



MAC 10TH ANNIVERSARY

10th Annual MPI MidAmerica Education Conference | March 21-23, 2010 | West Chester, Ohio



10TH ANNUAL MPI MIDAMERICA EDUCATION CONFERENCE

MARCH 21-23, 2010

SPONSORSHIP PACKET





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MPI MIDAMERICA

2010 SPONSORSHIP OPPORTUNITIES AND PACKAGES

When you take advantage of the 2010 MPI MidAmerica sponsorship opportunities, you will enjoy the following:

- Highlighting of your specialization (venue, service, or product)
- Increased prominence during the show to meeting and event planners
- Expansion of your marketing dollars
- Receiving special recognition and exposure

SPONSORSHIP PACKAGES

PLATINUM: \$7,500 Early Bird: \$5,000 (Purchase by 12/14/09)

This is the recommended sponsorship for the 2010 host facility for the Monday opening luncheon. It will include the following:

- Fifteen minute presentation about your facility prior to the luncheon
- Opportunity for you to introduce the featured speaker
- Ability for you to put a logo item (you provide) at each place setting during luncheon
- Upgraded Exhibit Space in the Exhibit Hall with up to 3 banner stands (Exhibit Space includes: 6' Skirted table with two chairs in prominent location)
- The Exhibit Hall is open throughout entire conference giving all attendees an opportunity to pick up brochures, literature etc.
- Print Advertisement – Full-page ad or profile sheet included in the on-site welcome binders distributed to all attendees
- Website Listing – Your ad or profile sheet on the MPI MidAmerica website
- Attendee Lists – Disc with an excel database of all attendees and planner profiles
- Sponsorship Signage – Easel signage with your logo
- Three registrations for conference



GOLD: \$5,000

Early Bird: \$3,250 (Purchase by 12/14/09)

Sponsorship for Tuesday closing luncheon and will include the following:

- Ten minute presentation about your facility prior to the luncheon
- Opportunity for you to introduce the featured speaker
- Ability for you to put a logo item (you provide) at each place setting during luncheon
- Upgraded Exhibit Space (Includes: one 6' skirted table with two chairs in prominent exhibit location) in the Exhibit Hall with up to 3 banner stands
- The Exhibit Hall is open throughout entire conference giving all attendees an opportunity to pick up brochures, literature etc.
- Print Advertisement – Half-page ad or profile sheet included in the on-site welcome binders distributed to all attendees
- Website Listing – Your ad or profile sheet on the MPI MidAmerica website
- Attendee Lists – Disc with an excel database of all attendees and planner profiles
- Sponsorship Signage – Easel signage with your logo
- Two registrations for conference

SILVER: \$2,500

Early Bird: \$1,750 (Purchase by 12/14/09)

Sponsorship for Monday or Tuesday breakfast and will include the following:

- Five minute presentation about your facility prior to the speaker
- Ability for you to put a logo item (you provide) at each place setting during breakfast
- Upgraded Exhibit Space in the Exhibit Hall with up to 2 banner stands (Exhibit Space includes: 6' Skirted table with two chairs in prominent location)
- The exhibit hall is open throughout entire conference giving all attendees an opportunity to pick up brochures, literature etc.
- Print Advertisement – Half-page ad or profile sheet included in the on-site welcome binders distributed to all attendees
- Website Listing – Your ad or profile sheet on the MPI MidAmerica website
- Attendee Lists – Disc with an excel database of all attendees and planner profiles
- Sponsorship Signage – Easel signage with your logo
- One registration for conference



BRONZE: \$495/Members or \$795/Non-Members

Ideal sponsorship for ALL suppliers – Limited to 30 suppliers and will include the following:

- Exhibit Space in the Exhibit Hall (6' Skirted table with two chairs) with up to 1 banner stand
- The Exhibit Hall is open throughout entire conference giving all attendees an opportunity to pick up brochures, literature etc.
- Print Advertisement – Quarter-page ad or profile sheet included in the on-site welcome binders distributed to all attendees
- Attendee Lists – Disc with an excel database of all attendees and planner profiles
- One registration for conference

TWITTER CYBER VILLAGE: \$2,000 Early Bird: \$1,750 (Purchase by 12/14/09)

The Twitter Cyber Village will be positioned near a high traffic area in the Savannah Center during the conference meeting. Attendees will use the Café to check their email, use Twitter, Facebook, and generally surf the web. Up to eight computers with high-speed Internet access will be set up near the MPI MAC Registration table and/or the Exhibit Hall entrance.

Twitter Cyber Café sponsorship will include the following:

- Your company name and logo will be on the revolving screen saver of all the computers used by attendees throughout the conference
- Exhibit Space in the Exhibit Hall (6' Skirted table with two chairs) with up to 1 banner stand

CMP/CMM BREAKFAST: \$1,500 Early Bird: \$1,250 (Purchase by 12/14/09)

Sponsor the Monday morning CMP/CMM Breakfast and have the opportunity to promote your organization to some of the most distinguished meeting planners in the region.



