

2022 SPONSORSHIP PROGRAM

THE YEAR OF CONVERGENCE!

The right industries. The right people. The right place. The right time.

OCTOBER 9 – 11 | ROYAL SONESTA HOTEL BOURBON STREET | NEW ORLEANS, LA

MSPA Americas represents more than 100 leading companies in the customer experience and retail service providers/merchandising industries, and works to protect the credibility of our industries, while providing our members with the tools and resources needed for success. We help our members strengthen their businesses and improve upon the consumers' touchpoints and experiences by supporting those members in their vital roles of creating, measuring, and enhancing the customer journey.

The new MSPA Americas' CME conference is the annual gathering of the industry's leadership to **Engage**, **Educate**, and **Enhance** that customer journey.

As a supplier to the industry, the goods and services that you provide allow our members to deliver these results. Your sponsorship allows you to directly engage with key decision makers and build mutually beneficial relationships. We promise a welcoming environment and a great experience from start to finish – it's our business, after all!

SPONSORSHIP OPPORTUNITIES

PREMIER EVENT SPONSOR – \$8,500 MEMBER / \$15,000 NON-MEMBER (1 Available)

- Exclusive sponsorship of the Opening AND Closing General Session.
- Podium time (2 minutes) at Opening General Session to welcome attendees and promote brand.
- Logo on session sign and PPT slides.
- Reserved room and space to meet privately with clients for up to four hours at CME on Sunday.
- Logo on electronic event marketing materials and linked to company website.
 - CME Conference website (Logo will remain on dedicated conference website).
 - Dedicated conference emails.
 - Logo in MSPA newsletter (*News You Can Use*) as conference sponsor from engagement date to conference.
- Recognition on MSPA social media channels (Facebook, LinkedIn and Twitter).
- Recognition in dedicated conference press release.
- Three complimentary full CME conference registrations.
- Up to two additional full CME conference registrations at a 25% discount.
- Vendor Showcase Display Table to include the following:
 - Two 6-foot draped display tables (Tables joined together and located in top premium location throughout event).
 - Wireless internet connection.

*** Display table does not include electrical service or A/V equipment such as a monitor, laptop, etc.*
- Premium logo placement on sponsor recognition signage and conference elements.
- Opportunity to insert up to three items into the conference tote bag for every attendee.
- One month rotating ad display on the MSPA Americas website, location TBD by MSPA Americas.
- Static ad in the *News You Can Use* editions leading up to CME 2022 from engagement date.
- Up to 80% substantial discount on a la carte sponsorship add-ons.
- First right of refusal for CME 2022.

PLATINUM EVENT SPONSOR – \$5,000 MEMBER / \$7,500 NON-MEMBER (4 Remaining)

- Sponsorship of one General Session (Session to be determined by MSPA Americas, not Opening or Closing Session).
- Logo on sponsored session sign.
- Reserved room and space to meet privately with clients for up to four hours at CME on Sunday.
- Two complimentary full conference registrations to CME (*optional events are an additional cost*).
- Up to two additional full CME conference registrations at a 25% discount (*optional events are an additional cost*).
- Logo on CME Conference website and linked to company website.
- Logo placement on sponsor recognition signage and conference elements.
- One 6-foot draped Vendor Showcase Display Table in premium location.
- Opportunity to insert up to two items into the conference tote bag for every attendee.
- Static ad in one of the September or October *News You Can Use* editions (edition determined by MSPA Americas).
- Up to 80% substantial discount on a la carte sponsorship add-ons.

GOLD EVENT SPONSOR – \$3,000 MEMBER / \$5,000 NON-MEMBER (8 Remaining)

- Sponsorship of one Concurrent Session (Session to be determined by MSPA Americas).
- Logo on sponsored session sign.
- One complimentary full conference registration to CME (*optional events are an additional cost*).
- Logo on CME Conference website and conference elements.
- Logo placement on sponsor recognition signage.
- One 6-foot draped Vendor Showcase Display Table.
- Up to 60% substantial discount on a la carte sponsorship add-ons.

