

## 2024 SPONSORSHIP PROGRAM

**OCTOBER 1 – 3 | WESTIN CAPE CORAL RESORT AT MARINA VILLAGE | CAPE CORAL, FLORIDA**

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 MSPA Americas' CME conference is the annual gathering of the industry's leadership to explore ideas and best practices that strengthen our members' businesses and which enhance the customer journey.

As a supplier to the industry, the goods and services that you provide allow our members to deliver these results. Your sponsorship investment 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 – \$9,000 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 two hours at CME on Tuesday afternoon, booked on first availability.
- 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 (3) complimentary full conference registrations to CME (*optional events are an additional cost*).
- 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 2024 from engagement date.
- Up to 80% substantial discount on a la carte sponsorship add-ons.
- First right of refusal for CME 2025.

## PLATINUM EVENT SPONSOR – \$7,500 MEMBER / \$10,500 NON-MEMBER (4 Remaining)

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- 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 one hour at CME on Tuesday afternoon, booked on first availability.
- Two (2) 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.
- Two 6-foot draped Vendor Showcase Display Tables 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 – \$5,500 MEMBER / \$8,000 NON-MEMBER (1 Sold, 7 Remaining)

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- Sponsorship of one Concurrent Session (Session to be determined by MSPA Americas).
- Logo on sponsored session sign.
- One (1) 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 – \$800 MEMBER / \$1,500 NON-MEMBER (Unlimited Available)

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- 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:

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- **New! Sponsor of Tuesday's Worldwide MSPA Leadership Reception**  
**Member: \$1,500; or \$1,200 with Gold or Virtual event sponsorship purchase; or \$1,000 with Premier or Platinum event sponsorship purchase.**  
**Non-Member: \$2,000; or \$2,500 with Gold or Virtual event sponsorship purchase; or \$3,000 with Premier or Platinum event sponsorship purchase.**
  - Feature your brand directly to the current and former MSPA board members from around the world who are attending this year's CME conference.
  - Up to 4 invitations for registered conference members attending from your company.
  - Recognition by MSPA Americas President Sam Hersey at the event.
  - The opportunity to make brief remarks at the session on your brand (2 minutes or less).
  - Logo on event signage and materials.
- **Sponsor of Tuesday's MSPA Americas Opening Night 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 under the stars along the shores of the Callosahatchee River and Tarpon Point Marina for the outdoor kickoff event with buffet dinner and live entertainment!

- Logo on event signage and materials.
- Logo on table tents at each dinner table.

➤ **Sponsor of Wednesday’s Legislative Luncheon**

**Member: \$2,000;** or **\$1,300** with Gold or Virtual event sponsorship purchase; or **\$800** with Premier or Platinum event sponsorship purchase.

**Non-Member: \$3,000;** or **\$2,200** with Gold or Virtual event sponsorship purchase; or **\$1,250** 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 Wednesday’s MSPA Americas Cocktail Networking Reception**

**Member: \$2,500;** or **\$1,800** with Gold or Virtual event sponsorship purchase; or **\$1,500** with Premier or Platinum event sponsorship purchase.

**Non-Member: \$3,500;** or **\$2,800** with Gold or Virtual event sponsorship purchase; or **\$1,900** with Premier or Platinum event sponsorship purchase.

- Be the host of the party when we wrap up our Wednesday events with pre-dinner cocktails and light appetizers.
- Logo on event signage and materials.
- Logo on table tents at each reception table.

➤ **Sponsor of Thursday Annual Awards Luncheon**

**Member: \$1,800;** or **\$1,300** with Gold or Virtual event sponsorship purchase; or **\$500** with Premier or Platinum event sponsorship purchase.

**Non-Member: \$2,500;** or **\$1,800** with Gold or Virtual event sponsorship purchase; or **\$800** with Premier or Platinum event sponsorship purchase.

- Feature your brand at the Annual 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.

➤ **Sponsor of Thursday’s MSPA Americas Closing 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.

- Includes up to (4) tickets to the event (additional tickets at a 25% discount).
- Logo on event signage and materials.
- Logo on table tents at each dinner table.

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

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➤ **Lanyard Sponsor** – Member **\$1,200** / Non-Member **\$2,000** (1 available)

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

➤ **Tote Bag Sponsor** – Member **\$1,200** / 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 Holder Sponsor** – Member **\$1,200** / Non-Member **\$2,000** (1 available)
  - Have your company logo featured on the room key card holder of every attendee!
- **Golf Sponsor** – Member ~~\$1,200~~ / Non-Member **\$2,000** (1 available)
  - Have your company logo featured on all golf-related conference messaging.
  - Two (2) complimentary 18-hole greens fees at the pre-conference annual golf outing.
- **Golf Ball Sponsor** – Member **\$1,500** / Non-Member **\$2,500** (1 available)
  - Have your company logo featured on a sleeve of balls (3) issued to each player (one round).
  - Two (2) complimentary 18-hole greens fees at the pre-conference annual golf outing.
- **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 **\$100**/unique item / Non-Member **\$250**/unique item, both + item costs (Unlimited sponsorships available)
  - Have specific information about your company inserted into the bags of each attendee during the event!
- **Spouses Day Out Sponsor** – Member **\$1,000** / Non-Member **\$1,500** (1 available)
  - Host the day trip for our spouse attendees as the title sponsor.
  - Up to two (2) complimentary spouse attendees.
  - Ability to place promotional items and snacks in the Spouses Day Out trip bag.