



## **MPINCC Annual Conference & Expo 2020 (ACE) ACE Partnership Opportunities**

### **Menu**

*MPINCC Annual Conference & Expo (ACE) received the MPI RISE Award for Marketplace Excellence at MPI WEC 2017. Attach YOUR brand to this industry-elevating event that sets the bar higher every year...and delivers! 2020 continues to build on the re-imagination of ACE. It's a transformative time, so we hope you will be there with industry leaders and decision makers. You belong at ACE!*

**Please see the partnership description & benefits page that follows for more details.**

Choose one or more of these partnership opportunities at ACE:

- ☐ ACE Infinity Sponsor: \$10,000-**SOLD**
- ☐ ACE Breakfast Sponsor: \$2,500 (co-sponsor with Savor, Moscone West catering) (1 opportunity)
- ☐ ACE "Lunch on the Expo Floor" Cuisine Sponsor - sponsor one cuisine station: \$3,000 (in partnership with Savor) (4 opportunities) – **1 SOLD, 3 Opportunities Left**
- ☐ ACE Education Workshop Sponsor: \$2,000 (10 opportunities)
- ☐ ACE Planner Attendee Sponsor: \$500 (unlimited opportunities)
- ☐ ACE Experiential Activation Sponsor: \$2,500 + Cost of service and load-in/load-out (3 opportunities)  
e.g. exclusive photo booth in Expo, mixology, glam station, etc.
- ☐ ACE Expo Micro-Ed Stage & Silent Disco Sponsor: \$5,000 (1 opportunity)
- ☐ ACE Lanyards: \$3,000 (includes cost of lanyard) (1 opportunity) -**SOLD**
- ☐ ACE Name Badges: \$3,000 (1 opportunity in partnership with Cvent) -**SOLD**
- ☐ ACE Expo Bags: \$2,000 + cost of bags (approximately \$1,000) -**SOLD**
- ☐ ACE Eco-Friendly Water Bottles: \$1,500 + cost of bottles -**SOLD**
- ☐ ACE Mobile App Banner Ad (8 seconds): \$350 (4 opportunities) – **2 SOLD, 2 Opportunities Left**
- ☐ ACE Mobile App Bundle: Splash Screen and Banner Ad: \$750 (1 opportunity) - **SOLD**

For the full range of partnership opportunities with the chapter, please refer to the Programs & Events Partnership Opportunities document.



## **MPINCC Annual Conference & Expo 2020 (ACE) ACE Partnership Opportunities**

### **Descriptions & Benefits**

**All ACE 2020 partners will be recognized by logo/link/company name as appropriate as follows:**

- ACE 2020 invitation/website\*\*
- ACE mobile app\*\*
- ACE event signage\*\*
- ACE 2020 recap article in *Perspective* magazine
- Social media platforms utilized by MPINCC

*\*\*Note inclusion in some elements listed are dependent upon partnership commitments prior to specific deadlines.*

**Additional benefits apply for the following as noted following their description.**

#### **ACE Infinity Sponsor**

Imagine your company or organization's name and logo attached to the award-winning MPINCC Annual Conference & Expo. As Infinity Sponsor, your support of the chapter affords you a premiere partnership position, which sets you above the crowd. (one opportunity available)

- Recognition as the ACE Infinity Sponsor with logo and link in the event invitation and website.
- Recognition as the ACE Infinity Sponsor with logo and link on the ACE event page of the MPINCC website.
- Recognition as ACE Infinity Sponsor prior to each education session. You supply the two minute verbiage (must be approved by the chapter), which will be read by chapter leaders prior to the introduction of educational speaker, plus your logo on the screen, recognizing you as the Infinity Sponsor of ACE.
- Two complimentary premium 10x10 trade show booths at a prime location on the Expo Floor, including 4 complimentary registrations for booth staff. (Labor, in/out, electricity and/or décor is billed separately by the show's general service contractor.)
- Recognition as ACE Infinity Sponsor in the ACE 2020 mobile app.
- One complimentary rotating banner ad in the ACE 2020 mobile app.
- Recognized as ACE Infinity Sponsor with logo on signage at ACE 2020.
- Recognition as ACE Infinity Sponsor on all MPINCC social media platforms.
- Recognition as the ACE Infinity Sponsor in the ACE 2020 recap printed in the chapter magazine, *Perspective*.

