



In April 2018, three Meeting Professionals International (MPI) Chapters (Toronto, Ottawa, and Montreal/Quebec) collaborated on the inaugural EVENT which was held in Ottawa, Ontario. Our event concept continues to build momentum after a successful year 2 in Montreal and the fresh off the press RISE AWARD for Innovative Educational Programming which was awarded by MPI Global at the 2019 World Education Congress.

In addition to the cutting edge education, the EVENT paves the way for event participants to expand their network circles, create new business relationships, all while strengthening existing ones. A full visual recap of both 2018 and 2019 are available on [the EVENT website](#), including recap videos and hundreds of incredible photos. To ensure success again in year 3, the EVENT is seeking Strategic Partners for its venture into Toronto, Ontario from April 2-4, 2020.

The EVENT is open to all MPI members and non-members. We expect the primary participation to come from the 3 host Chapters, which combined is over 1,000 members. The EVENT will strive for a minimum of 40% planner to supplier ratio, with planners from all segments including association, government, corporate, and independent events. 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?

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 closer 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. 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.

Ryan Young
Partnerships, the EVENT

SUMMARY OF PARTNERSHIP BENEFITS

	ARCHITECT	COLLABORATOR	DESIGNER	CONNECTOR	INITIATIVE	VISIONARY	RESOURCE SUPPORTER
Partnership Investment	\$20,000	\$15,000	\$10,000	\$5,000	\$2,000	In kind	In kind
Opportunities available	1	1	4	6	4	1	Unlimited
Involved on planning and customization of the function space design and set-up, including AV, stage, seating, to ensure Partner is showcased to the fullest	Plenary	Braindate Lounge	Breakout	Foodery or Other	INITIATIVE Space	All AV	Other
Upgraded Hotel Suite to host clients in (additional F&B costs would apply)	✓	-	-	-	-	-	-
Speaking and/or video presentation opportunity in the Partner's room at the beginning of each session in your room	5 min to open, 3 mins after	3 mins (intro braindates)	2 mins (each session)	-	-	-	-
Ability to display promotional materials in your dedicated space	✓	✓	✓	✓	✓	-	-
Public acknowledgment of support by Emcee	✓	✓	✓	✓	✓	✓	-
Complimentary registrations	4 *	3 *	2 *	1 *	-	1 per \$7,500 value (max 4) *	1 if more than \$7,500 value *
Logo included on all applicable signage and displayed on screens outside the function space (if applicable)	✓	✓	✓	✓	✓	✓	✓
Logo on the EVENT website home page and Strategic Partners page, directly linked to your website	✓	✓	✓	✓	✓	✓	✓
Permitted use of EVENT logo, including custom Partnership graphic	✓	✓	✓	✓	✓	✓	✓
Posts on the EVENT Facebook page	3	2	2	1	-	2	-
Minimum mentions on the EVENT's social media, bonus exposure on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts	4	3	3	2	1	3	1
EVENT participants contact info (subject to consent)	✓	✓	✓	✓	INITIATIVE Program only	✓	-
Partnership acknowledgement on attendee identification (if applicable)	✓	✓	✓	✓	-	✓	-
Electronic versions of photos of the Partners activation	✓	✓	✓	✓	✓	✓	✓
Pre-sale opportunity should any new partnership concepts be developed after initial prospectus release	✓	✓	✓	-	-	-	-

Please note that we shall not be offering first right of renewal Partnerships for 2021 since we are revamping Partnership offerings after our 3rd year is completed in 2020.

**Complimentary registrations include full EVENT access and are required for all those who attend, including additional staff.*

STRATEGIC PARTNER BENEFITS & DELIVERABLES

ARCHITECT PARTNERSHIP - \$20,000

SOLD OUT

- Customization and inclusion on the design and set-up of the Plenary room, including input on the AV (projector/screen + mic included in partnership), stage, seating, with the intention of showcasing the Partner's service or product 'experience'. Additional charges will apply for décor and enhanced AV selections*
- Upgraded Hotel Suite will be reserved to allow the opportunity to host participants (cost of room, décor, F&B, and any other expenses to be covered by Partner)
- 5-minute total speaking and/or video presentation¹ opportunity at podium in plenary room prior to the opening keynote¹, as well as additional speaking time (up to 3 minutes) every time all event participants reconvene in your Plenary room
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout plenary room (supplied by Strategic Partner). Please keep in mind that the EVENT is 'Green' minded so please limit any non-sustainable swag and paper brochures etc
- Public acknowledgment of support by Emcee
- 4 complimentary registrations for the EVENT. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on [the EVENT](#) home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 4 tweets: 2 pre-event, 1 during event, 1 post-event)
- 3 posts on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation
- Pre-sale opportunity should any new partnership concept be developed after initial prospectus release

**Although the cash investment to the EVENT is \$20,000, in order to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation and set-up, including décor, AV, and other branding.*

DISCLAIMERS

1. *Submissions for stage time and entertainment (if applicable), must be approved by the EVENT. 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

