



2010 NMID Sponsor Application Form

NM_p ID²⁵
A Formula for Prosperity

Meeting Professionals International (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.

April 15, 2010 is National Meetings Industry Day (NMID) in Canada. Plans are underway for special events in eight major centres across Canada. On this day in Ottawa, meeting planners and suppliers will come together to celebrate the “prosperity” component of the People, Planet, Prosperity; the three “P’s” of Corporate Social Responsibility.

The MPI Ottawa Chapter is seeking sponsorship for the Ottawa edition of National Meetings Industry Day 2010. NMID brings together a prime audience of planners and suppliers within the meetings industry. This year’s event will be extra special as the Ottawa Chapter of MPI celebrates its 25th anniversary.

NMID offers a wide range of unique on-site opportunities for you to capture the attention of the Ottawa MPI membership. Sponsorship of this showcase event provides a great opportunity to increase your company exposure and profile while demonstrating a strong commitment to the meetings industry. With budgets and planning underway for NMID 2010, we are releasing preliminary prospectus for next year’s program.

Thanking you in advance for your interest. For more information and list of opportunities available, please complete the attached Partnership Opportunities Form, or contact:

Andrew Horsfield, NMID Committee

PH: 800-265-3973 ext 223

Andrew@theconferencepublisher.com

In-Kind Sponsorship

We welcome in-kind sponsorship for many aspects of our programs, such as wine service, décor, printing, etc. All in-kind sponsorship is valued at 60%.



This year, MPI Ottawa Chapter, in conjunction with The National Speakers Bureau, is very pleased to announce DEIRDRE McMURDY – Leading Business Journalist—as our Keynote Speaker and Panel Moderator.

Deidre will speak to the new concept of prosperity in today's world. You value keeping up to date with developments in Canadian business. You want to know what's happening abroad that's going to affect your business. There is no better way of doing so than hearing direct from one of Canada's most respected business journalists, Deirdre McMurdy.

As a broadcast and print journalist, Deirdre interviews business leaders and explores the trends affecting every sector of Canadian business. Equally at home giving you the background trends and developments that will shape your future, or talking candidly about the latest business and public policy decisions, Deirdre gives you the opportunity to go beyond the headlines. She can discuss issues and share insights that the format of television news just doesn't allow. She gets to share the connections between stories, to set the context and go in to greater depth.

In 2008, Deirdre became the Vice-President at the Public Policy Forum, a non-partisan, independent forum for open dialogue on public policy. The forum works on long term policy research and analysis for government and business, specializing in the issues where they intersect.

Deirdre joined the Global team in 1999 after five years as business editor at CTV's *Canada AM*, where she co-hosted a daily business program, *MoneyWise*, with Peter Kent on the Global Television Network. She also produced and hosted *Prime Business with Deirdre McMurdy* on Global's Prime network.

Prolific in the world of print journalism, Deirdre has held the position of Chief Political Columnist for the *Ottawa Citizen*, where she continues to write a bi-weekly column. She is also the Ottawa Correspondent for CTV's Business News Network (BNN). She also writes for CanWest News, which covers all major metro papers across Canada, is a weekly columnist for *The National Post*, and co-ordinates Ottawa coverage for local market television stations across the Global network. She is widely known for her work as business columnist and business editor for *Maclean's* magazine, and columnist for *Canadian Business* magazine and for her contributions to MSN's financial website, *MSN Money*.

Rave Reviews

"Deirdre McMurdy did a great job and was a real pleasure to work with. She was extremely accommodating which was wonderful for all concerned. I know that the audience really enjoyed her as a lot of them approached her afterwards to tell her so."

Canadian Federation of Independent Grocers



**GOLD SPONSOR \$5000.00 (3 available)
BENEFITS**

PARTNERSHIP

Use of text "Strategic Partner of Ottawa MPI Chapter NMID" in company advertising and promotion*
Use of NMID Ottawa Chapter MPI logo with above text in company advertising and promotion*

WEBSITE

Company Logo on NMID sponsor page
Link to company website
2-Month Banner Ad on MPI Ottawa Chapter Website

NEWSLETTER

Reference & Logo included in articles pertaining to the event
Listed in Sponsor Contributors List
Full Page Advertising in 1 issue

REGISTRATION

Logo on registration form
3 Complimentary Registrations

SIGNAGE

In-Room Signage Display (Provided by Sponsor)
Reception Area Signage Display

AT EVENT

3 Minute Speaking and introduce Keynote Speaker or Panel Discussion or Reception Host (subject to availability)
Public Acknowledgment of Corporate Support from the Podium
Promotional materials displayed in Reception Area
Promotional materials at each place setting
Sponsorship Level Ribbon on name badge

POST EVENT

Event Attendees contact information in electronic format
ROI Information provided through member feedback survey (sponsor must provide prize)

Sponsorship Reply Form

Fax completed form to:
Andrew Horsfield, NMID Committee
FAX -613-271-3541
TEL – 613-822-5857



**SILVER SPONSOR \$3000.00
BENEFITS**

WEBSITE

Logo on sponsor page
Link to website

NEWSLETTER

Reference & Logo included in articles pertaining to the event
Listed in Sponsor Contributors List
1/2 Page Advertising in 1 issue

REGISTRATION

Logo on registration form
2 Complimentary Registrations

SIGNAGE

In-Room Signage Display (Provided by Sponsor)
Reception Area Signage Display

AT EVENT

2 Minute Speaking / Presentation Opportunity at Podium
Public Acknowledgment of Corporate Support from the Podium
Promotional materials displayed in Reception Area
Promotional materials at each place setting
Sponsorship Level Ribbon on name badge

POST EVENT

Event Attendees contact information in electronic format
ROI Information provided through member feedback survey (sponsor must provide prize)

Sponsorship Reply Form

Fax completed form to:
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TEL – 613-822-5857



**BRONZE SPONSOR \$1500.00
BENEFITS**

WEBSITE

Logo on sponsor page
Link to website

NEWSLETTER

Reference & Logo included in articles pertaining to the event

REGISTRATION

Logo on registration form
1 Complimentary Registration

SIGNAGE

In-Room Signage Display (Provided by Sponsor)

AT EVENT

Promotional materials displayed in Reception Area
Sponsorship Level Ribbon on name badge

POST EVENT

Event Attendees contact information in electronic format
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- YES – I am interested in sponsoring NMID Ottawa!

Level Selected (if applicable)

- Gold Silver Bronze
- Please contact me concerning an in-kind donation of goods or services
- Please contact me concerning website or newsletter advertising

Your Information

Organization

Contact Name / Title

Address

Telephone

Email

Website

Comments

**Thank-you for considering sponsoring NMID!
A member of the NMID Committee
will contact you shortly to confirm your sponsorship.**