

MEMBERSHIP



A community network of companies and a 'people-first' ethos, collaborating and working together with fresh new ideas

ABOUT MESA

MESA (Meetings & Events Support Association) is a new association based on the previous membership activities of MDI (Meeting Design Institute). Behind the member companies are like-minded people in the industry who connect and share their ideas and challenges, in a trustworthy network.

Our aim is to provide a close unit for suppliers in the meetings and events industry to network, support and learn from each other.

We want to meet regularly, gathering for personal and professional development, for teams and leaders, to increase knowledge, innovation, and success.

- C Community of members collaborating and sharing
- E Education for leaders and teams is core
- O Opportunities to network with colleagues and for new business

OUR VISION / PURPOSE

"To grow a close-knit community where members can face challenges together in an ever-changing events industry"

WE WANT TO:

- *Create business opportunities and build personal relationships within the community*
- *Reach new audiences and connections with meeting planners*
- *Share industry knowledge through surveys and network influencers*
- *Provide support from within the community to energise, champion each other and empathise for members' needs*

OUR CORE VALUES

We are an open and approachable group of entrepreneurs and their teams, sharing the same values:

- | | |
|------------------------------|---|
| <i>Guidance:</i> | <i>We provide help, support, and advice to each other</i> |
| <i>Collaboration:</i> | <i>We build close connections, collaborating on different projects</i> |
| <i>Respect:</i> | <i>We show consideration to each other</i> |
| <i>Innovation:</i> | <i>We love events and innovation within our industry</i> |
| <i>Networking:</i> | <i>We increase our network with introductions for each other</i> |

OUR MEMBERS

Members are small to medium sized companies (up to 100 employees) including entertainment, consulting, moderation, art, music, AV, and technology providers. MESA works with planners, destinations, hotels, and venues but they are not qualified as members.

All Members will be provided with:

A MESA Code of Conduct and a MESA Membership Certificate

Our members receive:

- Connections to other suppliers in the MESA network and ability to reach out to them directly via our MESA intranet platform
- Support within the community for new projects, ideas, and developments
- Opportunity to promote content (blogs, case studies, white papers, and news), events, and special interest groups in the platform
- Inclusion in the online Supplier Guide on the platform
- Promotion at industry tradeshows as part of the MESA membership and opportunity to display information at the MESA showcase stand
- Speaking opportunities at MESA education and campfires
- Personal 'onboarding' to discuss your membership and benefits
- Invitation to MESA annual general member meetings (online and at tradeshows)



"The last few months have been particularly challenging for our industry. We have all been forced to reinvent ourselves, and to innovate. MESA provides a collaborative environment where people from different backgrounds meet to combine their expertise and learn from each other, offering a common culture for its members as being part of a family unit, trusting each other."

Sébastien Braun - CEO & Founder,
idloom
Belgium

MESA FOUNDER FORUM May 2021:

A big challenge has been keeping teams engaged with each other



€5,000 for 2 years – 100% payment in first year (€2,500 per year)

By invitation only

Patrons are organisations invited to be part of an exclusive group with key benefits of:

- MESA ***Patron Member Badge logo*** - which you can use
- ***Member profile*** – on MESA website
- It's a ***limited exclusive group*** of companies - maximum of 15
- Patrons involved in ***primary research for MESA*** - giving you thought leadership exposure and logo included on any result finding reports
- ***Invitation to Founder Forum*** – 4 per year and invitation to speak on panel at least once per year (Patron Members can invite 4 non-member guest attendees – vetted and approved by MESA)
- ***Invitation to monthly MESA networking meetings*** - including training sessions and themed leader forums, online for your team
- ***Priority booking and opportunity to participate in the MESA stand share*** - at industry tradeshows at an additional (member rate) cost
- ***Priority booking and one free representation*** - in the Event Representation per year & ***50% discount*** for additional ones
- ***Priority booking and one free place*** - at the MESA Event Place per year & ***50% discount*** for additional ones (with priority booking)
- ***Annual Patron Dinner VIP*** – for topical debate and with key speaker (exclusive venue tbc - London or Brussels: can invite 2nd member of team at a cost of £100)
- ***Invitation to annual Patron Member meeting*** – online: about key industry trends and challenges
- ***Logo on the homepage*** - of the MESA website
- ***Logo on MESA newsletters*** - planner and supplier
- ***Logo on MESA planner invitations*** - to industry event gatherings / Event Place
- ***Advanced notice for 'call for speakers'*** - at industry education MESA campfires / sessions
- ***Two x free MESA dinner tickets*** - per year for (either for Founder & Guest, Founder twice, or staff)
- ***Invitation to MESA networking drinks*** - at industry tradeshows where we have a stand



€575 per year
Introductory 20% discounted price for first 2 years of membership
(Standard price €690)

Corporate event supplier organisation with key benefits of:

- MESA **Member Badge logo** - which you can use
- **Member profile** – on MESA website
- **Invitation to Founder Forum** – 4 per year (Corporate Members can invite 2 non-member guest attendees – vetted and approved by MESA)
- **Invitation to monthly MESA networking meetings** - including training sessions and themed leader forums, online for your team
- **Opportunity to participate in the MESA stand share** - at industry tradeshows at an additional (member rate) cost
- **One Event Representation onsite per year at 20% discount** – off standard member rates
- **Two tickets per year at 20% discount for MESA dinner** – off standard member rates
- **One MESA Event Place per year at 30% discount** – to pitch your product to meeting planners) - off standard member rates
- **Invitation to MESA networking drinks** - at industry tradeshows where we have a stand

MESA FOUNDER FORUM May 2021: *Being honest and taking full responsibility is important for keeping your team aligned and engaged*



"The past 15 months have demonstrated the importance of innovation for the future of our industry. At the same time, it has promoted company culture as the #1 priority for all CEOs. I'm proud to be a member of MESA which has been founded to foster both."

Jelmer van Ast - CEO & Founder,
Conference Compass
Netherlands

ADDITIONAL TYPES OF MEMBERSHIP



START-UP SUPPORT CORPORATE MEMBERSHIP

€460 per year

Additional 20% on the introductory 20% discounted price for first 2 years of membership
(Standard price €690)

Corporate standard membership benefits included except:

- **Limited** – less than 5 employees
- **Criteria** - must have been in events industry with product for less than 3 years, or not yet launched

INDIVIDUAL MEMBERSHIP

€175 per year

Introductory 20% discounted price for first 2 years of membership
(Standard individual price €210)

Corporate standard membership benefits included except:

- **Limited** – only one-person member



"It is an honour to be a Patron Member of MESA. The events industry has given me so much it is only right that I give something back. We all thrive in an environment of support and collaboration."

Felix Stroud-Allen - Co-founder & Director,
CrowdComms
UK

MESA FOUNDER FORUM May
2021:
*Loneliness was a common factor
for the CEOs and was seen as the
biggest challenge*

MESA Founders

Gordon Glenister Director of Communications (Membership and influencer marketing expert / Author, Podcaster / Keynote Speaker - Membership World)
Sandie McCoubrey Director of Membership (Eventif Solutions)
Adam Fillary Director of Strategy (CEO of APF Networks Ltd)

Steering Committee / Patron Members

Sébastien Braun CEO & Founder, idloom
Jelmer van Ast CEO & Founder, Conference Compass
John Martinez CEO & Founder, Shocklogic
Felix Stroud-Allen Co-founder & Director, CrowdComms
Danny Stevens CEO & Founder, fielddrive

CONTACT

Sandie McCoubrey, Membership Director

Find out more on www.themesa.community

