



Meeting Professionals International Northern California Chapter Program and Event Request for Proposal (RFP) 2011-2012

GROUP: Meeting Professionals International Northern California Chapter

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RESPONSES DUE: Wednesday, July 20, 2011

Why Sponsor MPINCC?

Sponsors enjoy the exposure that comes with marketing to more than 1,000 members and over 2,000 non-member planners in the Bay Area's largest meeting industry organization chapter.

Your return on investment includes:

- Exposure and marketing to the 3rd largest MPI chapter in the world with more than 1,000 members, including more than 400 planners
- Our planners operate 4,000+ meetings in the US and 1,000+ meetings internationally
- Exposure and marketing to Northern California's 53 Fortune 500 Companies including Intel, Oracle, Google, Apple, Clorox and Genentech just to name a few
- Event attendance averaging 200+ members

What sorts of sponsorships are available?

We need cash and in-kind sponsorships from a few hundred dollars to our exclusive \$30,000 Diamond Level Education Sponsor.

- As a venue sponsor, you are able to bring potential clients into your site for a first-hand look at meeting space or recently completed renovations and feature the food service that planners would expect when booking a meeting or event at your property.
- Platinum sponsors are able to advertise their partnerships with MPINCC all year long as we work to reach our organizational objectives together.
- And there are dozens of single event and promotion sponsor opportunities available from website banner ads and mailing labels to exhibitor packages, casino night sponsorships and major event sponsors.

Where do I go from here?

Two steps:

- Take a look at our [Sponsorship Opportunities At-A-Glance](#) for a high level overview of costs and benefits.
- Most important, complete the [Sponsorship Response Form](#) or just call the MPINCC office at (925) 355-1912 for more information.

1) CASINO NIGHT

Requirements:

- Complimentary space for a casino night for approximately 100 people
- Registration area to accommodate badge pick-up and onsite registration (3 6' skirted tables)
- Area for a reception and gaming tables for approximately 100 people
- Provide heavy hors d'oeuvres and drinks
- Complimentary use of equipment including use of lecterns with microphones, skirted risers, up to 6 easels, flip charts and markers, bulletin boards, DVD player, lavalier microphones, up to 3 LCD projectors and screens with technician (or allow outside AV partner at no additional fee)
- A block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Budget is **\$40 per person INCLUSIVE**

DATES AVAILABLE:*

March 6, 7 or 8, 2012

**Preferred dates provided.*

2A) CMP UNIVERSITY:

CMP University is a Saturday morning program for industry professionals studying for the Certified Meeting Professional (CMP) exam. The program consists of 11 Saturday morning sessions (8 am-Noon) in a classroom setting with an AM break. Prefer one venue but would consider splitting CMP University into two locations (one location for January-March meetings and a second location for April-June meetings) Average attendance: 15-20 per session; 30 total registered for the full program.

Requirements:

- Complimentary meeting space for 11 CMP U sessions held Saturdays, Jan-Jun 2012 from 8:00 a.m. to Noon
- Complimentary AM break (coffee, tea, water, juice, snacks)
- Classroom style set for 20 with preferred set 2 per 6' table or 3 per 8'. Venue needs to be flexible in providing larger room if attendance for CMP U is larger than 20 attendees.
- Complimentary wireless capabilities
- Can you provide a dedicated T1 for Internet connectivity for a hybrid meeting? This is in addition to the wireless Internet requested above.
- Complimentary use of A/V equipment including lectern and wireless microphone, 1 flip chart and markers, LCD projector and screen (or allow an outside AV partner at no additional fee)
- Public transportation availability
- Complimentary or discounted parking
- Childcare desired, not required
- List restaurants/cafes within venue for post-session meals/gathering
- Discounted sleeping rooms available for attendees (desirable but not required)
- **Budget is \$0**

DATES:

January 14 & January 28, 2012

February 11 & February 25, 2012

March 10 & March 24, 2012

April 28, 2012

May 5 & 19, 2012

June 9 & 23, 2012

**Preferred dates provided.*

2B) CMP Winter Refresher

A boot-camp-style full-day program from 8:00 a.m. to 5:00 p.m. for industry professionals studying for the CMP exam – includes a morning coffee break, lunch and afternoon refreshment break.

