Get in front of one of the largest MPI chapters in the world, with members who spend more than $1 billion annually.

Annual Membership Directory and Resource Guide, MPICAC.org, Conversations & Connections eNewsletters, MPI-CAC Bi-annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

www.mpicac.org
The MPI-CAC Advantage

- We are one of the largest chapters of Meeting Professionals International.
- Nearly 3 out of 10 of our members plan meetings with over 1000 attendees.
- Our members have an annual buying power of more than $1.22 billion.
- Nearly half of our members control a budget of more than $1 million.*
- 86% of MPI planner members purchase from suppliers who advertiser with MPI.

Our Members

Our members represent some of the largest corporations and associations, including:

- Allstate
- The American Bar Association
- American Express
- Blue Cross & Blue Shield Association
- The Boeing Company
- McDonald’s Corporation
- Motorola
- And many more!

Who We Are

MPI Chicago Area Chapter is one of the founding chapters of MPI and has a rich industry history. As one of the largest chapters in MPI, we hold distinctions not only in terms of membership size but also in dedication and involvement.

Contact your Naylor account representative today to meet up with professionals with more than $1.22 billion in buying power.

*Among those who control budgets
Member Net Advertising Rates
All rates include an Ad Link in the digital edition of the magazine.

### Revisions and Proofs: $50
### Position Guarantee: 15% Premium

#### Full-Color Rates

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2x</th>
<th>3x (Includes Directory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$2,897.55</td>
<td>$2,753.55</td>
<td>$2,609.55</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,564.55</td>
<td>$2,438.55</td>
<td>$2,393.55</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,384.55</td>
<td>$2,267.55</td>
<td>$2,213.55</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,925.55</td>
<td>$1,826.55</td>
<td>$1,754.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,691.55</td>
<td>$1,610.55</td>
<td>$1,520.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,349.55</td>
<td>$1,277.55</td>
<td>$1,214.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,178.55</td>
<td>$1,115.55</td>
<td>$1,061.55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$935.55</td>
<td>$890.55</td>
<td>$845.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$791.55</td>
<td>$755.55</td>
<td>$710.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$692.55</td>
<td>$656.55</td>
<td>$620.55</td>
</tr>
</tbody>
</table>

#### Black-and-White

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>2x</th>
<th>3x (Includes Directory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,187.55</td>
<td>$1,124.55</td>
<td>$1,070.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,043.55</td>
<td>$989.55</td>
<td>$935.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$818.55</td>
<td>$773.55</td>
<td>$737.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$647.55</td>
<td>$611.55</td>
<td>$584.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$530.55</td>
<td>$503.55</td>
<td>$476.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$404.55</td>
<td>$386.55</td>
<td>$368.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$305.55</td>
<td>$287.55</td>
<td>$278.55</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

#### Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Branding Opportunity</th>
<th>Full Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,109.50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$1,409.50</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$829.50</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$609.50</td>
</tr>
<tr>
<td>Ad &quot;Jolt&quot; Upgrade</td>
<td>$209.50</td>
</tr>
</tbody>
</table>

#### Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Rates as of 7/17
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

**Net Advertising Rates**

All rates include an Ad Link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th>Full-Color Rates</th>
<th>1x</th>
<th>2x</th>
<th>3x (Includes Directory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,219.50</td>
<td>$3,059.50</td>
<td>$2,899.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,849.50</td>
<td>$2,739.50</td>
<td>$2,659.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,649.50</td>
<td>$2,539.50</td>
<td>$2,459.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,139.50</td>
<td>$2,029.50</td>
<td>$1,929.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,879.50</td>
<td>$1,789.50</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,499.50</td>
<td>$1,419.50</td>
<td>$1,349.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,309.50</td>
<td>$1,239.50</td>
<td>$1,179.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,039.50</td>
<td>$989.50</td>
<td>$939.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$879.50</td>
<td>$839.50</td>
<td>$789.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$769.50</td>
<td>$729.50</td>
<td>$689.50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Black-and-White</th>
<th>1x</th>
<th>2x</th>
<th>3x (Includes Directory)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,319.50</td>
<td>$1,249.50</td>
<td>$1,189.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,159.50</td>
<td>$1,099.50</td>
<td>$1,039.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$909.50</td>
<td>$859.50</td>
<td>$819.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$719.50</td>
<td>$679.50</td>
<td>$649.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$589.50</td>
<td>$559.50</td>
<td>$529.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$449.50</td>
<td>$429.50</td>
<td>$409.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Digital Edition Branding Opportunities**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>$1,109.50</th>
<th>Skyscraper</th>
<th>$1,409.50</th>
<th>Toolbar</th>
<th>$609.50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$829.50</td>
<td>Ad &quot;Jolt&quot; Upgrade</td>
<td>$209.50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Rates as of 7/17
Member Net Advertising Rates
All rates include an Ad Link in the digital edition of the directory.

