Partnership Opportunities

2020/21
The Meetings Industry Association

For the last 30 years, The Meetings Industry Association (mia) has been recognised as the leading association supporting the business meetings and events industry.

The mia strives to improve standards in the industry by sharing best practice, delivering appropriate training and providing AIM Secure accreditation to demonstrate an exceptional standard of service across the sector.

With over 800 members from leading UK Hotels, Venues, Destinations and Agencies, the mia can provide vital opportunities to support you in effectively raising awareness of your organisation and its offering to a targeted audience.
Partnership Opportunities

2020/21

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Demographics

With over 800 members and rising, it is estimated that the mia represents over 280,000 business meetings and events professionals.
The Numbers

As the leading association for the business meetings and events sector, not only does the mia capture a heavily targeted audience, but also one that is highly engaged.

7,000 Unique monthly users
18,200 average monthly pageviews
1.5-minute average session duration

25+ 2021 Events
3,000+ 2020 delegates*

2,000+ mailing list
16% average open rate
22% average click rate

*As of 16 November 2020, under COVID-19 restrictions
Events

The mia events calendar includes a variety of events on different scales, from regular educational events to award-winning networking experiences and a prestigious annual awards ceremony.

With a diverse range of educational topics taking place both online and across the UK, mia events are a great tool to reach targeted roles within the business meetings and events sector.

Whether partnering with one of our events, giving a live product demonstration or providing delegates with marketing materials, there’s an array of opportunities to drive awareness and support your marketing goals.

Opportunities include:

- 2021 Event Sponsor
- 2021 Conference Sponsor
- 2021 miaList Sponsor
- 2021 miaList Category Sponsor
- Connect Agent Day Sponsor
- Connect Agent Dinner Sponsor
- Product demonstrations
- Stand space
- Event advertising
- Sponsored event materials
Digital

Across our digital platforms the mia acts as a fundamental tool for those in the sector, providing crucial COVID-19 industry specific support alongside an array of other news and information.

With our website updated each day with new and engaging content, and pertinent messages communicated regularly with the sector, our digital opportunities provide a lucrative platform to raise awareness of your brand.

Whether featuring on our homepage or listing your product or service within one of our directories, there’s an opportunity to suit every objective.

Opportunities include...

- Tower & Banner Adverts
- Supplier Spotlight
- Supplier Directory listing
- Product listing
- Industry news entry
- Newsletter advert
- Newsletter feature
- Solus e-shot
## Opportunities

<table>
<thead>
<tr>
<th>Event Opportunities</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference partnerships</td>
<td>From £2,500</td>
</tr>
<tr>
<td>Other event partnerships</td>
<td>From £750</td>
</tr>
<tr>
<td>Product hand-outs</td>
<td>From £800</td>
</tr>
<tr>
<td>Product demonstration</td>
<td>From £700</td>
</tr>
<tr>
<td>Stand space</td>
<td>From £1,500</td>
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<tr>
<td>Event materials (per event)</td>
<td>From £300</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Opportunities</th>
<th>£</th>
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</thead>
<tbody>
<tr>
<td>Tower &amp; Banner Adverts (Homepage – 1 month)</td>
<td>£1,000</td>
</tr>
<tr>
<td>Tower &amp; Banner Adverts (Other pages – 1 month)</td>
<td>£650</td>
</tr>
<tr>
<td>Venue Spotlight (2 weeks)</td>
<td>£250</td>
</tr>
<tr>
<td>Product Listing</td>
<td>£800</td>
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</table>

<table>
<thead>
<tr>
<th>Email &amp; Social Opportunities</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter advert (1-issue)</td>
<td>£1,000</td>
</tr>
<tr>
<td>Newsletter feature (1-Issue)</td>
<td>£550</td>
</tr>
<tr>
<td>Solus e-shot (1 issue)</td>
<td>£1,500</td>
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</tbody>
</table>

**Get in touch with the commercial team** and we’ll help identify the best opportunity to meet your marketing needs, with tailored packages and opportunities also available upon request.

All prices are exclusive of VAT.
Partnerships

In addition to the opportunities outlined within this document, here at the mia we’re always working on exciting plans, projects and events to keep delivering value to both our members and the industry.

From conferences and networking roadshows to powerful insight reports and top-secret, soon-to-be-launched applications, there’s often upcoming partnership opportunities available that we’d love to discuss with you.

To find out more about what partnerships and longer-term opportunities may be available to you, please do not hesitate to contact the team at partnerships@mia-uk.org.
If you would like to find out more about our commercial opportunities, then please get in touch.

Tel: 01483 740 747

E-mail: partnerships@mia-uk.org