

meeting support institute

Taking meetings
to the next level...

November, 2009.



**MEMBERSHIP
MAKES SENSE**



STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.

imex

spatme

ABBIT
meeting support



MEETINGS, DINNERS, ...



NEGOTIATIONS FOR LOW COST EXPOSURE, TRADESHOWS, ADVERTISING, WEBSITE, ETC.



A BOOKSTORE



ONE FULL TIME STAFF



GROUPSTAND MANAGEMENT



INDUSTRY SUPPORT, LOBYING, ...



NETWORKING

MEETING SUPPORT INSTITUTE INVITES YOU TO JOIN FORCE!

Dear Meeting Support Supplier,

- **Affordable access** to meetings industry trade shows and other exposure
- **Seminar opportunities** at industry conferences and more educational channels
- A more coherent, strategic approach to the **support services** on which meetings depend



PRESENTATIONS

These and other benefits are all within reach for suppliers of meeting support tools and services, with the official launch of the Meeting Support Institute. This is your invitation to be a part of one of the most innovative developments the global meetings industry has seen in recent years.

The Meeting Support Institute has been taking shape for some time. It is a one-stop resource for the creative, technical, and technological tools that can enhance the education, networking, and motivation, before, during and after a meeting or event. After field-testing the concept at Meeting Support Day in Brussels in 2004 and at the Tech Tap stand at IMEX 2004 and 2009, we opened for membership on January 1st 2006. We now have members worldwide and are still growing.

The Meeting Support Institute is a global, not-for-profit institute, dedicated to increasing the Return On Investment (ROI) of meetings and events by promoting and developing meeting support tools and services in the meetings industry. By bringing together key stakeholders, and providing research, education, and promotion on the value of meeting support, Meeting Support Institute raises the profile and the status of these tools and services as an essential resource for meeting planners.

For more information on the benefits of Meeting Support Institute membership, read on.



MEMBERSHIP BENEFITS

PERSONAL AND PROFESSIONAL DEVELOPMENT

As a Meeting Support Institute member you benefit from a variety of opportunities to promote your tools and services to the global meetings industry. As a member of an international network of meeting support professionals, you will be able to **share experiences, develop co-marketing activities, and explore opportunities for future collaboration and innovation**. We are working on a community platform to communicate with all other members on everyday problems or to simply share knowledge or experiences.

TRADE SHOW NETWORKING AND SALES

You can participate in specialized **fairs** across Europe and the United States, by supplying a leaflet or paying a reduced exhibitors' fee to join the Meeting Support Institute group stand.

We distribute the printed member list at every event we go to.

Whenever the Meeting Support Institute has a stand, we will promote your tool. We ask for leads and business cards that we

forward to you after the trade show. A new form is used now to get to know the interest of planners.

Visit www.meetingsupport.org regularly for a list of the many shows where Meeting Support Institute will have a presence.



EDUCATION AT CONFERENCES

The Meeting Support Institute has made **major presentations** at several Meeting Professionals International (MPI) chapter events and conferences, and organizes **Learning Labs** as an alternative presentation form.

The Learning Lab combines a presentation on the concept of meeting support with profiles of Meeting Support Institute members. Participating members receive space for a tabletop display and presentation time onsite, with the understanding that presentations and demonstrations are to focus on the educational side of their product or service. Meeting Support Institute introduced the Learning Lab at MPI's Professional Education Conference-Europe (PEC-E) in Davos in March, 2006, and at MPI's NL conference in Bussum.

On Friday, April 20th 2007, the Meeting Support Institute hosted its first **Meeting Content Conference** in Frankfurt, Germany. This annual event is intended as a gathering place for members, an introduction for prospective members, and an opportunity for meeting planners to learn about the concept of meeting support and the specific services and tools that members have to offer.

BECOMING A MEMBER

HOW TO BECOME A MEMBER

Applicants for membership are requested to provide a **brief company description**. Accompanying literature (e.g. PowerPoint slide, pictures etc.) is welcome. It will help us understand the features of your product.

You should also complete the **registration form** and send it back to us, either per phone on +32 14 44 88 31 or e-mail info@meetingsupport.org or by fax on +32 14 42 06 61.

DIFFERENT TYPES OF MEMBERSHIP

There are 5 categories of membership: Sponsor, Corporate, Intermediate, Individual and Academic membership.

Information and benefits for each category are detailed below. Applicants may tick the relevant box on the registration form. Please be aware of the criteria for certain membership forms.



- **Sponsor members**
for companies with a creative, technical or technological tool to improve meetings' education, networking or motivation.
With company logo on the homepage of the Meeting Support Institute website and other prominent exposure.
- **Corporate members**
For companies with a creative, technical or technological tool to improve meetings' education, networking or motivation.
Or for every other member who wants the full benefit package.
- **Intermediate members**
For agencies, PCO's, production companies, freelancers, AV companies...
So this is basically for every company that is involved in producing the content side of client meetings or for individuals who want to benefit from the bigger benefit package.
- **Individual members**
For meeting designers, meeting architects, facilitators, professional speakers etc.
- **Academic members**
For academics

	SPONSOR MEMBERS €950 / YEAR	CORPORATE MEMBERS €475 / YEAR	INTERMEDIATE MEMBERS €275 / YEAR	INDIVIDUAL MEMBERS €150 / YEAR	ACADEMIC MEMBERS €75 / YEAR
Reduced prices at group stands, annual conference, workshops, trainings...	X	X	X	X	X
Inclusion in our member list	X	X	X	X	X
The right to publish in our newsletter (3000 copies)	X	X	X	X	X
Company brochures and leaflets on MSI activities		X	X	X	X
Web presence with logo on the homepage	X				
Web presence with logo	X	X	X		
Web presence without logo				X	X
Receipt of business leads and other enquiries	X	X	X		
Possibility to participate in Learning Labs	X	X	X		X
Highest preference for participation in group stands	X	X			
Include 1 slide about own tool in our standard presentation	X	X			
For companies	X	X	X		
For individuals				X	X
Inclusion on the list of the meeting architecture initiative					X

APPLICATION PROCEDURE

The filled in application form will be sent to the Executive Manager who will discuss the application with the Advisory Board and the President. You normally receive an answer from the outcome of your application within 2 weeks after receipt.

MEMBERSHIP COMMITMENT

Meeting Support Institute's activities are governed by the President, Executive Manager and Advisory board. However, all members are encouraged to participate actively in the running of the Association by attending meetings, by making personal contributions wherever possible to activities such as workshops, the annual conference etc. and by generally promoting the name and work of the Meeting Support Institute.

For any additional queries, please do not hesitate to contact us on <mailto:info@meetingsupport.org>.

We look forward to soon counting you among the innovative circle of Meeting Support Institute members and to working with you for the promotion of meeting support in the MICE industry around the world.

Kindest regards,



Maarten Vanneste
President

STARWOOD
HOTELS & RESORTS WORLDWIDE, INC.


ijmex


spatme


ABBIT
meeting support