#### **ACE Breakfast Sponsor**

Join co-sponsor Savor (Moscone's expert catering entity) to provide an enhanced breakfast for conference attendees on the third floor of Moscone West. Your brand will be one of the first attendees see as they get energized for a full day of education and networking. (one opportunity available, co-sponsor with Savor)

#### **"Lunch on the Expo Floor" Cuisine Sponsor *New for 2020!***

Lunch courtesy of you. There will be four different cuisine stations for lunch on the expo floor, so attendees can have their choice of what type of lunch they'd like to have. Co-host along with Savor (Moscone's Caterer) an *epicurious* experience, with your logo displayed on an available station of your choosing - cuisine's TBA, first come - first served.

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### **ACE Planner Attendee Sponsor *New for 2020!***

Many planners would love to attend ACE in order to continue their professional education. Be the hero for ACE planner attendees and sponsor their attendance. Sponsorship recipients will know which company has sponsored their attendance at ACE 2020. Be the company that provides the “golden ticket” for five ACE planner attendees. (unlimited opportunities)

### **ACE Education Workshop Sponsor**

ACE is known for exceptional education and is what attracts planners to this event. Strategically attach your brand to one or more of the education workshops, helping to off-set speaker fees, and enjoy visibility in a premier sponsorship position.

- Enjoy greeting session attendees as they enter the meeting room.
- Recognition by the board member introducing the workshop as the workshop sponsor, along with your company logo on the screen.
- Up to three (3) minutes of podium time in front of attendees.
- Your logo/link will be on signage and associated with the sponsored workshop listing on the event website and mobile app.

### **ACE Experiential Activation Sponsor**

Sponsor one of two interactive experiential activations to drive traffic throughout the Expo floor. You've heard of instagrammable moments, we want you to inspire one! (i.e. photo activations, interactive games, celebrity meet & greet, etc.) Taking up a footprint of no larger than 20x10. (two opportunities available)

- Includes a standard table top booth with one exhibitor badge and one staff badge to manage the operation of the activation. (Labor, in/out, electricity and/or décor is billed separately by the show's general service contractor.)
- Logo/link will be associated with the activation on the event website and mobile app.

### **ACE Expo Micro-Ed Stage & Silent Disco Sponsor:**

Showcase your brand at the newest addition to the ACE Expo floor! Sure to draw the education-hungry planners, the Micro-Ed Stage will feature a series of 10 minute micro-education sessions leveraging silent disco technology. (one opportunity available)

- Riser will include signage with your logo
- Screens/monitors will include a one slide promotion of your brand/product
- Your logo will be featured along with Silent Disco provider Denon & Doyle on one "ear" of each Silent Disco headset
- Between education sessions, a 15 second pre-recorded promotional audio piece to be broadcast to the audience.

### **ACE Lanyards**

This is an opportunity to have attendees wear your logo all day at ACE right next to the MPINCC/ACE logo. Most attendees keep their name badges (and lanyards!) after the event so your brand remains front and center with attendees beyond the event. Make a lasting impression with this sponsorship. (one opportunity available)

### **ACE Name Badges**

Everyone lays eyes on countless names badges throughout ACE. Make sure *your* logo is the one that attendees see whenever they look at a badge – talk about impressive impression numbers! (one opportunity available, co-sponsor with Cvent)

### **ACE Expo Bags**

Support the industry's green initiatives with sponsorship of reusable shopping-style bag showcasing your logo paired with the MPINCC/ACE logo. (one opportunity available, artwork subject to approval)

**ACE Eco-Friendly Water Bottles**

Place your logo right next to the MPINCC/ACE Logo on reusable water bottles and attendees will be reminded of you during ACE and after...at the gym, on a hike, at the pool. (one opportunity available, artwork subject to approval)

**ACE Mobile App Banner Ad**

All ACE attendees use the mobile app to navigate through the event before, during and after the actual day of ACE. Get your name in front of attendees with a rotating banner ad in the mobile app. The banner ad remains visible for 8 seconds. This includes a link to drive traffic directly to your website.

**ACE Mobile App Bundle: Splash Page plus Banner Ad**

The mobile app is every attendee's source of event information at ACE. Your brand will be the very first thing one sees upon opening the ACE app before, during and after the event. With this exclusive sponsorship, enjoy the visual impact of the full-screen experience. Image displays for up to 8 seconds before taking the user to the app menu. So much bang for your buck on this one! Enjoy maximum exposure in the app with your logo on the event splash page AND a banner ad as described above.

*All graphics and logos are subject to approval and designs must be in line with MPINCC branding guidelines*