VIRTUAL EVENT SPONSOR – \$500 MEMBER / \$1,250 NON-MEMBER (Unlimited Available)

- Listing on CME Conference website.
- Listing on signage and conference elements.
- Up to 60% substantial discount on a la carte sponsorship add-ons.

A LA CARTE OPPORTUNITIES:

- **New! Sponsor of Sunday's MSPA Worldwide Board Leadership Reception (attendance by invite only)**
Member: \$2,000; or \$1,000 with Gold or Virtual event sponsorship purchase; or \$800 with Premier or Platinum event sponsorship purchase.
Non-Member: \$4,000; or \$1,900 with Gold or Virtual event sponsorship purchase; or \$1,500 with Premier or Platinum event sponsorship purchase.
 - Feature your brand directly to the MSPA Americas Board of Directors as well as past and current MSPA Global leaders in attendance from MSPA Europe/Africa and MSPA Asia/Pacific at this exclusive, invite-only power reception!
 - **New!** Up to 4 invitations for registered conference members attending from your company.
 - **New!** Recognition by MSPA Global Representative Host Sam Hersey at the event.
 - **New!** The opportunity to make brief remarks at the session on your brand (2 minutes or less).
 - Logo on event signage and materials.
- **One Time Opportunity! Sponsor of Sunday's MSPA Americas 25th Anniversary Silver Soiree Dinner Party**
Member: \$3,500; or \$1,500 with Gold or Virtual event sponsorship purchase; or \$1,000 with Premier or Platinum event sponsorship purchase.
Non-Member: \$5,000; or \$2,000 with Gold or Virtual event sponsorship purchase; or \$1,350 with Premier or Platinum event sponsorship purchase.
 - Feature your brand at the 25th anniversary celebration of MSPA Americas with buffet dinner and live entertainment!
 - Logo on event signage and materials.
 - Logo on table tents at each reception table.

➤ **Sponsor of Monday Luncheon**

Member: \$2,500; or **\$1,000** with Gold or Virtual event sponsorship purchase; or **\$500** with Premier or Platinum event sponsorship purchase.

Non-Member: \$3,500; or **\$1,400** with Gold or Virtual event sponsorship purchase; or **\$700** with Premier or Platinum event sponsorship purchase.

- Feature your brand at the packed Wednesday luncheon!
- Logo on event signage.
- Podium time (2 minutes) at sponsored event to promote brand.

➤ **Sponsor of Tuesday Annual Meeting and Awards Luncheon**

Member: \$2,500; or **\$1,000** with Gold or Virtual event sponsorship purchase; or **\$500** with Premier or Platinum event sponsorship purchase.

Non-Member: \$3,500; or **\$1,400** with Gold or Virtual event sponsorship purchase; or **\$700** with Premier or Platinum event sponsorship purchase.

- Feature your brand at the Annual Meeting and Awards luncheon!
- Logo on event signage.
- Podium time (2 minutes) at sponsored event to promote brand.
- Special recognition from the podium promoting the event and its sponsor throughout the conference.

ADDITIONAL OPPORTUNITIES (NO OTHER SPONSORSHIP REQUIRED / NO DISCOUNTS):

➤ **Lanyard Sponsor** – Member **\$1,500** / Non-Member **\$2,000** (1 available)

- Have your company logo always on display around the necks of every conference attendee!

➤ **Tote Bag Sponsor** – Member **\$1,500** / Non-Member **\$2,000** (1 available)

- Have your company logo featured on the tote bags provided to each attendee!
- Opportunity to insert up to two items into the conference tote bag for every attendee.

➤ **Hotel Key Card Sponsor** – Member **\$1,500** / Non-Member **\$2,000** (1 available)

- Have your company logo featured on the room key card of every attendee!

➤ **Hotel Room Drops** – Member **\$500/unique item** / Non-Member **\$1,000/unique item**, both + item costs and hotel fees if applicable (Unlimited sponsorships available)

- Have specific information about your company delivered to the rooms of each attendee on the day of your choosing during the event!

➤ **Tote Bag Insertions** – Member **\$350/unique item** / Non-Member **\$750/unique item**, both + item costs and hotel fees if applicable (Unlimited sponsorships available)

- Have specific