



Newly optimized to give MPI Partners more visibility and more value. MPI has optimized its MarketSmart partnership to give supplier brands the value they expect, but with high elevation, exclusivity and visibility they deserve.

MPI MarketSmart offers fully-integrated and exclusive visibility to MPI planners through:

- Sponsorships
- Education
- Advertising
- MPI Foundation

### elite \$300k+

The ultimate in brand visibility and customization.

- Choose from a multitude of options for advertising and sponsorships.
- Access global or regional buying-power data for our members to help you pinpoint the exact buyers for your product or service—get up to six customizable profile reports.

### advantage

\$200k - \$299k

A customized program of sponsorships and advertising.

- Access global or regional buying-power data for our members—get up to three customizable profile reports.

### signature

\$100k - \$199k

A strong combination of value and vigorous marketing channels.

- Receive an assortment of added value benefits.

## Added-Value MarketSmart Benefits:

	signature	advantage	elite
Subject Expert of a Feature Story			
Consultation with MPI CEO and/or COO			
Partner Highlight	1/2 Page 	Full Page 	Spread 
Targeted Marketing Emails		2 	4 
Preferred Membership	1 	2 	2 
Live Event Registration	1 	1 	2 
Partner Level Sponsorship at a Plan Your Meetings event	1 	1 	1 
Annual Report			
Mention at WEC from main stage			
Highlight Partner on MPI social media channels	1x 	1x 	1x 
Partner Recognition			