### Full-Color

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$3,050.55</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,773.55</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,563.55</td>
</tr>
<tr>
<td><strong>TAB SPECIAL</strong> (Full-Color)</td>
<td>$2,807.55</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,033.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,781.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,412.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,232.55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$980.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$836.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$719.55</td>
</tr>
</tbody>
</table>

### Black-and-White

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TAB SPECIAL</strong> (Black-and-White)</td>
<td>$2,015.55</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,250.55</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,097.55</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$854.55</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$683.55</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$548.55</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$422.55</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$314.55</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,109.50</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$829.50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$1,409.50</td>
</tr>
<tr>
<td>Ad “Jolt” Upgrade</td>
<td>$209.50</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$609.50</td>
</tr>
</tbody>
</table>

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp
## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory.

### Full-Color

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-Page Spread</td>
<td>$3,389.50</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,999.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,789.50</td>
</tr>
<tr>
<td><strong>TAB SPECIAL (Full-Color)</strong></td>
<td>$3,119.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,259.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,979.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,569.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,369.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,089.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$929.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$799.50</td>
</tr>
</tbody>
</table>

### Black-and-White

<table>
<thead>
<tr>
<th>Position</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TAB SPECIAL (Black-and-White)</strong></td>
<td>$2,239.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,389.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,219.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$949.50</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$759.50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$609.50</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$469.50</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$349.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Digital Edition Branding Opportunities

<table>
<thead>
<tr>
<th>Option</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship</td>
<td>$1,109.50</td>
</tr>
<tr>
<td>Belly Band</td>
<td>$829.50</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$1,409.50</td>
</tr>
<tr>
<td>Toolbar</td>
<td>$609.50</td>
</tr>
<tr>
<td>Ad &quot;Jolt&quot; Upgrade</td>
<td>$209.50</td>
</tr>
</tbody>
</table>

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)
Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"

Artwork Requirements
All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload
Go to the Naylor website at www.naylor.com

Proofs and Revisions
Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

<table>
<thead>
<tr>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pg / 1 Surface</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>1 Pg / 2 Surface</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>2 Pg / 4 Surface</td>
<td>8.375&quot; x 10.875&quot;</td>
</tr>
<tr>
<td>Postcards 6&quot; x 4.25&quot;</td>
<td></td>
</tr>
<tr>
<td>Heavy Card Stock Insert</td>
<td>8.25&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>Postal flysheets 8.5&quot; x 11&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Digital Edition - For more information, visit: www.naylor.com/onlinespecs

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"
In addition to print, the Membership Directory & Resource Guide is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser’s websites. Each issue is emailed to readers as well as posted on the MPI-CAC’s website. An archive of the Membership Directory & Resource Guide is available, securing your ad a lasting online presence.

Readers can:
- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- View instantly from most smartphones and tablets
- View archives and find a list of sections for one-click access
- Read the Membership Directory & Resource Guide online or download and print for later

Extend your advertising investment with digital media:
- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions

Digital Sponsorship | $975
Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available.

Ad Link | Included in display ad rates
Ad Links increase traffic from your ad in the digital edition to your company’s website or a corporate email address. Additional fees apply where noted.

Digital Toolbar | $650
Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | $1,300
The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Belly Band | $1,050
Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp
Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- Digital Sponsorship | $975
- Digital Skyscraper | $1,300
- Digital Toolbar | $650
- Digital Belly Band | $1,050

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name:_____________________________________________________________________________________

Primary Contact:__________________________ Position:_____________________________________________________

Address: _____________________________________________________________________________________________

City: ___________________ State/Province:________ Zip/Postal Code:___________________________________________

Phone: ___________________ Fax:___________________________________________________________

Email: ___________________________ Website:_____________________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________ Date: ___________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (CHM-D0018)

Please sign and return to:

NAYLOR ASSOCIATION SOLUTIONS

CHICAGO AREA CHAPTER
Destination Listings

The Destination Listings section of the Membership Directory & Resource Guide is an easy-to-use resource highlighting suppliers by location of service provided. Promote your company with a logo and profile to meeting professionals of the largest chapter of MPI in the world. Take advantage of this opportunity by choosing the option below that best fits your company.

