



**MPINCC Annual Conference & Expo 2018 (ACE)  
ACE Partnership Opportunities  
Menu**

MPINCC Annual Conference & Expo (ACE) received the MPI RISE Award for Marketplace Excellence at MPI WEC 2017 in Las Vegas. Attach YOUR brand to this industry elevating event that sets the bar ever higher every year...and delivers! 2018 will be an especially exciting year as we celebrate the 30<sup>th</sup> Anniversary of this event.

**Please see the partnerships benefits page at the end of this document for more details.**

Choose one or more of these partnership opportunities at ACE:

- ACE Infinity Sponsor: \$15,000
- ACE General Session and Lunch Sponsor: \$10,000 (2 opportunities: 1 Sold, 1 Available)
- ACE General Session & Lunch VIP Table Sponsors: \$1,000 (10 opportunities)
- ACE Breakfast Sponsor: \$3,000 (in partnership with Savor)
- ACE Coffee Break Sponsors: \$750 (2 opportunities)
- ACE One-Hour Education Workshops: \$1,500 (8 opportunities)
- ACE Tech Playground on the Expo Floor: \$1,500
- ACE Charging Station: \$750 (4 opportunities) or \$2,500 exclusive
- ACE Lanyards: \$3,000
- ACE Name Badges: \$3,000 (2 opportunities: 1 Sold, 1 Available)
- ACE Expo Bags: \$1,000 (6 opportunities)
- ACE Eco-Friendly Water Bottles: \$1,500 + cost of bottles
- ACE Mobile App Splash Page: \$300
- ACE Mobile App Standard Banner Ad (3 seconds): \$250 (3 opportunities)
- ACE Mobile App Premium Banner Ad (8 seconds): \$350 (2 opportunities)
- ACE Mobile App Bundle: Splash Screen and Standard Banner Ad: \$500 (1 opportunity)
- ACE Mobile App Push Notification (per notification at a specific time): \$200

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



## **MPINCC Annual Conference & Expo 2018 (ACE) ACE Partnership Opportunities Descriptions**

### **ACE Infinity Sponsor**

Imagine your company or organization's name and logo attached to the award-winning MPINCC Annual Conference & Expo. As Infinity Sponsor, you will enjoy a premiere partnership position with this important industry event. You will be recognized during the General Session and enjoy the opportunity to address the audience verbally and/or through video (up to 3 minutes total). A reserved table of 10 in a premium location is yours with this sponsorship. (Please note that all table guests must register for ACE separately.) See attached for a complete list of partnership benefits.

### **ACE General Session & Lunch Sponsor**

Maximize your brand's exposure at ACE during the largest gathering of event attendees, the General Session and Lunch, through this premier sponsorship. You will be recognized during the General Session and enjoy the opportunity to address the audience verbally and/or through video (up to 2 minutes total). A reserved table of 10 in a premium location is yours with this sponsorship. (Please note that all table guests must register for ACE separately.) See attached for a complete list of partnership benefits.

### **ACE General Session & Lunch VIP Table Sponsors**

Reserve one of the tables of 10 closest to the stage for you and your guests at the General Session & Lunch. Table sponsors have the option to theme each table to their liking. Centerpieces are optional, but must be no more than 18" in height. Please note: All attendees must still register for ACE separately. This opportunity provides them a reserved seat at your table in a premium location.

### **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.

### **ACE Coffee Break Sponsors**

Did you know that 62% of Americans are drinking a daily cup of coffee in 2017, up from 57% in 2016? It's virtually a guaranteed audience at the coffee break area. Your logo will appear on signage at the morning coffee break between education workshops. And attendees will have eternal gratitude from attendees needing a caffeine boost mid-morning.

### **ACE One-Hour Education Workshops**

ACE is known for exceptional education and is what attracts planners to attend this event. Attach your brand to one or more of the education workshop and enjoy up to three minutes of podium time in front of attendees after you greet people as they enter the meeting room. Your logo/link will be on signage and associated with the workshop(s) of your choice on the event website and mobile app.

