

# MPA Associate Member

MEMBERSHIP BENEFITS & SERVICES

## Speaking 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
- Mailing of choice forwarded by MPA to its members

Not a member?

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

- a presenter's fee of \$5000 will be assessed and
- a panel of MPA's choice of guest speakers will participate in your presentation.
- Non-members are ineligible for mailings.

For more information on speaking opportunities, please contact Eivira Perez at [eperez@magazine.org](mailto: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 85 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 and hyperlink
  - 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.
- Discounted rates on the 75+ industry seminars the MPA hosts annually.
- The credibility that MPA membership conveys within the industry.