SOLD OUT

- Customization and inclusion on the design and set-up of the Braindate* Lounge, including input on the AV (projector/screen + mic included in partnership) seating, décor, with the intention of showcasing the Partner's service or product 'experience'. Costs of set-up and décor are responsibility of the Partner*
- 3-minute Braindate intro on the main stage
- 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 3 representatives on how to use the Braindating platform, as well as opportunity to be enrolled as Braindate Ambassadors
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout Braindate Lounge (supplied by Strategic Partner). Please keep in mind that the EVENT is 'Green' minded so please limit any non-sustainable swag and paper brochures etc
- Public acknowledgment of support by Emcee
- 3 complimentary registrations for the EVENT. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on [the EVENT](#) home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation
- Pre-sale opportunity should any new partnership concept be developed after initial prospectus release

**Although the cash investment to the EVENT is \$15,000, in order to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation and set-up, including décor, AV, and other branding.*

DISCLAIMERS

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

What are Braindates? <https://e180.co/how-we-work/>

Braindates, the EVENT's peer-to-peer learning program, is one of the best (and most popular) tools at the disposal of event participants for making the most of their experience at the EVENT.

Braindates are designed to facilitate meaningful connections between participants and to ensure everyone heads back home with actionable tools and ideas to effect positive change, be it at work or at home. Braindates are powered by e180, a Montréal-based company. In short, Braindates are either one-on-one or group meetings between participants based on what one can teach or wants to learn. the EVENT has brought e180 on board to facilitate all the pre-event user set-up as well as onsite execution.

DESIGNER PARTNERSHIP - \$10,000 (1 of 4 remaining)

- Customization and inclusion on the design and set-up of a breakout or equivalent room, including input on the AV (projector/screen + mic included in partnership), seating, with the intention of showcasing the Strategic Partner's service or product 'experience'. Costs of set-up and décor are responsibility of the Partner*
- 2-minute speaking address¹ in your breakout room at beginning of each session which means exposure to multiple waves of event participants
- Ability to display promotional materials (i.e. pop-up banners, tent cards) throughout breakout room (supplied by Strategic Partner). Please keep in mind that the EVENT is 'Green' minded so please limit any non-sustainable swag and paper brochures etc
- Public acknowledgment of support by Emcee
- 2 complimentary registrations for the EVENT. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on [the EVENT](#) home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation
- Pre-sale opportunity should any new partnership concept be developed after initial prospectus release

**Although the cash investment to the EVENT is \$10,000, in order to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation and set-up, including décor, AV, and other branding.*

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 (2 of 5 remaining)

- Customization and inclusion on the design and set-up of an activation in the Foodery (meal room), or other public space to be determined with the EVENT team. We are open to creativity with this partnership so please run any ideas by us. Costs of set-up and décor are responsibility of the Partner*
- Ability to display promotional materials (i.e. pop-up banners, participant giveaways), which are to be supplied by Partner. Please keep in mind that the EVENT is 'Green' minded so please limit any non-sustainable swag and paper brochures etc
- Public acknowledgment of support by Emcee
- 1 complimentary registration for the EVENT. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on [the EVENT](#) home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 2 tweets: 1 pre-event, 1 during event)
- 1 post on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

**The partnership value denotes the cash investment to the EVENT, however in order to ensure the success of the Partnership and optimal brand exposure, we recommend you budget an additional 50-100% for your activation/set-up, including décor, AV, and other branding.*

RESOURCE SUPPORTER PARTNERSHIPS - In-Kind (Unlimited)

Don't have \$5,000+ in your budget to invest in the EVENT? Good news, 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 welcome however the service or product being offered must be deemed by the Executive to add value to 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 receive the following benefits:

- Logo included on all applicable signage
- Logo on [the EVENT](#) Strategic Partner page, which is linked to your website
- 1 complimentary registration if in-kind offer exceeds \$7,500 value. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown.
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mention on the EVENT's social media
- the EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

VISIONARY PARTNERSHIP - In-Kind AudioVisual

- Opportunity to showcase your new technologies and services in all meeting spaces where AV is required, including the main Plenary room
- Public acknowledgment of support by Emcee
- 1 complimentary registration for every \$7,500 of in-kind value, up to a maximum of 4. Please note that anyone present during the EVENT will need a full registration. This does not apply for help coming in strictly for setup or teardown.
- Logo included on all applicable signage and displayed on screens outside the function space (if applicable)
- Logo on [the EVENT](#) home page and Strategic Partner page, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mentions on the EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event)
- 2 posts on the EVENT Facebook page, with bonus exposure (shares) on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' Facebook pages
- Partnership acknowledgement on attendee identification (if name badges are used)
- the EVENT participants contact information in electronic format (subject to consent)
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Please note that although the selected* audiovisual provider will be recognized as the official AV EVENT Partner, the EVENT committee may explore additional audiovisual related in-kind offerings should it offer additional benefit over and above what is already being offered, or should the Visionary Partner not be able to offer the same services. Regardless, the EVENT will consult with the Visionary Partner before accepting other services.