### **ACE Tech Playground on the Expo Floor**

New in 2018, the Tech Playground is where planners go to play with the latest event tech in a carpeted "playground-themed" space on the expo floor. Sponsor this educational opportunity where event professionals learn about the latest event tech innovations. Tech Playground exhibitors will create an educational, hands-on experience for attendees and will offer event tech that falls into one of these four categories: audience engagement, shared economy, augmented reality or wearables.

### **ACE Charging Stations**

Get your name in front of attendees as they pause to charge up their devices throughout the day. Let the networking that happens at charging stations begin and end with *your* brand.

**ACE Lanyards**

This is an opportunity to have attendees wear your logo all day at ACE. And most attendees keep their name badges (and lanyards!) after the event so your brand remains in front of attendees beyond the event. Make a lasting impression with this sponsorship.

**ACE Name Badges**

Everyone lays eyes on names badges all day long at ACE. Make sure *your* logo is the one that attendees see over and over again.

**ACE Expo Bags**

Support the industry's green initiatives with sponsorship of reusable shopping-style bag with room for up to 6 logos for sponsors. Exclusive sponsorship is available.

**ACE Eco-Friendly Water Bottles**

Place your 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. The MPINCC/ACE logo will be included on bottle as well.

**ACE Mobile App Splash Page**

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 5 seconds before taking the user to the app menu. So much bang for your buck on this one!

**ACE Mobile App Standard 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 standard banner ad remains visible for 3 seconds. This includes a link to drive traffic directly to your site.

**ACE Mobile App Premium 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 premium banner ad remains visible for 8 seconds. This includes a link to drive traffic directly to your site.

**ACE Mobile App Bundle**

Enjoy maximum exposure in the app with your logo on the event splash page AND a standard banner ad both as described above.

**ACE Mobile App Push Notification**

Send an important announcement or promotional offering directly to attendees on their mobile device. Your brief message appears on the Activity Feed even if push notifications is turned off and is scheduled at the time of your choosing. Drive traffic to your exhibit booth through this immediate form of communication in the app.



## **MPINCC Annual Conference & Expo 2018 (ACE) ACE Partnership Opportunities Benefits**

**All ACE 2018 partners will be recognized by logo/link/company name as appropriate as follows:**

- ACE 2018 invitation/website
- ACE mobile app
- ACE event signage
- ACE 2018 recap article in *Perspective* magazine
- Social media platforms utilized by MPINCC

**Additional benefits apply for the following premier sponsorships:**

### **ACE Infinity Sponsor**

- 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.
- Podium time during the General Session (up to 3 minutes, including video if desired).
- One General Session and Lunch sponsor table (does not include attendees' ACE registration fees).
- Two complimentary premium 10x10 trade show booths in a prime location, including 4 complimentary registrations for booth staff. (Labor, electricity and/or décor is billed separately by the show's general service contractor.)
- Two sets of mailing labels: Pre-show set is MPINCC planner members; Post-show set is planner members and planner non-members who attended ACE.
- Recognition as ACE Infinity Sponsor in the ACE 2018 mobile app.
- One complimentary rotating banner ad in the ACE 2018 mobile app.
- Recognized as ACE Infinity Sponsor with logo on signage at ACE 2018.
- Recognition as ACE Infinity Sponsor on all MPINCC social media platforms.
- Face-to-face networking with attendees during entire event.
- Option to Host a prize drawing for planners in attendance during lunch.
- Recognition as the ACE Infinity Sponsor in the ACE 2018 recap printed in the chapter magazine, *Perspective*.

### **ACE General Session and Lunch Sponsor**

- Recognition as the ACE General Session and Lunch Sponsor with logo and link in the event invitation and website.
- Recognition as the ACE General Session and Lunch Sponsor with logo and link on the ACE event page of the MPINCC website.
- Podium time during the General Session (up to 2 minutes, including video if desired).
- Option to place one item of collateral on each seat.
- One General Session and Lunch sponsor table (does not include attendees' ACE registration fees).
- One complimentary standard 10x10 trade show booth, including 2 complimentary registrations for booth staff. (Labor, electricity and/or décor is billed separately by the show's general service contractor.)
- Two sets of mailing labels: Pre-show set is MPINCC planner members; Post-show set is planner members and planner non-members who attended ACE