



**Welcome to the 2012 Meeting Professionals International  
Northern California Chapter (MPINCC) Annual Conference & Expo  
Sponsorship Prospectus**

**OVERVIEW**

Meeting Professionals International, the world's largest association for meeting professionals, is the global authority and resource for the meetings and events industry. The 1,000+ member Northern California Chapter, established in 1979, empowers its members to increase their strategic value with education, professional development and business growth opportunities. As with all of MPINCC's events, the annual Expo encompasses all three of these objectives in an opportunity-packed one-day show.

**WHY SPONSOR THE MPINCC ANNUAL CONFERENCE & EXPO?**

Target your product/service to the most influential audience in the Bay Area. Sponsors enjoy a variety of market exposure:

- ❖ Pre-show marketing to over 1,000 members, as well as to nearly to 2,000 non-members.
- ❖ At the show, your organization will enjoy face time with approximately 1,500 industry professionals.
- ❖ Printed materials will include all sponsors via listings in the Expo Directory and recognized on Expo signage on site (provided print deadlines are met). The Expo Directory print deadline is January 18, 2012.

## **SESSION SPONSORSHIPS**

### **Workshop Speakers: (15 Speakers) \$2,500 - \$5,000**

Sponsor is introduced and thanked at his/her session. Sponsor can also have a rep & table at the back of the room for networking before and shortly after the session. Sponsor Signage at room entrance included.

### **Corporate Circle of Excellence (15) \$1,000**

For Corporate Meeting Professionals who want to support MPINCC through their company by way of Sponsorship. Corporate Leaders attend a Meeting Planners Only networking breakfast forum. Sponsors have an opportunity to support the important work of their professional association, and can mingle with other Corporate Meeting Professionals. Sponsors for this event must be Corporate Meeting Professionals, but need not be MPINCC members.

## **PRINT OPPORTUNITIES**

### **Badge Holders & Lanyards: \$5,500**

This is a combined opportunity to have attendees wear your logo all day at the conference and trade show. Make a lasting impression! Co-Sponsors may be accepted.

### **Show Bags\*\* (6 logos) \$1,000 each Sponsor Logo**

**\*\*SOLD OUT\*\* FOR 2012**

Underlining the Green initiatives of MPINCC, this year's show bag will be a reusable shopping – style bag, with up to 6 logos for Sponsors. 1 Sponsor may buyout the opportunity for a single logo for \$6,000, or 2 Sponsors for \$3,000 each.

## **PRINT OPPORTUNITIES (CONTINUED)**

### **Publication Bin Station: 10 available \$500**

Provide attendees with your publications or marketing collateral and remind them of your products and/or services. All items must be pre-approved by Show Management 30 days prior to the show.

### **Print Sponsor \$10,000**

Provide 1,000 draw cards and the Show Directory. Sponsor will be recognized in numerous ways to all attendees. Co-Sponsors may be accepted. Directory is estimated to be 44 pages, b/w interior with 4 color front & back covers.

### **Aisle Signs \$1,000/each**

Highlight your aisle location with a hanging Aisle Sign! Show Management to pre-approve all artwork.

## **FOOD & BEVERAGE SPONSORSHIPS**

### **Luncheon Exclusive for \$10,500**

Sponsor can exclusively underwrite one of the most popular places to visit at the conference- Food Stations at the luncheon! This event takes place on the Expo floor and includes (3) food stations and (1) dessert station. The food and dessert stations can also be considered separately if no exclusive sponsor is named.

## **FOOD & BEVERAGE SPONSORSHIPS CONTINUED**

### **Luncheon Food Stations (3) \$3,000 each or an exclusive for \$7,500**

In lieu of an exclusive luncheon sponsor, one can underwrite a popular place to visit at the conference – Food Stations! Can be offered as a part of the exclusive Luncheon sponsor or separate. Sponsors will receive signage at each Food Station. First come, first served for food station locations.

### **Luncheon Dessert Station (1) \$3,000**

The Sponsor provides delicious treats to afternoon attendees. A busy spot that will be a “destination station” as a part of the exclusive luncheon sponsor package or separate!

### **Pick Me Up Coffee Break Sponsors (4) \$2,000 each**

Sponsor receives signage and eternal gratitude from attendees for providing fine coffee beverages to provide a morning or afternoon lift to happy attendees!

### **Afternoon Reception (1) Sponsor \$5,000**

Celebrate the 2012 year ahead with Meeting Professionals! Network with friends and colleagues, and enjoy Savor...by SMG's always memorable menu. **Cash bar.**



## **GREEN/ECO-FRIENDLY & TECH SPONSORSHIPS CONTINUED**

### **Notepads - Recycled Paper**

**\$1,000 + cost of notepads\***

Highlighting recycling and Green initiatives, we walk the talk by using notepads made of recycled materials. Offer a constant reminder of your corporate support of Meeting Professionals as they use and reuse this handy note taking tool.

### **Bag Stuffing**

**\$1,000 + volunteers or temp fees\***

Personnel to stuff conference bags with conference materials and or various sponsored items Pre-Show and remove them Post-Show. This manpower will be required to be on site day prior to show during move-in hours for initial stuffing of designated materials. They will be required again immediately following show closing to remove the items.

*\* The symbol "+" within this document indicates added costs associated with sponsor level for product or service required to complete the offering.*



# NORTHERN CALIFORNIA CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

## MPINCC SPONSORSHIP RESPONSE FORM 24th Annual Conference & Expo – February 16, 2012

Please complete the information below, indicating which MPINCC Annual Conference & Expo sponsorship you would like and/or other ways you would like to contribute. You may submit one response form to be considered for multiple sponsorships. Thank you!

**Type of Sponsorship:**

\_\_\_\_\_

Company Name:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

Address:

\_\_\_\_\_

City:

\_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #:

\_\_\_\_\_ Fax #: \_\_\_\_\_

E-Mail Address:

\_\_\_\_\_

Contact Person for company logo: \_\_\_\_\_

**Please make check payable to MPINCC OR we accept VISA/MasterCard/ American Express  
Tax Identification Number: 31-1033129**

Card Number:

\_\_\_\_\_

Expiration Date:

\_\_\_\_\_ Amount of Sponsorship \$ \_\_\_\_\_

Signature:

\_\_\_\_\_

**Return this completed form to:**

MPINCC ~ 2440 Camino Ramon ~ Suite 273 ~ San Ramon, CA 94583

Attn: Diane Schneiderman, CMP

Fax: 925/355-1296

Questions? Call 925/355-1912 or email [dianes@mpincc.org](mailto:dianes@mpincc.org)