


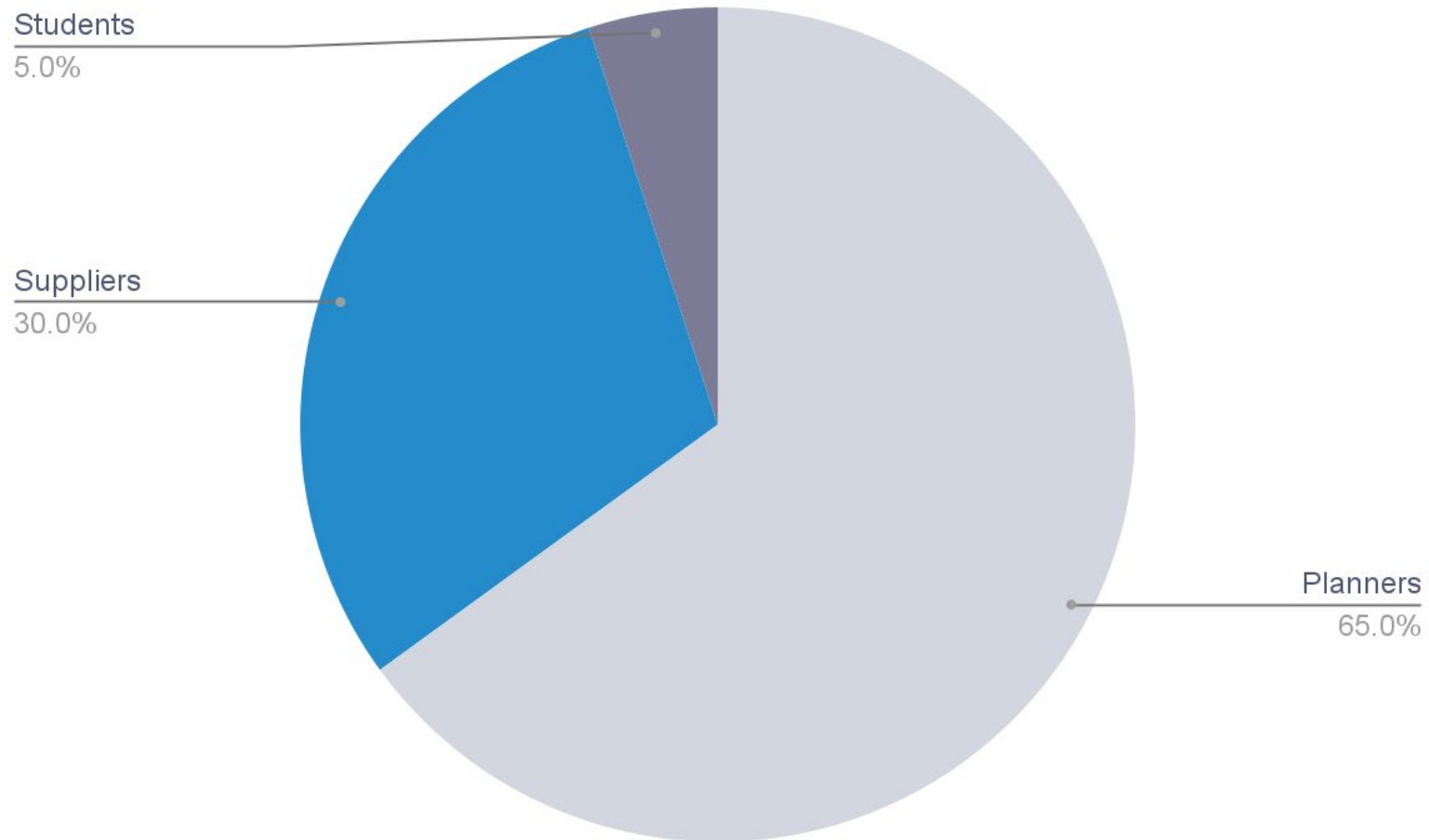
RECONEX

April 26, 2022

The Hotel at the University of Maryland

 MPI
POTOMAC
CHAPTER

We're back with more to give. So are our **partnerships.**



600+ Greater Washington and Washington DC Metro members

Agenda

Time	Activity
7:00am - 6:00pm	Registration and Expo
8:30am - 10:00am	Opening General Session: How to Stay Relevant and Position Yourself for Success
10:15 - 10:45am	Morning Break and Expo
10:45am-11:45am	Breakout Session 1: How to Practice Emotional Intelligence in a Virtual-Hybrid Environment
10:45am-11:45am	Breakout Session 2: A Conversation about Event Design
10:45am-11:45am	Breakout Session 3: The New Ultimate Data Bingo: Going Beyond Data Points and Visualization for Meetings & Conferences
10:45am-11:45am	Breakout Session 4: Technical Direction & Producing Major Live Events – It’s Just Rocket Science!
11:45am -12:00pm	Meet Ups
12:00pm - 1:30pm	Lunch General Session: Marketing in Times of Pandemic
1:30pm-1:45pm	Meet Ups
1:45pm-2:45pm	Breakout Session 5: How to Stay Relevant and Position Yourself for Success (deeper dive)
1:45pm-2:45pm	Breakout Session 6: Continuing to Progress to In-Person: GBAC, Cleaning and F&B Protocols
1:45pm-2:45pm	Breakout Session 7: UnMute the Voices of Meeting Planners & Suppliers
1:45pm-2:45pm	Breakout Session 8: Curating an Event Centered in Equity and Wellness
2:45pm -3:15pm	Afternoon Break and Expo
3:15pm - 4:15pm	Breakout Session 9: Go for the Next Level Leadership and Take Your Career to the Next Height Subtitle: How to make a smooth transition and excel in your next first-time leadership position
3:15pm - 4:15pm	Breakout Session 10: To Hybrid or Not To Hybrid, That is the Question and More.
3:15pm - 4:15pm	Breakout Session 11: Creating Empathy through Conversation
3:15pm - 4:15pm	Breakout Session 12: The New Era of Events
4:15pm-4:30pm	Meet Ups
4:30pm - 6:00pm	Closing General Session: Beyond Diversity Into Inclusion
6:00pm-7:00pm	Closing Reception