The EVENT recognizes the value and significant costs (including labour) associated with our Visionary Partnership, and as such we are willing to be transparent that we have a budget of \$25,000 for all AV equipment and services, including rigging, translation equipment, and power (main Plenary only). The Visionary Partner will have additional revenue opportunities with other Strategic Partners should they choose to go above and beyond basic AV set-ups offered to them on the EVENT's behalf (i.e. projector/screen, laptop, 1 handheld & 1 Lav mic) in their specific meeting spaces.

**A comprehensive AV RFP will be distributed and final decision will be based on overall best fit (designs, budget, and concept buy-in) for the EVENT.*

NEW INITIATIVE PROGRAM* PACKAGE - \$2,000 (2 of 4 remaining)

- Customization and inclusion on the design and set-up of an activation/lounge area in the INITIATIVE reception space (size to be predetermine by the EVENT team). Costs of set-up and décor are responsibility of the Partner
- Your investment includes registration* for 4 planner members and you have the option to suggest/invite 2 of them and the EVENT will provide the other 2. All Planners accepted into the INITIATIVE program must run through our qualification process.
- Ability to display promotional materials (i.e. try to avoid pop-up banners) which are to be supplied by Partner
- Public acknowledgment of support by Emcee
- Enlarged logo included on all applicable INITIATIVE program signage and displayed outside the function space (if applicable)
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic
- Mention on the EVENT's social media
- INITIATIVE participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

** The INITIATIVE program is explained in more detail below. In short the program helps qualified planners that need financial assistance attend the EVENT.*

the INITIATIVE Program - \$650 (Unlimited)

As a Strategic Partner of the EVENT, you have the first opportunity to contribute to the INITIATIVE that will be made available to those in the MPI Planner community that would like to attend the 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.

Your \$650 investment covers the registration* for 2 qualified Planners as well as access to an exclusive receptions (Friday evening & Saturday breakfast) to recognize those Partners who contributed to the fund as well as all recipients.

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

- Special recognition in EVENT communications (social media, event photos)
- All INITIATIVE recipients contact information in electronic format (subject to consent)
- Access to the two INITIATIVE events (invite only)
- Opportunity to suggest/invite 1 Planner to the program and the EVENT will provide the other. All Planners accepted into the INITIATIVE program must run through our qualification process.
- Logo included on all applicable INITIATIVE program signage and displayed outside the function space (if applicable)
- Logo on [the EVENT](#) website, which is linked to your organization's website
- Permitted use of the EVENT logo for promotion of partnership, including custom graphic

*** NOTE: The Initiative program does not include a registration for the Partner, it must be purchased separately on the EVENT website: <https://the-event.ca/the-reg-desk>**

THE EVENT SCHEDULE *(subject to change)*

This schedule is simplified to show the overall format, however the final product will be much more creative than what is below and offer attendees flexibility to choose their own learning experience.

Day 1 – Thursday, April 2, 2020	
<i>Please note that MPI's Global Meetings Industry Day (GMID) has been change to April 14, 2020 and will not precede the EVENT as in previous years.</i>	
Opening Reception	Unique hotel space, 350-400 pax
Day 2 – Friday, April 3, 2020	
Breakfast	Flow
Opening session	Plenary room (350-400 pax)
Braindates (open all day)	Flow
AM break	Flow
Concurrent education & experiential sessions	4-6 rooms (up to 75 pax ea)
Lunch	Flow
Concurrent education & experiential sessions	4-6 rooms (up to 75 pax ea)
PM break	Flow
Concurrent education & experiential sessions	4-6 rooms (up to 75 pax ea)
INITIATIVE Reception (invite only)	70-100 pax
Offsite Reception TBC	Offsite (350-400 pax)
Day 3- Saturday, April 4, 2020	
Breakfast	Flow
INITIATIVE breakfast (invite only)	70-100 pax
Braindates (open all day)	Flow
Concurrent education & experiential sessions	4-6 rooms (up to 75 pax ea)
AM break	Foyer
Concurrent education & experiential sessions	4-6 rooms (up to 75 pax ea)
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 _____

Partnership Opportunity
<input type="checkbox"/> Architect - \$20,000 (1 available)
<input type="checkbox"/> Collaborator - \$15,000 (1 available)
<input type="checkbox"/> Designer - \$10,000 (1 remaining)
<input type="checkbox"/> Connector - \$5,000 (3 remaining)
<input type="checkbox"/> INITIATIVE package - \$2,000 (2 remaining)
<input type="checkbox"/> INITIATIVE - _____ @ \$650 (Unlimited)
<input type="checkbox"/> Visionary (In-kind AV) (1 available)
<input type="checkbox"/> In-Kind Value: \$_____ (Unlimited)
Product/service offering: _____

Send completed form to: Leslie Wright, EVENT Administrator, at leslie@the-event.ca.

Office Use Only:

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

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.