Package A: $359.50
Includes all of the following:
• Black and white logo
• Company profile: 100 words or fewer
• Contact information, including phone, fax, address, email and website
• One category

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: ________________________________________________________________
Primary Contact: ________________________________________________________________
Position: ________________________________________________________________
Address: ________________________________________________________________
City: __________________________ State/Province: __________ Zip/Postal Code: __________
Phone: __________________________ Fax: __________________________
Email: ________________________________________________________________
Website: ________________________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ____________________________________________ Date: __________

Advertise indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication.

Please sign and return to:

NAYLOR ASSOCIATION SOLUTIONS

CHICAGO AREA CHAPTER
Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Attractions/Theme Parks
- Audio-Visual Services
- Backdrops & Murals
- Badges/Awards/Incentives
- Banquet Facilities
- Car Rental/Leasing
- Casino Parties
- Casinos
- Catering
- Charter Boats/Sightseeing
- Computer & Presentation Rental Equipment
- Computer Supplies & Equipment
- Computer/AV Rentals
- Computer/Video Projection
- Conference & Convention Centers
- Convention & Visitors Bureaus
- Convention Furnishings
- Convention Services
- Copiers/Computers/Printers
- Corporate Gift Packages
- Cruise Meetings
- Destination Management
- Dinner Shows
- Direct-Mail/Marketing
- Displays, Portable
- Education & Certification
- Entertainment & Music Services
- Entertainment & Team Building
- Event Design & Production
- Exhibit Design and Services
- Exhibition Services
- Fax Broadcast Services
- Florists & Plant Rentals
- Gift Baskets
- Golf Courses
- Ground Transportation
- Horse-Drawn Carriages
- Hotels & Resorts
- Internet Service Providers
- Kiosks
- Magicians & Entertainment
- Mailing Houses
- Meeting & Banquet Facilities
- Meeting & Event Web Ports
- Meeting Planning Services
- Multi Media/Video Production
- Museums
- Outdoor Recreation
- Party Venues
- PDA Services & Lead Retrieval
- Photography
- Promotional Items
- Props
- Public Speakers
- Registration Services
- Restaurants & Clubs
- Security
- Shipping/Courier Services
- Signage
- Sightseeing Tours
- Ski Resorts
- Speakers Bureaus
- Speakers, Public
- Special Events Design
- Special Events Management
- Stage Production, Design & Management
- Teleconferencing Services
- Teleprompting Services
- Tradeshows Management
- Tradeshow Marketing Services
- Training Services
- Translation/Interpretation Services
- Travel Agencies
- Videography
- Website Design & Development
- Other: ____________________

One free listing with any size ad. Additional listings are $20.00 each. No limit. Please list new categories on this sheet.

________________ Additional Categories X $20.00 = $________________

Initial: __________ Date: __________________
Direct-Mail and Belly Band Opportunities

Catch readers’ attention by placing a flier, brochure or postcard inside the clear bag in which the Membership Directory & Resource Guide is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around the Membership Directory & Resource Guide with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply for animated ads.

Net Rates*

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print &amp; Digital Distribution</th>
<th>Print Distribution Only</th>
<th>Digital Distribution Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$2,779.50</td>
<td>$849.50</td>
<td>$2,959.50</td>
</tr>
<tr>
<td>1-Page (2 surfaces)</td>
<td>$1,309.50</td>
<td>$250</td>
<td>$1,559.50</td>
</tr>
<tr>
<td>2-Page (4 surfaces)**</td>
<td>$1,639.50</td>
<td>$300</td>
<td>$1,939.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,309.50</td>
<td>$250</td>
<td>$1,559.50</td>
</tr>
</tbody>
</table>

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: ____________________________________________________________

Primary Contact: ___________________________ Position: _______________________

Address: __________________________________________________________________

City: ___________________________ State/Province: ___________________________ Zip/Postal Code: _______________________

Phone: ___________________________ Fax: ___________________________

Email: ___________________________ Website: ___________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _______________________________ Date: ____________

Advisory: Naylor reserves the right to refuse service to any individual or entity that may subject Naylor to embarrassment, harassment, or liability. Naylor reserves the right to refuse service or discontinue service to any individual or entity whose behaviors, actions, publications or opinions, or use of Association services or properties, are deemed illegal or inappropriate by Naylor.

