



In April 2018, three Meeting Professionals International (MPI) Chapters (Toronto, Montreal & Quebec, and Ottawa) collaborated on the inaugural EVENT which was held in Ottawa, Ontario on April 12-14, 2018. In addition to the cutting edge education provided, the EVENT paved the way for event participants to expand their network circles, create new business relationships, all while strengthening existing ones. A full recap of 2018 is available on [the EVENT website](#), including a great video and hundreds of incredible photos. To ensure success again in year two, the EVENT is seeking Strategic Partners for its venture into Montreal, Quebec from April 4-6, 2019.

The EVENT is 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 event planner 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.

Ryan Young  
Executive, the EVENT  
Past President, MPI Ottawa

## SUMMARY OF PARTNERSHIP BENEFITS

	ARCHITECT	COLLABORATOR	DESIGNER	CONNECTOR	INITIATOR	VISIONARY	RESOURCE SUPPORTER
Partnership Investment	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	In kind	In kind
Opportunities available	1	1	5	5	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	Section of Meal Room	Public Space	All AV	-
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 of value (max 4)	1 (if > than \$7,500 value)
Logo included on all applicable signage and displayed on screens outside the function space (if applicable)	✓	✓	✓	✓	✓	✓	✓
Logo on <a href="#">the EVENT</a> website home page and Strategic Partners page, directly linked to your website	✓	✓	✓	✓	✓	✓	✓
Permitted use of EVENT logo (upon request) for promotion of partnership	✓	✓	✓	✓	✓	✓	✓
Posts on the EVENT Facebook page	3 (incl. 1 dedicated)	2	2	1	1	2	1
Minimum mentions on the EVENT's social media, bonus exposure on MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts	4	3	3	3	3	3	1
EVENT participants contact info (subject to consent)	✓	✓	✓	✓	✓	✓	-
Partnership acknowledgement on attendee identification (if physical name badges are used)	✓	✓	✓	✓	✓	✓	✓
Electronic versions of photos of the Partners activation	✓	✓	✓	✓	✓	✓	✓
Pre-sale opportunity should any new partnership concepts be developed after initial prospectus release	✓	✓	✓	-	-	-	-
First right of renewal for the following year (2020 in Toronto)	✓	✓	✓	-	-	-	-

# STRATEGIC PARTNER BENEFITS & DELIVERABLES

## ARCHITECT PARTNERSHIP - \$20,000\* (1 available\*\*)

- 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 for (cost of room, 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
- 4 complimentary registrations for the EVENT
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 4 tweets with at 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- 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
- First right of renewal of partnership level for the following year (2020 in Toronto) (valid for MPI members only)<sup>2</sup>

*\*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 things like décor, AV, and other branding.*

**\*\* Should we not have an Architect Partner step up, we are open to the idea of splitting the Partnership into 2 and having Co-Architects at \$12,500 value each. This would allow each Partner to have access to the Plenary room for one day, with a guarantee of 1 general session and 1 breakout like session, thus ensuring exposure to all EVENT attendees. The room would also need to be flipped to provide two different experiences, which we think could be kind of fun!**

### 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\* (0 of 1 available)

**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'
- 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)
- Public acknowledgment of support by Emcee
- 3 complimentary registrations for the EVENT
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- 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
- First right of renewal of partnership level for the following year (2020 in Toronto) (valid for MPI members only)<sup>1</sup>

*\*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 things like décor, AV, and other branding.*

### **DISCLAIMERS**

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

**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\* (0 of 5 available)

**SOLD OUT**

- 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'
- 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
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- 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
- First right of renewal of partnership level for the following year (2020 in Toronto) (valid for MPI members only)<sup>2</sup>

*\*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 things like 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\* (1 of 5 available)**

- Customization and inclusion on the design and set-up of an activation in the main meal room, including food & beverage selections. We are open to creativity with this partnership so please run any ideas by us.
- Ability to display promotional materials (i.e. pop-up banners, participant giveaways), which are to be supplied by Partner
- Public acknowledgment of support by Emcee
- 1 complimentary registration for the EVENT
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

