



The 2017 WEC North America Chapter Challenges

When We Meet We Change the World

The 2017 **World Education Congress** (WEC) Stop planning meetings. Start designing experiences!

Purpose of the Challenges:

- To spread the word about all the opportunities and benefits WEC provides to our members and industry.
- To increase registration for WEC, drive membership recruitment and support retention efforts for chapters and MPI Global.

To support our WEC and membership goals MPI is offering our chapters fun and rewarding challenges that support WEC with event marketing, sharing the WEC story and creating opportunities to help our chapters grow and retain their members. There are two opportunities to win this year and you have the potential to win both.

Who Can Win: One chapter from each of the following categories will be eligible to win for each challenge (2 per category total).

- Category 1 - Chapters within driving distance of Vegas (San Diego, Orange County, Southern California and Arizona Sunbelt)
- Category 2 - Chapters in the U.S., Mexico and Brazil
- Category 3 - Canadian Chapters

Challenge #1

The Registration Race:

Your goal is to get as many members from your chapter to register for WEC through marketing and sharing the value and story. MPI Global will supply chapters with the marketing materials, talking points, social media components and fun buttons for our chapter volunteers to where and create buzz around the conversation.

For the top chapter in each category with the **highest percentage of Chapter members** registering for WEC from December 2, 2016 to May 31, 2017 each winning chapter will receive;

- \$2500.00 to use toward chapter related activities
- Table seating at MPI's CEO table during one of the event meals breakfast/dinner (Maximum number of seats per chapter may apply. Specific details to be shared as WEC event structure is finalized)
- Name in Lights! Recognition signage at Rise Award
- Recognition in The Meeting Professional including feature article on your chapter and its amazing commitment to WEC
- 1 complimentary membership renewal to raffle off at chapter events



Official Rules:

The three winning chapters for the registration challenge will be determined by having the **highest Chapter membership registration percentage** for attendance to WEC based on those registered by **May 31, 2017, 11:59 pm CDT**. Chapter membership as of November 30, 2016, 11:59 pm CDT will be the baseline for calculating the percentage attendance for each Chapter. Monthly updates and status of chapters will be provided. Members already registered prior to December 2, 2016 are not counted in the contest. No code is required, this challenge will be tracked through registrations based on chapter affiliation selected.

Challenge #2

The Bundle Race:

The same three geographic regions will each be able to race for the chance to win the bundle challenge by securing the **highest number of WEC registrations packaged with a membership for MPI to non-members**. A minimum of 3 packages must be sold to be eligible and the three chapters with the highest amount of bundle packages above the 3 (4 minimum) will win this challenge.

The winning chapters will receive;

- \$1500 towards chapter related activities
- Name in Lights! Recognition signage at Rise Awards
- \$250.00 worth of MPI merchandise to raffle at Chapter Events
- An article in The Meeting Professional showcasing your chapter in action!

Official Rules:

For the bundle challenge one chapter in each category selling **the highest number of bundles over the base of 3 will count towards the winning total**. The code provided below for this package will be how they are tracked and calculated. Chapters will only receive credit for registration/membership packages that use this code, no exceptions. See attached document for bundle package prices and deadlines for each category. All membership categories are eligible (Planner, Supplier, Faculty & Student). Challenge contest dates are **December 2, 2016 – May 31, 2017 11:59 pm CDT**.

CODE FOR BUNDLE PURCHASES - LVCMBR17

Winning chapters will be mentioned on the WEC 2017 website and inside *The Meeting Professional™ Daily* published during the event, as well as onsite signage.

Thank you for supporting MPI and WEC and good luck!



Below you will find the published rates for WEC for each membership category. You will also find all bundle package rates. Please note the date range for the pricing and ensure that as you are marketing or sharing WEC that you adjust the rates according to the time table provided below. Should you have any questions please contact your Chapter Business Manager.

WEC REGISTRATION RATES	Holiday Rate until 12/31/16	STANDARD RATE 1/1/17 - 5/4/17	LATE RATE 5/5/17 - 6/22/17
Member Rates			
Full Conference - Planner Member	\$799	\$899	\$999
Full Conference - Supplier Member	\$899	\$999	\$1099
Full Conference - Faculty Member	\$399	\$449	\$499
Full Conference - Student Member	\$199	\$229	\$259
One Day Planner/Supplier Member	\$399		
Two Day Planner/Supplier Member	\$798		
*Networking Events Package Member	\$649		
Non Member Rates			
New Membership Bundle – Planner – Full Conference + New Preferred Membership (\$285 savings by purchasing as a bundle)	\$1099	\$1219	\$1319
New Membership Bundle – Supplier – Full Conference + New Preferred Membership (\$185 savings by purchasing as a bundle)	\$1319	\$1439	\$1539
New Membership Bundle – Faculty – Full Conference + New Preferred Membership	\$549	\$629	\$679
New Membership Bundle – Student – Full Conference + New Preferred Membership	\$229	\$259	\$289
Full Conference - Planner/Supplier - Non Member	\$999	\$1099	\$1199
One Day Planner/Supplier Non Member	\$429		
Two Day Planner/Supplier Non Member	\$858		
*Networking Events Package - Non Member	\$849		