



Sponsorship and Exhibitor Packet for The 2010 MPI Midwest Regional Conference

November 10-11, 2010

St. Paul RiverCentre, St. Paul, MN

Now entering its 2nd year - reach more planners at the brand new MPI Midwest Regional Conference and Supplier Showcase! This joint venture of the Minnesota and Wisconsin chapters promises more planners and more return on your investment than in years past. You won't want to miss this great opportunity to stretch your marketing dollars during a full day and a half of education, networking and exhibits.

Overall Champion Sponsor (limit 1) \$5,000 **SOLD (Heroic Productions, Inc.)**

- 5 minutes of podium time to deliver your message to the entire audience
- Introduce Keynote Speaker (TBD)
- Introduce Closing Speaker (TBD)
- 4 scrolling slides during walk-in
- Premium branding throughout the conference on signs, slides and materials
- Extensive Program Book recognition:
 - Full-page ad on back cover
 - Welcome letter from your VIP
 - XL logo at top of sponsor page of Program Book, with 100-word message
- 10x10 booth space adjacent to registration desk - full day of exposure
- Banner ad on email blasts to entire membership of both chapters, and on both web sites
- Six complimentary passes to the Conference with sponsor ribbons
- Full set of mailing labels for both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Welcome Reception (limit 1) \$2,500 **SOLD (Prom Catering-Food, Grand View Lodge-Beverage)**

- 3 minutes podium time to deliver your message to the entire audience
- 2 scrolling slides throughout reception
- Custom napkins with your logo at bars and food stations
- 10x10 booth space in premium location of exhibit hall
- Recognition in Program Book with large logo and 75-word description
- Five complimentary passes to the Conference with sponsor ribbons
- Full set of mailing labels for both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Opening or Closing General Session \$2,000 each **Closing Session SOLD (Brede) Opening Session PENDING**

3 minutes of podium time to deliver your message to the entire audience

- 2 scrolling slides during walk-in
- Introduce the Chapter President from MN or WI
- 10x10 booth space at main entrance doors to exhibit hall
- Recognition in Program Book with large logo and 75-word description
- Four complimentary passes to the Conference with sponsor ribbons
- Full set of mailing labels for both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book



Meal Sponsorship: (limit one each) Breakfast (\$1,250), Lunch (\$1,750) BOTH SOLD
(Breakfast – Crown Plaza Milwaukee and Lunch - Travel Alberta)

- Podium time to deliver your message to the entire audience (Breakfast = 2 mins, Lunch = 3 mins)
- 2 scrolling slides at your sponsored meal or general session (determined by MPI)
- 10x10 booth space in exhibit hall
- Recognition in Program with large logo and description (Breakfast = 50 words, Lunch = 75 words)
- Complimentary passes to the Conference with sponsor ribbons (Breakfast = 2, Lunch = 3)
- List of all Conference attendees from both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Box Lunch for WI chapter attendees \$1,000 SOLD (Wisconsin Dells CVB)

- Full-page ad in the Program Book
- 10x10 booth space in exhibit hall
- Recognition in Program with logo and 50-word description
- 3 complimentary passes to the Conference with sponsor ribbons
- List of all Conference attendees from both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Breakout Session (4 morning sessions, 4 afternoon sessions available) \$750 4 AM SOLD all morning sessions (Savoya Chauffeured Services)

- 3 minutes podium time at your sponsored session to deliver your message
- 10x10 booth space in exhibit hall
- Recognition in Program with logo and 40-word description
- 2 complimentary passes to the Conference with sponsor ribbons
- Confirm by September 30 and receive a free 1/4 page ad inside the Program Book

Refreshment Break Sponsor (2 available) \$750 BOTH SOLD (Odyssey Resorts and Mystic Lake)

- Custom napkins with your logo at your sponsored break stations
- 10x10 booth space in exhibit hall
- Recognition in Program with logo and 40-word description
- 2 complimentary passes to the Conference with sponsor ribbons
- Confirm by September 30 and receive a free 1/4 page ad inside the Program Book

Bus Sponsor for WI Chapter (limit 2) \$350

- 5 minutes speaking time on your sponsored bus
- Logo displayed on your sponsored bus
- You lead the bus in speed networking en route to the Conference
- Recognition in Program with logo and 20-word description
- One complimentary pass to the Conference with sponsor ribbon
- Confirm by September 30 and receive a free 1/4 page ad inside the Program Book

Premium Exhibit: \$450/members only (Add \$150 after September 30)

- 10x10 booth space in a premium location of the exhibit hall
- Full list of attendees after the conference
- 25-word description in agenda program book distributed to all attendees
- One complimentary conference pass, includes all sessions plus reception, breakfast & lunch

Basic Exhibit: \$350/members, \$600/non-members (Add \$150 after September 30)

- 10x10 booth space in the exhibit hall
- Full list of attendees after the conference
- 25-word description in agenda program book distributed to all attendees
- One complimentary conference pass, includes all sessions plus reception, breakfast & lunch