Requirements:

- Complimentary meeting space
- Morning and Afternoon breaks (coffee, tea, water, juice, snacks)
- Lunch – buffet or sit-down in a separate room
- Classroom style set for 20 with preferred set 2 per 6' table or 3 per 8'. Venue needs to be flexible in providing larger room if attendance for CMP U is larger than 20 attendees.
- Complimentary wireless capabilities
- Can you provide a dedicated T1 for Internet connectivity for a hybrid meeting? This is in addition to the wireless Internet requested above.
- Complimentary use of A/V equipment including lectern and wireless microphone, 1 flip chart and markers, LCD projector and screen (or allow an outside AV partner at no additional fee)
- Complimentary or discounted parking
- Public transportation availability
- Childcare desired, not required
- Discounted sleeping rooms available for attendees (desirable but not required)
- Is venue capable of hosting hybrid meetings?
- **Budget is \$40 per person INCLUSIVE**

DATE:

Saturday, December 3, 2011

**Preferred date provided.*

3) GALA AND SILENT AUCTION:

The second most heavily attended event of the program year, the Annual Gala, includes a silent auction, a banquet dinner and entertainment. Attendance averages 250-300 people from the hospitality industry. A San Francisco location is recommended.

Schedule:

4:30-6:00 p.m.	President's Reception
6:00-7:30 p.m.	Silent Auction & Reception
7:30-11:00 p.m.	Dinner & Awards Ceremony & Installation of Incoming Board of Directors

Requirements:

- Complimentary banquet space for a sit-down dinner for up to 300 people that will also accommodate staging
- Complimentary space for auction & reception
- Complimentary space for President's Reception approximately 35-50 people
- Up to 50 6' skirted tables for auction items, registration and misc needs
- Five complimentary sleeping rooms
- Block of 20 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Waived corkage fee
- Complimentary or discounted parking
- **Budget is \$52 per person INCLUSIVE**

DATES AVAILABLE:

June 5, 6, or 7, 2012

**Preferred dates provided.*

4) HOLIDAY RECEPTION

The Holiday Reception is a networking and fundraising event from 5:30 to 8:30pm. The event is usually set up with heavy hors d'oeuvres and drink stations, including wine, beer and a themed drink. Seeking San Francisco location.

Requirements:

- **Complimentary meeting space for up to 300 people**
- Thirty or more 6' skirted tables are needed for a wine reception and silent auction items
- Complimentary use of equipment, including microphone and sound system for announcements (or allow outside AV partner at no additional fee)
- Waived corkage fee
- Block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Budget is **\$40 per person INCLUSIVE**

PREFERRED DATE:

December 13, 2011

**Preferred date provided.*

5A) LEADERSHIP RETREAT - WINTER

The Winter MPINCC Leadership Retreat is for the 14-member Board of Directors as they gather to review and discuss the chapter's strategic plan and its implementation for the remainder of the program year. Typically it is a 1 ½ day retreat beginning mid-day on a Friday. The group is comprised of Corporate, Association, Independent Meeting Planners and Supplier members. The program is typically **fully sponsored**.

Requirements for the Winter Retreat:

- Complimentary meeting space (crescent rounds of 4 for 16 people)
- Approximately 16 sleeping rooms for 1 to 2 nights (includes facilitator and representative from MPI HQ)
- Continental breakfast and lunch for 2 days
- Meeting breaks, total of three (3)
- One evening reception for 16 guests
- Complimentary use of AV equipment including screen, LCD projector and screen, flipchart and markers, and easels (or allow outside AV partner at no additional fee)

DATES AVAILABLE:

January 13-14, 2012

Preferred dates provided.

5B) LEADERSHIP RETREAT - SPRING

The Spring MPINCC Leadership Retreat is for approximately 35-45 of the Chapter's leadership, including the Board of Directors, Committee Chairs and Staff, as they gather to review and discuss the chapter's strategic plan and its implementation for the upcoming program year. The group is comprised of Corporate, Association, Independent Meeting Planners and Supplier members. The program is typically **fully sponsored**.

Requirements for the Spring Retreat:

- Complimentary meeting space (crescent rounds for 45 people)
- Approximately 30-35 sleeping rooms for 1-2 nights
- Continental breakfast and lunch for 2 days
- Meeting breaks, total of four (4)
- One evening reception for 40 guests
- Complimentary use of AV equipment including screen, LCD projector and screen, flipchart and markers, and easels (or allow outside AV partner at no additional fee)

DATES AVAILABLE:

May 2012

6A) PROFESSIONAL BREAKFAST PROGRAM

The Professional Breakfast Program is a morning event that will take place twice during the 2011-2012 program year (usually the second Tuesday of the month) and includes networking, breakfast and an educational program.

Schedule:

7:30-8:00 a.m. Registration, Sponsor Spotlight & Breakfast
8:00-9:15 a.m. Program
9:30 a.m. Adjourn

Requirements:

- Complimentary meeting space for up to 100-150 people for both networking and a buffet-style full breakfast and program
- The reception area should be large enough to accommodate a registration area with 3 6' skirted tables and 5 6'skirted tables for program sponsors
- Complimentary use of equipment including a lectern and microphone, skirted riser, up to 6 easels, flip charts and markers, bulletin boards, CD player or sound system to play CD's, DVD player, lavalier microphone, LCD projector and screen with technician (or allow outside AV partner at no additional fee)
- Up to 3 complimentary sleeping rooms for speakers, if needed.
- Complimentary or discounted parking, if available.
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full hot breakfast menu, as well as space and equipment listed above is **\$25 per person INCLUSIVE**

January 24, 2012

April 17, 2012

**Preferred dates provided.*

6B) PROFESSIONAL BREAKFAST PROGRAM – MODIFIED FORMAT

The Professional Breakfast Program – Modified Format is a morning event that will take place once during the 2011-2012 program year, follows the second Tuesday of the month pattern, and includes networking, breakfast, a general session and two workshops.

Modified Format Schedule:

8:00-8:30 a.m. Registration, Sponsor Spotlight & Breakfast
8:30-9:45 a.m. Breakfast & General Session
8:30-8:45 a.m. Announcements
8:45-9:45 a.m. Speaker/Q&A
9:45-10:30 a.m. Break, Sponsor Spotlight & Networking
10:30-11:30 a.m. (2) B/O sessions

Requirements:

- Complimentary meeting space for up to 100-150 people for both networking and a buffet-style full breakfast and program
- Two meeting rooms for workshop breakout sessions (60-75 people theater or classroom)
- The reception area should be large enough to accommodate a registration area with 3 6' skirted tables and 5 6'skirted tables for program sponsors
- Complimentary use of equipment including a lectern and microphone, skirted riser, up to 6 easels, flip charts and markers, bulletin boards, CD player or sound system to play CD's, DVD player, lavalier microphone, LCD projector and screen with technician (or allow outside AV partner at no additional fee)
- Complimentary coffee before workshops and during Networking Reception
- Up to 3 complimentary sleeping rooms for speakers, if needed.
- Complimentary or discounted parking, if available
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full hot breakfast menu, as well as space and equipment listed above is **\$30 per person INCLUSIVE**

DATE AVAILABLE:

September 13, 2011

**Preferred date provided. The second Tuesday of the month is the preferred pattern.*

7A) PROFESSIONAL EDUCATION PROGRAM

MPINCC Professional Education Programs take place 4 to 5 times a year (normally the 3rd Wednesday of the month) and include two (2) educational workshops, a Chapter Orientation meeting, a networking reception, a luncheon with program/speaker and a Board of Directors Meeting.

Schedule:

8:00-9:00 a.m.	Registration
8:00-9:00 a.m.	Corporate Circle of Excellence (CCOE)
9:00-10:30 a.m.	Two (2) Workshops
10:30-11:00 a.m.	Chapter Orientation
10:30-11:30 a.m.	Networking Reception
11:30 a.m.-1:30 p.m.	Luncheon and Program
1:30-3:30 p.m.	Board Meeting

Requirements:

- Complimentary meeting space for up to 180 people for a reception and, in a separate room, a banquet style meal, usually as a luncheon program format.
- A reception area large enough for a registration area (4 6' skirted tables) and 10 6' skirted tables for program sponsors
- Complimentary coffee before workshops and during Networking Reception
- One meeting room for CCOE (30 people, crescent rounds)
- Two meeting rooms for workshop breakout sessions (60-75 people theater or classroom)
- One meeting room for Chapter Orientation (30 people, crescent rounds; can reuse CCOE room)
- One meeting room for a Board of Directors meeting (15-20 people U-shape or hollow square). Includes coffee, assorted sodas, bottled waters and healthy snacks for 15 people.
- Complimentary use of equipment including use of lecterns with microphones, skirted risers, up to 6 easels, flip charts and markers, bulletin boards, DVD player, lavalier microphones, up to 3 LCD projectors and screens with technician (or allow outside AV partner at no additional fee)
- Up to 3 complimentary sleeping rooms for speakers, if needed
- A block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full plated lunch menu as well as space, breaks, and equipment listed above is **\$40 per person INCLUSIVE**

DATES AVAILABLE:*

August 17, 2011	November 15 or 16, 2011 (Evening w/afternoon board meeting)
October 19, 2011	May 16, 2012

***Preferred dates are provided. Third Wednesday of the month is the preferred pattern.**

7B) PROFESSIONAL EDUCATION PROGRAM – MODIFIED FORMAT – NETWORKING & LUNCH

MPINCC Professional Education Programs take place 4 to 5 times a year (normally the 3rd Wednesday of the month). The modified format is the “express” version that begins with Chapter Orientation meeting and networking reception, and continues with a luncheon program with a speaker followed by a Board of Directors Meeting.

Modified Format Schedule:

10:30 a.m.	Registration Opens
11:00-11:30 a.m.	Chapter Orientation
11:00 a.m.-12:00 p.m.	Networking & Sponsor Spotlight
12:00-1:30 p.m.	Lunch & Program
1:30-3:30 p.m.	Board Meeting

Requirements:

- Complimentary meeting space for up to 180 people for a reception and, in a separate room, a banquet style meal, usually as a luncheon program format.
- A reception area large enough for a registration area (4 6’ skirted tables) and 10 6’ skirted tables for program sponsors
- Complimentary coffee during Networking Reception
- One meeting room for Chapter Orientation (30 people crescent rounds)
- One meeting room for a Board of Directors meeting (15-20 people U-shape or hollow square). Includes coffee, assorted sodas, bottled waters and healthy snacks for 15 people.
- Complimentary use of equipment including use of lecterns with microphones, skirted risers, up to 6 easels, flip charts and markers, bulletin boards, DVD player, lavalier microphones, up to 3 LCD projectors and screens with technician (or allow outside AV partner at no additional fee)
- Up to 3 complimentary sleeping rooms for speakers, if needed
- A block of 10 sleeping rooms with no attrition and a reservation deadline one week out from event at an attractive rate
- Complimentary or discounted parking, if available
- Please provide information on social responsibility initiatives, including green practices
- Budget for a full plated lunch menu as well as space, breaks, and equipment listed above is **\$40 per person INCLUSIVE.**

DATE AVAILABLE:*

March 21, 2012

**Preferred date is provided. Third Wednesday of the month is the preferred pattern.*



NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

MPINCC 2011-2012 SPONSORSHIP RESPONSE FORM

Please complete the information below, indicating which dates you would like to sponsor an MPINCC event and/or other ways you would like to contribute. You may submit one response form to be considered for multiple dates and/or programs. We will respond as soon as possible to discuss a sponsorship that is right for you! Thank you.

Site/Vendor: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax #: _____

Email: _____

Program: _____

Date(s): _____

Sponsorship description: _____

Parking accommodations and costs: _____

Contact Person for company logo: _____

30-word description of your site or service: _____

Return this completed form to:

MPINCC, 2440 Camino Ramon, Suite 273, San Ramon, CA 94583

Attn: Diane Schneiderman, CMP

Fax: (925) 355-1296

Questions? Call (925) 355-1912 or email info@mpincc.org