ReConEx Starter Package

All partnerships receive the following:

(excluding Back to the Basics and Hostess with the Mostest package)

Supporter Recognition included in

- 4 social media marketing platforms
- Post-conference e-newsletter
- Sponsor thank you email

Company Logo Recognition included in

- Digital marketing materials and [website](#)
- A pre-recorded silent advertisement on loop during breaks (or static slides)*

Bonus Benefits

- Brand the Break
- ReConEx attendee mailing list (*one-time use only*)
- Recognition at MPI Potomac Evening of the Stars Annual Awards 2022

*length dependent on partnership level

General Session

3 Hybrid Available

Complimentary Passes

- 2 planner registrations and 1 supplier registrations

Digital Commercial and Recognition

- 2 minute live or pre-recorded commercial opportunity at the General Session
- 30 pre-recorded silent advertisement on loop during breaks (or 4 static slides)*
- Logo placement on intro/outro of all general session digital slides
- 2 member e-blasts sent from MPI Potomac

Bonus Benefits

- Recorded session post-conference
- 1 high top exhibit table
- Opportunity to provide swag item in welcome bag
- +\$1000 for Double the Fun activation (*choose option 1 or 2*)

\$5000

Breaks & Beverages

5 Available, in-person only

Complimentary Passes

- 1 supplier registration

Digital Advertisement and Recognition

- 20 second pre-recorded advertisement on loop (or 3 static slides)
- Logo placement on intro/outro of all general session digital slides
- 1 member e-blast sent from MPI Potomac

Bonus Benefits

- +\$1000 for Double the Fun activation (*choose option 1 or 2*)

\$2000 a la carte or \$1500 add-on

Concurrent Session / Room Sponsor

12 Hybrid Rooms Available

Complimentary Passes

- 1 supplier registration
- *Add 1 planner registration for full-day room sponsorship**

Digital Commercial and Recognition

- 45 seconds live or pre-recorded commercial opportunity and introduce speakers*
- 20 second pre-recorded advertisement on loop (or 3 static slides)
- Logo placement on intro/outro of all general session digital slides
- 1 member e-blast sent from MPI Potomac

Bonus Benefits

- Recorded session post-conference
- +\$2000 for Double the Fun activation (*choose option 1 or 2*)*
**only applicable for full-day room sponsorship*

\$1500 a la carte per session or \$3500 for full-day room*

Back to the Basics

5 available, in-person only

Complimentary Passes

→ 1 supplier registration

Expo Table

→ 1 high top exhibit table

Digital Commercial and Recognition

→ Logo placement on intro/outro of all general session digital slides

\$1,000 a la carte or \$500 add-on

Double the Fun


2 Available, in-person only

Want to extend your visibility? Sponsor the March 2022 education event with ReConEx and receive the following:

[Soul & Ink](#) is attending both events in-person and MPI Potomac's networking event at Topgolf and will be featuring their screen-printing activation. Collaborate with the creatives and be part of the 'party favors' from the event!

- Recognition of sponsor for screen-printing activation, logo to be placed on product
- Table top opportunity at the screen-printing station at both events

\$4000

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Hostess with the Mostest

5 available, with economy of scale option

Want to fill a row of seats with event and hospitality planners at ReConEx?
Sponsor 5 deserving industry colleagues and receive the following:

Digital Commercial and Recognition

- Logo placement on intro/outro of all “Hostess with the Mostest” digital slides
- Digital marketing materials and [website](#)

Bonus Benefit

- Exclusive 20 minute, in-person networking opportunity with the 5 sponsored planners in private meeting room

Digital meeting scheduled for virtually-sponsored attendees

**Does not qualify to receive “starter package” benefits*

\$1500 or add-on for \$1200

We're in-person and together. **Safe** and sound.

MPI Potomac will implement enhanced health and safety measures based on guidance from health authorities, such as the Centers for Disease Control and Prevention (CDC) and appropriate government agencies. All guests will be required to follow all posted instructions while at all our events.

The Hotel at the University of Maryland has launched a comprehensive cleaning and sanitization program called **EVER Strong** to ensure the safety of its guests and team members.

Their **EVENT Strong** program is designed to deliver event experiences that are customized, safe & socially responsible based on four specific areas of focus: Environmental Systems, Technology and Food and Beverage.