Please sign and return to:
Insert Rates and Information

Advertise your products and services by including your message as a special insert in the Membership Directory & Resource Guide. Whether you are promoting an event, a new product or your entire product line, placing your flyer, brochure or postcard in our publication will ensure tremendous exposure for your company.

Your message will reach every member of MPI-CAC. Target the leading planners and suppliers in all facets of the meetings and events industry to ensure that your message is noticed.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page (2 surfaces)</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>2 pages (4 surfaces)</td>
<td>$2,109.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,689.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

Membership Directory and Resource Guide

Insert Rates and Information

Advertise your products and services by including your message as a special insert in the Membership Directory & Resource Guide. Whether you are promoting an event, a new product or your entire product line, placing your flyer, brochure or postcard in our publication will ensure tremendous exposure for your company.

Your message will reach every member of MPI-CAC. Target the leading planners and suppliers in all facets of the meetings and events industry to ensure that your message is noticed.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page (2 surfaces)</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>2 pages (4 surfaces)</td>
<td>$2,109.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,689.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

Membership Directory and Resource Guide

Insert Rates and Information

Advertise your products and services by including your message as a special insert in the Membership Directory & Resource Guide. Whether you are promoting an event, a new product or your entire product line, placing your flyer, brochure or postcard in our publication will ensure tremendous exposure for your company.

Your message will reach every member of MPI-CAC. Target the leading planners and suppliers in all facets of the meetings and events industry to ensure that your message is noticed.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page (2 surfaces)</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>2 pages (4 surfaces)</td>
<td>$2,109.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,689.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

Membership Directory and Resource Guide

Insert Rates and Information

Advertise your products and services by including your message as a special insert in the Membership Directory & Resource Guide. Whether you are promoting an event, a new product or your entire product line, placing your flyer, brochure or postcard in our publication will ensure tremendous exposure for your company.

Your message will reach every member of MPI-CAC. Target the leading planners and suppliers in all facets of the meetings and events industry to ensure that your message is noticed.

Net Rates—Pieces Furnished by Advertiser

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page (2 surfaces)</td>
<td>$1,689.50</td>
</tr>
<tr>
<td>2 pages (4 surfaces)</td>
<td>$2,109.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,689.50</td>
</tr>
</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

Membership Directory and Resource Guide
Advertiser Information:

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC and the Association assume no liability whatsoever except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discount granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable.

Payment Authorization Signature: X ______________________ Date: ______________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Please sign and return to:

Member Destination Guide

The Destination Guide in the Membership Directory & Resource Guide is designed to highlight hotels, resorts and attractions in specific meeting destinations for meeting professionals of one of the largest chapters of MPI in the world. Meeting professionals will utilize this section as a reference tool for future events. Act now as these spots will be allotted on a first-come, first-served basis. If needed, Naylor’s in-house design team can create your ad at no additional cost. Return this completed form to your Naylor account executive to reserve your space today!

1. Select from the following options:

- Full-page, full color: $1,772.55
- 1/2-page horizontal, full color: $1,106.55
- Full-page, black-and-white: $1,079.55
- 1/2-page horizontal, black-and-white: $737.55

2. Please select your destination:

Cities:
- Chicago, IL
- Aurora, IL
- Rockford, IL
- Joliet, IL
- Naperville, IL
- Peoria, IL
- Springfield, IL

States:
- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Louisiana
- Maryland
- Massachusetts
- Minnesota
- Missouri
- Nevada
- New York
- North Carolina
- Ohio
- Tennessee
- Texas
- Virginia
- Washington
- Other: _______________

All prices are net and per advertisement.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: ________________________________________________________________

Primary Contact: _________________________________________ Position: ______________________

Address: _____________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code: __________________________

Phone: __________________________________ Fax: ____________________________________

Email: __________________________________ Website: ______________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ______________________ Date: ______________________

Advertset indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication. If any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discount granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (C)(O)(D) (2001 B)

Please sign and return to:
Destination Guide
The Destination Guide in the Membership Directory & Resource Guide is designed to highlight hotels, resorts and attractions in specific meeting destinations to the meeting professionals of one of the largest chapters of MPI in the world. Meeting professionals will utilize this section as a reference tool for future events. Act now as these spots will be allotted on a first-come, first-served basis. If needed, Naylor’s in-house design team can create your ad at no additional cost. Return this completed form to your Naylor account executive to reserve your space today!

