IN-KIND PARTNERSHIPS & OTHER OPPORTUNITIES**

Don't have \$5,000+ cold hard cash to invest in the EVENT? We value creativity so please run any other partnership ideas you might have by us and we will evaluate creating other opportunities, keeping in mind the value of deliverables outlined above.

In-kind partnerships are also welcomed, however the service or product being offered must be deemed by the Executive to be a value add for the EVENT and all in-kind partnerships must be



approved in writing. All associated costs (i.e. labour, shipping, setup fees) with the in-kind offering will be the responsibility of the in-kind Partner.

In-kind Partners will not be granted any podium time but will receive the following benefits if the value of your product or service is higher than \$5,000. Other benefits may be available depending on the value of the sponsorship.

- Inclusion in the EVENT's marketplace (not a formal tradeshow), format to be confirmed
- Logo included on all applicable signage and in room screens
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Mention in MPI Ottawa, Toronto, & Montreal/Quebec Chapters' and the EVENT's social media (3 acknowledgement tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages: 1 pre-event and 1 post-event with Partner photos (mentions all EVENT Partners)
- Public acknowledgment of in-kind support by Emcee
- In-kind partnership acknowledgement on attendee identification
- Full EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Strategic Partner representative(s)

### THE EVENT SCHEDULE *(subject to change)*

<b>Day 1 – Thursday, April 12, 2018 - Global Meetings Industry Day (GMID)</b>	
GMID Dinner & Award ceremony (Keynote speaker) <i>(Partnership opportunities are separate from the EVENT and outlined in MPI Ottawa Chapter 2017-18 Prospectus)</i>	Plenary room
Opening EVENT Reception <i>(hosted by Brookstreet)</i>	Foyer (200 pax)
<b>Day 2 – Friday, April 13, 2018 – Full Education Day</b>	
Breakfast & marketplace	Foyer
Opening plenary keynote	Plenary room (300 pax)
Connections & marketplace	Foyer
Concurrent education sessions	3-6 rooms (50-75 pax ea.)
Lunch & speaker(s)	Plenary room (300 pax)
Concurrent education sessions	3-6 rooms (50-75 pax ea.)
Connections & marketplace	Foyer
Concurrent education sessions	3-6 rooms (50-75 pax ea.)
Happy Hour	In-house lounge
Offsite Dinner & Social (TBC)	Offsite venue
<b>Day 3- Saturday, April 14, 2018 – Half Education Day</b>	
Concurrent education sessions	3-6 rooms (50-75 pax ea.)
Connections & marketplace	Foyer
Closing Plenary	Plenary room (300 pax)
Lunch	Foyer

# THE EVENT PARTNERSHIP INTEREST FORM

Submission Date: \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

Website (to link from the EVENT website) \_\_\_\_\_

Twitter # \_\_\_\_\_ Twitter @ \_\_\_\_\_

Facebook Page or Group link \_\_\_\_\_

<b>Partnership Opportunity</b>
<input type="checkbox"/> Architect (\$25,000) – 1 available
<input type="checkbox"/> Collaborator (\$15,000) – 1 available
<input type="checkbox"/> Designer (\$10,000) – up to 6 available
<input type="checkbox"/> Connector (\$5,000) – up to 5 available
<input type="checkbox"/> Help a Planner Out Scholarship Fund ____ x \$500
<input type="checkbox"/> In-Kind Value: \$ _____
Offering: _____
_____
_____

**Send completed form to:** Leslie Wright, EVENT Administrator, at [leslie@the-event.ca](mailto:leslie@the-event.ca).

<b>Office Use Only:</b>						
<b>Committee Liaison:</b>						
<b>Approved:</b>	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<b>Date / Time Received:</b>	
<b>Date Contacted:</b>						

*Partnership terms and conditions to be confirmed after interest form has been received and partnership details have been discussed with both parties.*

*The EVENT team will confirm submission of your interest form to ensure partnerships are awarded based on time of submission.*