



**KENTUCKY  
BLUEGRASS  
CHAPTER**



**Southeast  
Chapter**

# **GLOBAL MEETINGS INDUSTRY CELEBRATION**

**Bringing People and Experiences Together**



**CENTRAL BANK CENTER**

**APRIL 13, 2022**

For more details: [www.mpi.org/chapters/kentucky-bluegrass](http://www.mpi.org/chapters/kentucky-bluegrass)



# Join Us As An Exhibitor!

## Call for Exhibitors

The Kentucky Bluegrass Chapter Meeting Professionals International (KBCMPI) and the Southeast Chapter of Professional Convention Management Association (Southeast PCMA) are joining forces to share with you an event that Brings People and Experiences Together! Meeting Professional International is the largest meeting planner and event planner industry association worldwide. KBCMPI's membership reaches throughout Kentucky. Its mission is to deliver thought leadership and networking opportunities to meeting and event planners throughout the region. The Professional Convention Management Association (PCMA) is the world's largest, most respected and most recognized network of business events strategists. The Southeast Chapter serves members from North Carolina, South Carolina, Tennessee, Georgia, Florida, Kentucky and Puerto Rico.

## Who Should Exhibit?

Any company with a product, service or meeting space that could partner with local or regional meeting planners for future events.

## Exhibitors Receive

- 8 foot table draped
- 1 complimentary registration
- 2 dedicated hours of exhibit and networking time

## Exhibitor Cost

- \$100.00 Fee that includes 1 complimentary registration
- Each additional registration is \$50.00 per person
- Exhibitors are required to bring a silent auction basket to display at their booth during the event. Attendees will bid on the items at the exhibitor booth.
- MPI KBC is also seeking donations for raffle door prizes for attendees
- Electric will be available but will be an additional cost to the Central Bank Center, more information will be available after you register

## Details

Exhibitor booth location will be chosen at random on March 28th and exhibitors will be notified before March 31.

# Description of Event

Please join us for a Global Meeting Industry Celebration on Wednesday, April 13th at the newly redesigned Central Bank Center, as the MPI Kentucky Bluegrass Chapter and PCMA Southeast Chapter join forces to share with you an event that Brings People and Experiences Together.

Have you heard the saying “times have changed”? The way we execute meetings has changed.

We’ve become wiser and smarter. As consumers we are more interested in “Doing” versus “Having”. Our customers expect more. We need to lean into each other to deliver on their expectations. At this event you will meet partners that can help execute those deliverables. You’ll walk away enlightened on how to create events that your customers will enjoy. This fun event will give you the chance to explore different immersive, engaging and unique activations.

This event is a demonstration of our industry’s unity and collaboration. A panel of our industry leaders will discuss the Current State of the Industry. Our esteemed panelists include Mary Quinn Ramer, VisitLEX; Stefanie Wyckoff, meetNKY; Cleo Battle, Louisville Tourism and Hank Phillips, Kentucky Travel Industry Association.

But wait, there’s more! Central Bank Center will graciously host the meeting at their newly redesigned, expanded facility. Central Bank Center is one of the nation’s most storied entertainment destinations. To preserve its unique history and ensure its relevance for generations to come the design team came together to re-envision its future.

You will see firsthand how the redesign provides a transparent exterior for Rupp Arena and the convention center, with distinctive building identities and entrances. By making activities inside more visible, it encourages passersby to participate and links those inside to the city.

An interactive lunch, provided by Hardwood and Oak Hospitality, will include an exciting hands-on experience where taste meets innovation with the latest culinary stations! They will also have a mixologist on hand demonstrating how to make a special cocktail.

This meeting includes an opportunity to meet with your friends and to make new acquaintances. The room will be filled with our industry partners exhibiting what makes them special. You’ll learn first-hand about the businesses that contribute to the industry and a floral designer will be available to demonstrate and teach how to design creative pieces on a budget.

There will also be a Silent Auction! While meeting with the exhibitors you will have a chance to bid on their unique and exciting baskets that will be filled with goodies.

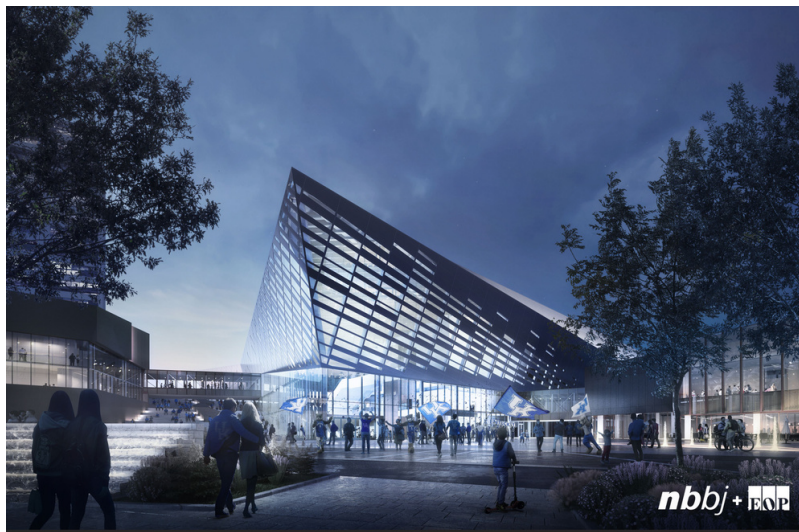
## **Learning Objectives:**

1. Learn and understand the position of the industry globally, nationally, and regionally.
2. Learn from industry leaders and partners on how to bring people and experiences together.
3. Create immersive, engaging and unique activations that elevate experiences .

2 Clock Hours/Domain G: Meeting/Event Design (pending EIC approval)

# Schedule of Events

- 9:30 am Exhibitor move-in and set-up
- 10:30 am Registration Opens
- 10:30 - 12:30 pm Lunch with Active Floor Experiences Exhibitors
- Selfie Station, Frame provided by VisitLEX
  - Floral Demonstration
  - Silent Auction
  - Experiential Stations
  - Culinary Activations provided by Hardwood & Oak Hospitality
- 12:30 pm Welcome Chapter President's
- 12:45 - 1:45 pm State of the Industry Panel Discussion
- Mary Quinn Ramer, VisitLEX
  - Stefanie Wyckoff, meetNKY
  - Cleo Battle, Louisville Tourism
  - Hank Phillips, Kentucky Travel Industry Association
- 2:00 pm Silent Auction Closes
- 2:00 pm Central Bank Center Tour
- 2:00 – 3:00 pm Exhibitor Tear down and move out



# Increase Industry Awareness

## Event Sponsorship Opportunities

- Sponsor Ribbons at event
- Opportunity to select their booth assignment three weeks in advance
- Ability to Distribute materials at event
- Visual and Verbal recognition at event
- 2 Complimentary Event tickets
- Website visibility for 1 month (MPI Kentucky Bluegrass and PCMA POWER)
- Logo visibility in quarterly newsletter (MPI Kentucky Bluegrass Only)

Fee \$500.00 -

Additional Sponsorship Opportunities are available.

Contact Vanessa Revlett for additional details, vrevlett@imnsolutions.com

**To register visit our website:**

[www.mpi.org/chapters/kentucky-bluegrass](http://www.mpi.org/chapters/kentucky-bluegrass)

**Deadline to Register is Friday, March 25, 2022**

Contact Vanessa Revlett, for more information about Exhibitor and Sponsorship opportunities

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LEXINGTON, KENTUCKY

**HARDWOOD & OAK**  
HOSPITALITY



**VISITLEX**