1. Select from the following options:
- Full-page, full color: $1,969.50
- 1/2-page horizontal, full color: $1,229.50
- Full-page, black and white: $1,199.50
- 1/2-page horizontal, black and white: $819.50

2. Please select your destination:

Cities:
- Chicago, IL
- Aurora, IL
- Rockford, IL
- Joliet, IL
- Naperville, IL
- Peoria, IL
- Springfield, IL

States:
- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Indiana
- Louisiana
- Maryland
- Massachusetts
- Minnesota
- Missouri
- Nevada
- New York
- North Carolina
- Ohio
- Tennessee
- Texas
- Virginia
- Washington
- Other:_____________

All prices are net and per advertisement.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:
Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Advertise indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication. If any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 1% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CHM-D0018)

Please sign and return to:

[Image]
Wanderlust Guide

The Wanderlust Guide features custom built ads that are a hybrid of content, advertisement and functionality for our members. These FP or DPS ads have crucial information about your destination as well as several high quality photos displaying your property. Your company is prominently featured and easily compared to other locations in the section. All images must be high-resolution images saved at 300dpi. A proof of your completed ad will be provided for final approval. Templates can be viewed here: www.naylornetwork.com/webkits/PDFs/wanderlust_mag_size_templates.pdf

Step 1 - Select from the following options:
- DPS - $2,250
- Full-Page Member - $1,750
- Full-Page Non-Member - $1,950

Step 2 - Visit URL above and select your template:
- FP advertisers pick left layout 1,2 or 3
- DPS advertisers pick left layout 1,2 or 3 and right layout 1,2, or 3

Step 3 - Fill out Wanderlust Checklist and return to your Naylor Representative:
- Please see checklist on next page
- Only complete Word documents will be accepted

Naylor reserves the right to edit copy

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ___________________________ Date:________________________

Advertise indemnitees Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CHM-D0018)

Please sign and return to:
Wanderlust Checklist

<table>
<thead>
<tr>
<th>Full-Page Advertisers Choose:</th>
<th>DPS Advertisers Choose:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Left Layout 1</td>
<td>☐ Right Layout 1</td>
</tr>
<tr>
<td>☐ Left Layout 2</td>
<td>☐ Right Layout 2</td>
</tr>
<tr>
<td>☐ Left Layout 3</td>
<td>☐ Right Layout 3</td>
</tr>
</tbody>
</table>

Member of Association:
☐ Yes ☐ No

All Provide:
☐ Company name and city name
☐ Company logo
☐ 200 word description
☐ Contact information (address, address 2, phone number, email address/website)
☐ Destination stats (Accommodations, room rates high and low, resort fee)
☐ Meeting space (total number of rooms, largest meeting room, total indoor, total indoor/outdoor)
☐ Amenities (limited to 20 words)
☐ Airport proximity (name of airport and distance)
☐ Special offer for members (limited to 20 words)
☐ Photo descriptions (photos will be numbered starting from the top left)

RFP Link (button will be active in digital editions):
☐ RFP link for digital edition

Left Layout 1 Provide:
☐ 1 wide image (label image "1")
☐ 2 square images (label images "2" and "3")

Left Layout 2 Provide:
☐ 4 square images (label images "1" through "4")

Left Layout 3 Provide:
☐ 1 wide image (label image "1")
☐ 2 square images (label images "2" and "3")

Right Layout 1 Provide:
☐ 1 wide image (label image "Right")
☐ Capacity chart (up to 12x12)

Right Layout 2 Provide:
☐ 1 large image (label image "Right")

Right Layout 3 Provide:
☐ Testimonial (block quote or 2 x 50 words)
☐ 1 large image (label image "Right")

Naylor reserves the right to edit copy
Profiles
The Profiles section of the Membership Directory & Resource Guide is an easy-to-use resource highlighting suppliers by category of service provided. Promote your company with a logo and a profile to meeting professionals in one of the largest MPI chapters. Take advantage of this opportunity by choosing the option below that best fits your company.