In-Kind Donations

Welcome Reception Food & Beverage Sponsor **SOLD (same as above)**

- 1 minute podium time to deliver your message to the entire audience
- 1 information slide at the reception
- Custom napkins with your logo at bars and food stations
- 10x10 booth space in the exhibit hall
- Recognition in Program Book with large logo
- 2 complimentary passes to the Conference with sponsor ribbons
- List of all Conference attendees from both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Welcome Reception Décor Sponsor **SOLD (BBJ Linen)**

- 30 seconds of podium time to deliver your message to the entire audience
- 1 information slide at the reception
- 10x10 booth space in exhibit hall
- Recognition in Program with large logo
- 2 complimentary passes to the Conference with sponsor ribbons
- List of all Conference attendees from both chapters
- Confirm by September 30 and receive a free 1/2 page ad inside the Program Book

Please note that exhibit space is limited and will be assigned on a first come, first serve basis upon receipt of full payment.

Miscellaneous Branding Opportunities

All include your company name in the Program Book, recognition on the Conference page of the MN and WI MPI websites, plus your logo imprinted onto your choice of the following:

- Lanyards \$ 750
- Notebooks \$750 – **SOLD (Quality Resource Group)**
- Bags \$500 – **SOLD (Hillarys)**
- Pens \$400
- Full-page ad in Program \$ 300
- Half-page ad in Program \$ 150

Extra Visibility

GRAND PRIZE - \$500 cash or \$1000-value prize donation.

- You will receive promotion & thanks leading up to, and at, the conference
- Including several mentions throughout the day.

DOOR PRIZE - Seeking gift baskets, 2-night stays, spa treatments, gift cards, etc.

- You will receive promotion and thank you at the conference.



Conference Agenda

November 10:

6-9pm Exhibitor Set-up
6-9pm Welcome Reception

November 11:

7:00 – 7:45am Continental Breakfast/Registration/Networking (Exhibit Set-up)
7:45 – 8:00am Opening Session – Welcome by Donna Patrick, MN Chapter President
8:00 – 9:15am Keynote Speaker – Brian Dodge
9:15 – 9:30am Break
9:30 – 10:45am Breakout Sessions (3)
10:45 – 11:00am Break
11:00 – 12:00pm Bruce MacMillan
12:00 – 2:00pm Exhibits Open. Lunch will be served throughout the exhibit area.
Prizes will be drawn during lunch as well.
2:00 – 4:00pm Exhibitor Tear Down
2:00 – 3:15pm Breakout Sessions (3)
3:15 – 3:30pm Break
3:30 – 4:00pm Closing Session (Raffle & Grand Prize Drawing) – Marie Johnson, WI Chapter President

Why should you exhibit at the MPI Midwest Regional Conference?

As a supplier, this is your chance to attract the attention of Minnesota and Wisconsin planners at the same conference. Nothing beats face-to-face marketing. Introduce them to your company and show them how you can help make their events more successful. As we all know, the real value in MPI is plugging into the network that is available and by the business relationships that can be formed.

Don't miss this chance to be seen and network.

By being part of the MPI Midwest Regional Conference, you will have access to many local professionals and you will be alongside more than 60 local, regional and national suppliers. Sign-up early as space is limited - Early Bird deadline is September 30, 2010.

Please complete the Sponsor/Exhibitor registration form on next page



The 2010 MPI Midwest Regional Conference
Sponsor/Exhibitor Registration Form
November 10-11, 2010
St. Paul RiverCentre, St. Paul, MN

Exhibitor Contact Information EXACTLY as it should appear in Program Book:

Name Title _____

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email Address _____

Signature (*authorized person, accepting terms for exhibiting*) _____

20-Word Company Description (or as allotted in your sponsorship package):. _____

My Company is Sponsoring:

- Sponsorship/In-Kind Donation (please note specifics below)
- Exhibit Booth – Member _____ Non-Member _____
- Premium Exhibitor Booth – Member _____ Non-Member _____ (first come, first served)

Please indicate the Exhibitor or Sponsor Package you wish to reserve (if Sponsor package please indicate the specific package, if Premium Exhibitor please note 3 choices of position in order of preference):

Additional information

Electricity & internet connectivity is available for purchase – information to be provided within one month of event. Booths will be assigned on a first come, first served basis once payment is received.

Door prize donation? _____

Payment Must Accompany Contract:

- Check (made payable to MPI Minnesota)
- Credit Card

Authorized credit card amount \$ _____

Name as it appears on card: _____

Credit Card #: _____ Exp. Date _____

Signature _____

Please note: charges will appear on your credit card statement as Nonprofit Solutions, Inc.(MPI MN's association management company)

Please send contract and exhibitor fee(s) to:

MPI Minnesota, Attn: Supplier Showcase
1821 University Avenue West, Suite S256, St. Paul, MN 55104-2897
Phone: (651) 917-6243 Fax (651) 917-1835

Email: office@mpimn.org