



The Association of Magazine Media

MPA Associate Member

MEMBERSHIP BENEFITS & SERVICES FOR SUPPLIERS, VENDORS & PRIVATE EQUITY FIRMS

Sponsorship Opportunities

Want to share a case study, best practice or innovation with others?

As an MPA associate member, you can:

- present in your area of expertise
- host a panel of guest speakers of choice

Not a member?

You are welcome to present in your area of expertise however:

- a presenter's fee of \$5000
- a panel of guest speakers may participate (MPA's approval is required.)
- nonmembers are not eligible for mailings.

For more information on speaking opportunities, please contact Elvira Perez at eperez@magazine.org

MPA offers its associate members exclusive ways to:

- **build and increase** brand loyalty;
- **promote** product, service and company awareness and visibility;
- narrow-cast without waste; **generate** leads; and
- **drive** retail traffic and sales via **sponsorship** of MPA events, programs, products and services.

Associate member benefits include but are not limited to:

- **Access to valuable industry information** and expertise through MPA newsletters, mailings and events.
- **Unparalleled networking opportunities** at MPA members-only events, such as the premier event of the consumer magazine industry, The American Magazine Conference.
- **Exclusive top sponsorship packages** include pre-event, onsite and/or post-event exposure to MPA's domestic membership of more than 200 US-based publishing companies with more than 1,200 titles and more than 40 international companies. As a sponsor, tailored benefits may include:
 - Opportunities to present in your area of expertise at one of more than 25 MPA professional development and continuing education seminars
 - Access to VIPs (magazine and advertising elite)
 - Extensive pre-event, onsite and/or post-event print and digital advertising featuring your organization's logo
 - Direct distribution of sponsor literature and incentives to conference attendees
- **Inclusion in the MPA on-line Supplier Directory**, featuring a special micro-site for each Associate Member.
- **Opportunities to extend discounted rates** for your events, business products and/or services to MPA's domestic membership.
- **Access to the members-only section of the MPA website**, featuring MPA's valuable industry research and information.
- **Unique distribution of your news releases** to MPA membership via website and e-newsletters.
- **One email mailing** of choice forwarded by MPA to its members.
- **Discounted rates** on the 25+ industry seminars the MPA hosts annually.
- The **credibility that MPA membership conveys** within the industry.