## **INITIATOR PARTNERSHIP - \$2,500\* (4 available)**

- Customization and inclusion on the design and set-up of an activation in a public space (foyer or equivalent). We are open to creativity with this partnership so please run any ideas by us.
- Ability to display promotional materials (i.e. pop-up banners, participant giveaways), which are to be supplied by Partner
- Public acknowledgment of support by Emcee
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- 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 and set-up, including things like décor, AV, and other branding.*



## **VISIONARY PARTNERSHIP - In-Kind AudioVisual (1 available)**

- 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
- 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 EVENT logo (upon request) for promotion of partnership
- Mentions on EVENT's social media (minimum of 3 tweets: 1 pre-event, 1 during event, 1 post-event), as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- 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 and translation (main Plenary only). The Visionary Partner will have other revenue opportunities with other Strategic Partners should they choose to go above and beyond basic AV set-ups offered (projector/screen, mic) in their specific meeting spaces, which the majority of Partners did for the 2018 EVENT.

## **RESOURCE SUPPORTER PARTNERSHIPS - In-Kind (Unlimited)**

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 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 (only if in-kind offer exceeds \$7,500 value)
- Permitted use of EVENT logo (upon request) for promotion of partnership
- Mention on EVENT's social media, as well as bonus exposure from MPI Ottawa, Toronto, & Montreal/Quebec Chapters' accounts
- 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)
- EVENT participants contact information in electronic format (subject to consent)
- Electronic versions of photos of the Partners activation

## **the INITIATIVE 1:1 - \$650**

As a Strategic Partner of the EVENT, you have the first opportunity to contribute to the Initiative 1:1 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 reception to recognize those Partners who contributed to the fund as well as all recipients.

In recognition of your contributions to the 1:1, you will receive:

- Public acknowledgment of support by Emcee
- Special recognition in EVENT communications (social media, event photos)
- All 1:1 recipients contact information in electronic format (subject to consent)
- Access to the Initiative 1:1 Reception (invite only)



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

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

<b>Day 1 – Thursday, April 4, 2019 (post Global Meetings Industry Day (GMID))</b>	
GMID EVENT <i>(Separate Partnership opportunities exist through the host Chapter, Montreal/Quebec)</i>	TBD
Opening Rendezvous Reception <i>(hosted by MPI Foundation)</i>	Unique space, 250 pax
<b>Day 2 – Friday, April 5, 2019 – Full Education Day</b>	
Breakfast	Flow
Opening session	Plenary room (350 pax)
AM break	Flow
Concurrent education & experiential sessions	5 rooms (up to 75 pax ea)
Lunch	Flow
Concurrent education & experiential sessions	5 rooms (up to 75 pax ea)
PM break	Flow
Concurrent education & experiential sessions	5 rooms (up to 75 pax ea)
Happy Hour & 1:1 Reception	In-house lounge/bar
Montreal Night Out <i>(hosted by Tourisme Montreal)</i>	Offsite (350 pax)
<b>Day 3- Saturday, April 6, 2019 – Half Education Day</b>	
Breakfast	Flow
Concurrent education & experiential sessions	5 rooms (up to 75 pax ea)
AM break	Foyer
Concurrent education & experiential sessions	5 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 \_\_\_\_\_

<b>Partnership Opportunity</b>
<input type="checkbox"/> Architect (\$20,000) (1 spot available)
<input type="checkbox"/> Collaborator (\$15,000) (1 spot available) – SOLD OUT
<input type="checkbox"/> Designer (\$10,000) (5 spots available) – SOLD OUT
<input type="checkbox"/> Connector (\$5,000) (5 spots available) – 1 left
<input type="checkbox"/> Initiator (\$2,500) (4 spots available)
<input type="checkbox"/> Visionary (In-kind AV) (1 spot available)
<input type="checkbox"/> In-Kind Value: \$ _____
Offering: _____ _____
<input type="checkbox"/> the Initiative 1:1 ____ x \$650

**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.*