amous A: $359.50
Includes all of the following:
• Black and white logo
• Company profile: 100 words or fewer
• Contact information, including phone, fax, address, email and website
• One category

amous B: $239.50
Includes all of the following:
• Black-and-white logo
• Company profile: 50 words or fewer
• Contact information, including phone, fax, address, email and website
• One category

amous C: $119.50
Includes all of the following:
• Company profile: 50 words or fewer
• Contact information, including phone, fax, address, email and website
• One category

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:
Company Name: ____________________________________________________________
Primary Contact: ___________________________________ Position: ________________________
Address: ___________________________________________________________________________
City: __________________________________ State/Province: __________ Zip/Postal Code: __________
Phone: __________________________ Fax: __________________________
Email: __________________________ Website: __________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X __________________________ Date: __________________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the event or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. In the event of a contract cancellation, the advertiser and agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancellable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (CHM-D0018)

Please sign and return to:

NAYLOR
ASSOCIATION SOLUTIONS

CHICAGO AREA
CHAPTER
Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the MPI Chicago Area Chapter and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of MPI-CAC.

20 F Street NW Conference Center
360 Chicago
Adler Planetarium
AFR Furniture Rental
The Abbey Resort
Albuquerque CVB
Anita Dee Yacht Charters
Annapolis & the Chesapeake Bay
Arena Stage
Arc Bostick Success Training, Inc.
Aspen Chamber Resort Association
Astor Crowne Plaza
Atlantis Paradise Island
AVQuote.com
The Banff Centre
Battle House Renaissance Mobile Hotel & Spa
B.B. King’s Blues Club
Belmond Charleston Place
Berghoff Catering & Restaurant Group
Biltmore Hotel
Blue Chip Casino, Hotel & Spa
Blue Harbor Resort and Conference Center
Bon Appetit
Boston Convention Marketing Center
Brantley Sound
The Boston Park Plaza Hotel & Towers
Caesars Entertainment Corporate
Calgary TELUS Convention Centre
Candlewood Suites
Carey International
Carl Cox Photography
Central Pennsylvania CVB
Charleston Place
Charlotte Marriott SouthPark
Cheyenne Mountain Resort
Chicago Marriott Naperville
Chicago’s First Lady Cruises
Chicago Union Station
City of Geneva
Comfort Inn & Suites Downtown
Cort Event Furnishings
CSI-Capitol Services, Inc.
Dave and Busters
Debut Group
Destination Hotels & Resorts
Detroit Metro CVB
Digitel, Inc
Discover Long Island
Donald E. Stephens Convention Center
DoubleTree Resort Orlando
DuPage CVB
Eaglewood Resort and Spa
Ernest N. Morial Convention Center
Edmonton Destination Hotels Southside
FAB PHOTO
Fantasy Cakes & Pastry, Inc.
Fort Worth CVB
Four Points by Sheraton French Quarter
Four Winds Casino Resort
Fulton’s on the River
Gene Siskel Film Center
Geneva National Resort
GO Airport Express
Grand Geneva Resort & Spa
Grand River Center
Grand Traverse Resort and Spa
Grand Wayne Convention Center
Greater Green Bay CVB
Greater Miami CVB
Greater Vancouver CVB
Hamilton Crowne Plaza
Hard Rock Cafe Chicago
Hilton Columbus / Polaris
Hilton Nashville Downtown
Hines
Holiday Inn Southwest & Viking Conference Center
Hotel Indigo Savannah
Hyatt Convention Alliance
Hyatt Regency Clearwater Beach Resort & Spa
Hyatt Regency Jacksonville Riverfront
Hyatt Regency Orlando
Kalahari Resorts
Kalamazoo CVB
Kankanee County CVB
Kendall College-Events
Keystone Resort & Conference Center
LakeShore Audio Visual, Inc.
Lettuce Parties & Special Events
Lincolnshire Marriott Resort
LondonHouse Chicago
Loft on Lake
Long Island CVB
Los Angeles Tourism & Convention Board
Loyola Chicago University Conference Services
Marcus Hotels Corporation
Mardi Gras World, LLC
Marriott Grand Hotel Resort & Golf Club
Marriott International
Marriott Suites Clearwater Beach on Sand Key
Medieval Times Dinner & Tournament
Meet AC
MEET Chicago Northwest
Meetings & Conventions Calgary
MGM Grand Detroit
Midway Hotel Center
Minneapolis Northwest CVB
Minocqua Area Chamber of Commerce
Monterey County CVB
Moraine Valley Community College
Morton’s Steakhouse
Myrtle Beach Area CVB
Nacional 27 Catering
National Press Club
Nature Adventures Outfitters
Navy Pier
New Orleans CVB
Newseum
Niagara Falls Tourism
North Carolina Aquarium
North Lake Tahoe CVB
Omaha CVB
Osteria Via Stato
Palm Springs Convention Center-SMG
Paint Pursuit Games
Paramount Pictures
Peoria Area CVB
Pheasant Run Resort & Spa
Philippine Department of Tourism—Chicago
Prime Electrical and Exhibitions Services
The Redhead Piano Bar
Reed Exhibitions
Renaissance by Marriott at the Depot
Renaissance Columbus Downtown Hotel
River Parishes Tourist Commission
River Roast
Rockit Ranch
Rosen Hotels
The Richard H. Driehaus Museum
Ronald Reagan Building and International Trade Center
Saratoga Convention Center and Tourism Bureau
Shaw Conference Center
Shelborne Wyndham Grand South Beach
Sheraton New Orleans
Site Solutions Worldwide
SmartSource Computer & Audio Visual Rentals
Smithsonian National Postal Museum
Past Advertisers Continued...