ALLIED/TECHNOLOGY: \$1,500/Members or \$2,000/Non-Members

Sponsorship of multiple breakout sessions on social media and networking to educate meeting planners on this hot communication platform. Social Media is one of the most requested topics among planners and the hospitality community. This is an ideal opportunity to cement your organization as an expert in technology. You will have the opportunity to be the only sponsor of these multiple breakout sessions geared around technology. These sessions should be well attended giving your organization optimum exposure at the conference. Includes the following:

- Presentation of your organization and specialties prior to the presenter (time limited)
- Introduction of the speaker
- Ability for you to put a logo item (you provide) at each place setting during each session
- Print Advertisement - Quarter-page ad or profile sheet included in the on-site welcome binders distributed to all attendees
- Website listing - your ad or profile sheet on the MidAmerica website
- Attendee Lists - Disc with an excel database of all attendees and planner profiles
- One registration for conference

SPECIAL SPONSORSHIP OPPORTUNITIES

WATER BOTTLES: \$1,500

To be distributed at registration to each attendee with your logo on the bottle. You may put a special message inside each water bottle you provide. Bottles are encouraged to be used throughout the session, our way to be GREEN!

CONFERENCE PAD AND PENS: \$1,000

Each and every participant receives a conference pad and pen during the opening morning general session - what a great opportunity to advertise your organization! Sponsor receives a five minute presentation at the opening of the opening general session and puts out information at each setting.

BREAKOUT SPONSOR: \$500

Sponsor a breakout session and have the honor of introducing them during the session to all attendees! Sponsorship is limited to 6 opportunities only. Sponsor receives a sponsor mention after the speaker profile on the MPI MidAmerica web site and a half-page ad or profile sheet in the welcome binders distributed to all attendees.

PROGRAM ADVERTISING OPPORTUNITIES:

\$550 - Full Page Ad

\$300 - 1/2 Page Ad

\$175 - 1/4 Page Ad

For customized sponsorship opportunities or questions, please direct questions to:

Mark Hecquet, Chairperson, Sponsorship Committee
Executive Director, Butler County Visitors Bureau - 513-860-4194 or
mhecquet@butlercountyyvb.com





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MPI MAC 2010

SPONSORSHIP REGISTRATION FORM

Yes! My company is interested in sponsoring the Annual MPI MidAmerica Conference at the Savannah Center in West Chester, Ohio

March 21 - 23, 2010!

(Deadline for sponsorship is February 6, 2010)

PLEASE CHECK YOUR DESIRED SPONSORSHIP LEVEL:

- PLATINUM** (\$7,500 - \$5,000 if purchased on or before 12/14/09)
- GOLD** (\$5,000 - \$3,250 if purchased on or before 12/14/09)
- SILVER** (\$2,500 - \$1,750 if purchased on or before 12/14/09)
- BRONZE** (Members \$495, Non-Members \$795)
- TWITTER CYBER CAFÉ** (\$2,000 - \$1,750 if purchased on or before 12/14/09)
- ALLIED/TECHONOLOGY** (Members \$1,500, Non-Members \$2,000)
- WATER BOTTLES** (\$1,500 - you provide bottles)
- CONFERENCE PAD & PENS** (\$1,000 - you provide pads and pens)
- BREAKOUT SPONSORS** - limited to 6 (\$500)
- CMP/CMM BREAKFAST** - (\$1,500 - \$1,250 if purchased by 12/14/09)

PROGRAM ADVERTISING OPPORTUNITIES

- Full Page Ad (\$550)
- 1/2 Page Ad (\$300)
- 1/4 Page Ad (\$175)



MPI MAC 2010

SPONSORSHIP REGISTRATION FORM

CONTACT

Company: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone : _____ Fax: _____

Email: _____

PAYMENT INFORMATION

AMOUNT TO BE CHARGED: \$ _____ .00

IN-KIND SPONSOR: \$ _____ .00 Value of Sponsorship

Check (payable to MPI MidAmerica Conference)

Credit Card Visa MasterCard Amex (circle one)

Credit Card Number: _____ Exp Date: _____

Cardholder's Name and Address if different than above:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____



MPI MAC 2010

SPONSORSHIP REGISTRATION FORM

COMPLIMENTARY CONFERENCE REGISTRATION:

All sponsorship packages except the Breakout Sponsor and Advertising sponsorships will receive at least 1 complimentary registration. Please be sure to provide names below.

Name as it should appear on the name badge:

Name as it should appear on the name badge

Name as it should appear on the name badge:

REMIT FORM TO:

Butler County Visitors Bureau
8750 Union Centre Boulevard
West Chester, OH 45069

Fax: 513-860-4195

Email: mhecquet@butlercountymb.com

FOR QUESTIONS OR CUSTOMIZED SPONSORSHIPS, CALL:

Mark Hecquet, Chairperson, Sponsorship Committee
Executive Director, Butler County Visitors Bureau, 513-860-4194
or email mhecquet@butlercountymb.com

