



**MPI Texas Hill Country Chapter (MPI THCC)  
2019- 2020  
Annual Event Photographer  
Request for Proposal (RFP)**

**PURPOSE OVERVIEW**

MPI THCC Events are centered around providing valuable education to our members, providing B2B Networking Opportunities, and engaging members in Philanthropic opportunities. Events range from 50 people to 250 which is comprised of Corporate, Association, 3<sup>rd</sup> Party Independent Meeting Planners and Supplier members consisting of CVBs, Convention Centers, Hotels, etc.

The photography program is **partially or fully sponsored**. We encourage vendors to consider the exposure opportunities available to them by being the primary photographer for each event and by engaging with attendees to solicit their services. Appropriate sponsor recognition will be given through attendance at these events and through branded digital sharing of the final photos.

We are seeking a Photographer partner, located in the Texas Hill Country, within Austin or San Antonio city limits or in between these cities, to provide event photography for multiple programs. Transportation is not included. The final decision will be voted upon by the Executive Board of MPI THCC; based on full package options.

**SUBMISSION INSTRUCTIONS**

We recommend that our partners be members of MPI.

Response Due Date:       September 26, 2019  
Decision Date:            ASAP

Please send all responses with links or visuals of previous work to VP of Communications, Elias Aguirre.

Elias Aguirre [vp-communication@mpithcc.org](mailto:vp-communication@mpithcc.org)

**PROPOSAL SPECIFICATIONS**

Committed attendance at each listed event and full photographer release to MPI THCC for marketing purposes. Digital Library to be provided within 2 days of the conclusion of the event, unedited. Digital Library of edited or touchup photos within 7 days of the conclusion of the event.



**TEXAS HILL  
COUNTRY**  
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**EVENTS**

Event Date	Event Time	Location	People	Purpose
October 3, 2019	3pm-5pm	SPIN Downtown Austin	30-50	Networking
November 4-5, 2019	10am-9pm 10am-1pm	Embassy Suites Landmark San Antonio	250	Annual Conference
November 5, 2019	1pm-5pm	Embassy Suites Landmark San Antonio	up to 50	Women in Leadership Special Program
December 17, 2019 <i>tentative involvement with approval from committee</i>	6pm-9pm	Hotel Van Zandt Austin	150-200	Holiday Networking with 6 Organizations
December TBD	TBD	TBD San Antonio	50-100	Philanthropic Event
January 16, 2020	3:30pm-6:30 pm	Fairmount San Antonio	up to 50	Networking
January 29, 2020 <i>tentative involvement as secondary photography for MPI only</i>	7am-9pm	Annual Southwest Showcase	200	Annual Education and Vendor Exhibit with IAEE
February 26, 2020		TBD San Antonio	50-60	Education
March 25, 2020		TBD Austin	50-69	Education
April 14, 2020 <i>tentative involvement with approval from committee</i>		TBD Austin	up to 200	Annual Global Meeting Industry Advocacy Day. Collaboration with 9 different organizations.
May TBD		TBD San Antonio	50-60	Education
May TBD		TBD	15	Professional Headshots and Group Photo for incoming Board of Directors
June TBD		TBD Austin	75-100	Annual Celebration

**ABOUT MPI THCC**

With over 36 years of experience in career development education, MPI THCC continues to be THE educational resource for meeting professionals in the Texas Hill Country. It has been our goal to build a rich global meeting industry. We continue to assist our members to be successful by connecting them to knowledge and ideas, offering opportunities to enhance their relationships and stay current with trends in today's marketplace.

**OUR COMMUNITY**

Our membership is comprised of event and meeting professionals from students to senior level planners, servicing the corporate, association, government, third party, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, special event venues, restaurants, destination management companies, transportation services and everything in between. MPI THCC achieved global



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recognition of excellence as the 2017 RISE Award recipient for Industry Advocacy for our leadership and collaboration with 12 industry chapters for the 2016 Global Meetings Industry Day (GMID) at the Texas State Capitol.

**OUR EVENTS**

Our membership is comprised of 53% event and meeting professionals from students to senior level planners, servicing the corporate, association, government, and meeting management markets. We have supplier professionals that provide services to the entire meetings industry from hotels, special event venues, restaurants, destination management companies, transportation services and everything in between.

Invitations to our events are also extended to our MPI chapters in DFW and Houston areas, as well as other Texas industry association chapters such as: TSAE, IAEE, HSMIAI, ILEA, SPIN, PCMA, and SITE.

**WHY PARTNER WITH MPI THCC?**

**MPI THCC IS YOUR TARGET AUDIENCE**

We understand that your marketing dollars need to count and it is important to hit your target audience. Partnering with MPI THCC allows your company to reach industry decision-makers. By investing with us, your brand will extend to pre qualified buyers who are searching for your products specifically for their business. We know how important ROI is to your marketing budget and we know your target audience. Let us help you make that connection.

**MEMBERS "BUY MPI"**

The meeting, conventions, exhibitions, and incentive travel industry generates \$263 billion in direct spending.

MPI members buy from MPI advertisers and suppliers because they know that their fellow chapter members understand the value of their organizations.

Our members believe in working with companies they know and can trust. Let us help you familiarize the membership with your products and services through a direct connection and relationship that will continue in the years to follow.

**TREMENDOUS BUYING POWER**

70% of our MPI THCC planner members have an annual meeting budget ranging from \$250,000 to \$10+ million. Our chapter members collectively plan more than 1,127 meetings a year. Those meetings are conducted throughout the world with the Southwest serving as the primary region.



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The majority of MPI THCC planner members:

- Have an annual meeting budget ranging from \$250,000 - \$10M+
- Collectively, plan more than 680 meetings per year and hold meetings all throughout the United States with the Southwest as the primary region, followed closely by the Southeast and Northeast regions.

**OUR GLOBAL MARKET & BUYING POWER**

57% of planner members control annual meeting budgets between \$250,000 - \$10,000,000. The primary facilities planners utilize for their events are downtown hotels.

Types of meetings planned:

- Annual Convention – 21%
- Educational/Training – 23%
- Management – 18%
- Sales/Trade Show – 15%
- Special Events – 13%
- VIP Client Events/Incentives – 10%

Our supplier members include venues, special event companies, major Texas theme parks, destination management companies, production and AV/Technology companies, transportation providers, restaurants, event entertainment and décor providers, and industry specialty companies.

Membership base is comprised of leading hoteliers, event

The nature of the meetings planned by the planners of this chapter displays the diversity our industry has to offer, with the main types being Annual Conventions, Educational Events, Special Events and Training Sessions.

**BY THE NUMBERS**

- 168 planner members in the MPI Texas Hill Country Chapter
- 1/3 - the number of members responsible for executing events for 1,000 or more attendees
- 96 of our members are Certified Meeting Professionals.
- 91% of meetings are held at downtown hotels, suburban and airport hotels, resort or convention centers.

The amount of effort you will receive from the MPI THCC Partner Development team to ensure your ROI: 100%



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**WE ARE THE EDUCATION RESOURCE OF THE CENTRAL TX MEETINGS COMMUNITY**

- 16% Corporate
- 19% Association | Non-Profit
- 60% Independent | Consultant | Multi-Management Companies
- 5% Vertical Markets such as University, Government and Medical

**YOUR RETURN ON INVESTMENT INCLUDES:**

- Digital Recognition on each event registration page
- One (1) Spotlight on MPI THCC Social Media Channels, photo and blurb provided by sponsor
- One (1) Direct Member Email Blast
- Attendance to each event
- Recognition of published photos