

## Associate Partner Membership

### The Opportunity

Major Events in UK and internationally, ranging from Olympics to other large iconic events such as World Cup series, are intense periods of procurement across all sectors and not just venues. This presents challenges and opportunities for host cities and suppliers, and requires high quality information and the right teams to succeed. Suppliers see these fixed deadline and high profile events as excellent reputation enhancing references to support other routine business growth objectives. The unique MEI Associate Partner Member (APM) network delivers you the most effective and efficient interface to this market and we invite you to join today.

### Some Challenges

The number of events, their long duration through the bid stage, planning and delivery make sustained customer contact expensive in direct and indirect costs. Bidding also requires awareness of local business regulations, requirements, support and culture. MEI provides this support tailored to your need through an international network of local representatives.



### Delivering Success

MEI reduces the need for the buyer community to see individual suppliers at the early stages of programme delivery. Our APMs know they will only be introduced at appropriate stages of the procurement lifecycle leaving them free to focus on routine business. This two way interface covers all key sectors and is unique in the major events market.

### Accessing the Network

APMs pay an annual subscription to access key information, reach more customers and network with other members. Additionally, they seek to work together on bids bringing complimentary skills and greater commercial strength. MEI provides additional bespoke services for some APMs.



## APM Approach

APMs have two pricing options which follow a clear process involving the following key elements:

### APM – Full Scope

**Market Offer Workshop:**

Half a day to ensure the aspiring APM and their team are united around the market message and so MEI can communicate clearly on their behalf.

**Communication Flier:**

MEI will then produce a draft communiqué for you to finalise prior to this being converted into a clearly branded APM flier.

**Silver Level promotion space:**

You are then allocated your own Silver microsite on the MEI site, with full editorial control and presence for a year.

**Access to the Network:**

You will receive regular updates on events, discounts, media partnerships and planned international missions. You will be encouraged to contribute to this information network, ensuring all members obtain maximum benefit.

### Annual Subscription

**Sole traders and Not for Profit** - £925 plus VAT

**Small Medium Enterprises** - £2500 plus VAT

**Other Enterprises** - £4500 plus VAT

Payment can be made in three instalments if required.

## APM – Lite Option

**Communication Flier:**

APMLs have the option of producing their own content for the flier and not having a workshop which typically shapes the input.

**Silver Level promotion space:**

You are then allocated your own Silver microsite on the MEI site which gives you editorial control and presence on this global site for a year..

**Access to the Network:**

You will receive regular updates on events, discounts, media partnerships and planned international missions. You will be encouraged to contribute to this information network, ensuring all members obtain maximum benefit.

### Annual Subscription

**Sole traders and Not for Profit** –£625 plus VAT

**Small Medium Enterprises** - £1800 plus VAT

**Other Enterprises** - £3400 plus VAT

Payment can be made in two instalments if required.

### Additional services

MEI can provide services on a fixed price and project basis. Support includes: Bid and Tender planning, reviews and delivery, Customer contact planning, Business case production, Strategy, Training, Recruitment, Bespoke overseas missions and Sponsorship advice.

**We invite you to join the Network now**