Sodexo at the Museum of Science and Industry
Sonoma County Tourism Bureau
Space Needle
Specialty Education & Research Center
StageCoach Improv
Starved Rock Lodge & Conference Center
Steelcase
Stewart Lodge at Steelwood
Stoney Creek Inn & Conference Center
Swan Lake Resort
TAWANI Enterprises
Team San Jose
The Cove of Lake Geneva
The Langham Chicago
The Osthoff Resorts
The Phoenician Resort
The Redhead Piano Bar
The Ridge Hotel - Lake Geneva
The Stonegate Conference & Banquet Centre
The Village of Burr Ridge Hotels
The Westin Peachtree Plaza
theWit Hotel
The St. Regis Aspen
TRAVIS
Union Station Hotel
University Center of Lake County
Vault Escape
Vintage Hotels
Visit Anaheim
Visit Annapolis & Anne Arundel County
Visit Denver
Visit Jacksonville
Visit Lake County
Visit Lake Geneva
Visit Milwaukee
Visit Tulsa
Visit West Hollywood
Westin Annapolis
WhirlyBall
Wisconsin Dells CVB
The Wit Hotel
Woodfield Chicago Northwest CVB
Wynn Las Vegas
Zentila
Advertising on the MPI-CAC Website – www.MPICAC.org

Advertising on the MPI-CAC website is a great way to reach member and non-member visitors and reinforce your marketing message. Members frequently visit www.mpicac.org to learn about upcoming association events, discover ways to maximize their MPI-CAC membership, see various career and leadership opportunities and much more! Advertising on mpicac.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of meeting professionals.

Features of www.MPICAC.org website advertising:
- Cross-promoted in other MPI-CAC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion
- MPICAC.org website positions receive an average of 6,483 ad impressions each per month*

*Numbers last updated: 6/17

Online Specifications
For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp
Website Space Reservation

To reserve your space on the MPI-CAC website, please select from the options below, then return this completed form to your Naylor account executive.

**Leaderboard** - Run of site - 3 rotations
- ☐ 6 Months | $1,950
- ☐ 12 Months | $3,500

**Rectangles** - Run of site - 3 rotations per rectangle
- ☐ 6 Months | $1,650
- ☐ 12 Months | $3,000

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Advertiser Information:**

Company Name: _______________________________________________________________________________________________________
Primary Contact: _________________________________________ Position:______________________________________________________
Address: _____________________________________________________________________________________________________________
City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________
Phone: _____________________________________________________ Fax:______________________________________________________
Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

Please sign and return to:

www.MPICAC.org
Conversations & Connections eNewsletters

Now more than ever, professionals consume information on the go. Our Conversations & Connections eNewsletters allow members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of targeted eNewsletters:

- Delivers your message directly to the inbox of every member of MPI-CAC
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other MPI-CAC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- Conversations & Connections are distributed consecutively every week
- Ads on Connections receive an average of more than 1,800 impressions every month*
- Ads on Conversations receive an average of more than 1,400 impressions every month*

*Traffic stats last updated: 8/17

Conversations eNewsletter

Sponsored Content

3 Months | $2,700  1 Month | $1,000

- NO ROTATION
- 180 x 150 pixel thumbnail graphic
- Can be logo or product image (JPEG or PNG file @72 dpi, RGB)
- Can have no more than a small tagline of text.
- No contact info included.
- Not to be treated as a regular banner ad.
- Headline Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text no email addresses.

6 Custom Rectangles 200x200 pixels

12 Months | $6,000  6 Months | $3,300

- Located on the right side of the newsletter
- Only 6 spots available per newsletter
- NO ROTATION

Connections eNewsletter

Leaderboard 600 x 90 pixels

12 Months | $6,500  6 Months | $3,575

- Only one spot available per position - NO ROTATION
- Placed next to content and prominently visible

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp
eNewsletter Branding Opportunities

To be included in the *Conversations or Connections*, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

**Conversations** *(CHM-N0018)*

- ☐ Rectangle 6 Months | $3,300
- ☐ Sponsored Content 1 Month | $1,000
- ☐ Rectangle 12 Months | $6,000
- ☐ Sponsored Content 3 Months | $2,700

**Connections** *(CHM-N0118)*

- ☐ Leaderboard 6 Months | $3,575
- ☐ Leaderboard 12 Months | $6,500

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Advertiser Information:**

Company Name: _______________________________________________________________________________________________________

Primary Contact: _________________________________________ Position:______________________________________________________

Address: _____________________________________________________________________________________________________________

City: ______________________________________________ State/Province:_____________ Zip/Postal Code:___________________________

Phone: _____________________________________________________ Fax:______________________________________________________

Email: __________________________________________________ Website:______________________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _________________________________________ Date:________________________

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a $50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. *(CHM-N0018)*
# Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Thought Leadership</th>
<th>Destination</th>
<th>Space Reservation</th>
<th>Ad Copy Date</th>
</tr>
</thead>
</table>
| Spring/Summer | • The Latest Meetings Technology  
• Education Trends  
• Sourcing for Events | • What’s New and Improved - Renovations Report  
• Sourcing for Events | Great Lakes: Milwaukee, Detroit, Cleveland, Toronto | February 14, 2017 | February 16, 2017 |
|               |                                                                                   |                                                                                     |                              |                                        |                |
| Fall/Winter   | • Meeting Design & Experience  
• CVBs and DMOs - Forming a Partnership  
• Social Media Marketing | • Improving Attendee Experience  
• Event Marketing                                                                   | Atlanta, Nashville, Chattanooga, Asheville, Charlotte | August 14, 2017 | August 16, 2017 |

*The editorial plan may change without notice*

Are you interested in contributing an editorial article to MPI Chicago Area Chapter's C+C magazine?  
Contact Sarah Sain today at ssain@naylor.com
Direct-Mail and Belly Band Opportunities

Catch readers’ attention by placing a flier, brochure or postcard inside the clear bag in which C+C is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around C+C with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

Net Rates*

<table>
<thead>
<tr>
<th>Surfaces</th>
<th>Print Distribution Only</th>
<th>Digital Distribution Only</th>
<th>Print &amp; Digital Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$2,779.50</td>
<td>$849.50</td>
<td>$2,959.50</td>
</tr>
<tr>
<td>1-Page (2 surfaces)</td>
<td>$1,309.50</td>
<td>$250</td>
<td>$1,559.50</td>
</tr>
<tr>
<td>2-Page (4 surfaces)**</td>
<td>$1,639.50</td>
<td>$300</td>
<td>$1,939.50</td>
</tr>
<tr>
<td>Postcard</td>
<td>$1,309.50</td>
<td>$250</td>
<td>$1,559.50</td>
</tr>
</tbody>
</table>

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value. **3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: ________________________________________________________________
Primary Contact: ________________________________________________________________
Position: ____________________________________________________________
Address: _____________________________________________________________________
City: ____________________ State/Province: ________________ Zip/Postal Code: ____________
Phone: ____________________ Fax: ____________________
Email: ____________________ Website: ___________________________________________

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X ____________________ Date: ____________________

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC, assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $50.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discount granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). [CHM-B0118]

Please sign and return to: