



2026 CONNECT SPONSORSHIP PROGRAM

Partner with the industry that measures and improves the customer experience.

MSPA Americas represents companies in the mystery shopping, retail service, and merchandising industries, and works to protect the credibility of our industries while providing our members with the tools and resources needed for success.

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

As a supplier to the industry, the goods and services you provide allow our members to deliver these results. Your sponsorship investment lets you engage directly with key decision makers at MSPA Americas CONNECT 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

SOLD OUT Secured for 2026

This top-tier package has been secured for 2026. Its full benefits are listed below for reference.

- Exclusive sponsorship of the Keynote Speaker Sessions.
- Podium time (2 minutes) at the Opening Session to welcome attendees and promote your brand.
- Logo on sponsored session sign.
- Reserved room and space to meet privately with clients for up to 90 minutes on Tuesday afternoon — first choice of availability.
- Premium logo placement on digital agenda and conference materials, linked to your company website: CONNECT conference webpage (remains through the conference), and dedicated conference emails from engagement date through the conference.
- Recognition on MSPA social media channels (Facebook, LinkedIn, and X/Twitter).
- Recognition in the dedicated conference press release.
- **Four (4) complimentary full conference registrations** to CONNECT.
- Up to two additional full CONNECT conference registrations at a 25% discount.
- One 6-foot draped Vendor Showcase Display Table in the top premium location throughout the event, first choice. (Table does not include electrical service or A/V equipment such as a monitor or laptop.)
- **NEW Unlimited items** in the conference tote bag for every attendee.
- Three-month rotating ad display on the MSPA Americas website (location TBD by MSPA Americas; sponsor provides ad content).
- **NEW Exclusive sponsorship/branding of the MSPA CONNECT Networking Lounge.**
- **NEW Exclusive sponsorship/branding of two (2) Prestige Events** — Tuesday's Opening Reception and Wednesday's Legislative Luncheon (see below).

- **NEW** **CONNECT Companion App branding prominence, Spotlight Card, and Message of the Day** (sponsor provides copy).
- First right of refusal for the next conference.

PLATINUM EVENT SPONSOR**\$7,500** *2 Available*

- Logo on sponsored session sign.
- Reserved room and space to meet privately with clients for up to 90 minutes on Tuesday afternoon, subject to availability.
- Two (2) complimentary full conference registrations to CONNECT.
- Up to two additional full CONNECT conference registrations at a 25% discount.
- Logo on the CONNECT conference webpage, linked to your company website.
- Logo placement on sponsor recognition signage and conference elements.
- One 6-foot draped Vendor Showcase Display Table in a premium location.
- Opportunity to insert up to two items into the conference tote bag for every attendee.
- One-month rotating ad display on the MSPA Americas website (location TBD by MSPA Americas; sponsor provides ad content).
- **NEW** **Exclusive sponsorship/branding of one (1) Prestige Event** (see below), subject to availability.
- **NEW** **CONNECT Companion App Spotlight Card** (sponsor provides copy).

GOLD EVENT SPONSOR**\$5,500** *Unlimited Availability*

- Logo on sponsored session sign.
- One (1) complimentary full conference registration to CONNECT.
- Logo on the CONNECT conference webpage and conference elements.
- Logo placement on sponsor recognition signage.
- Opportunity to insert one item into the conference tote bag for every attendee.
- One 6-foot draped Vendor Showcase Display Table, if available. Only four total sponsor tables are available and will be assigned based on sponsorship tier and order of commitment.
- **NEW** **CONNECT Companion App Spotlight Card** (sponsor provides copy).

VIRTUAL EVENT SPONSOR**\$1,000** *Unlimited Availability*

- For companies that are not attending CONNECT in person.
- Listing on the CONNECT conference webpage.
- Listing on signage and conference elements.
- **NEW** **CONNECT Companion App Spotlight Card** (sponsor provides copy).

PRESTIGE EVENTS

Four marquee moments at CONNECT, available for exclusive sponsorship and branding as part of qualifying packages above.

Tuesday's Opening Reception CLAIMED BY PREMIER EVENT SPONSOR • Feature your brand to everyone attending this year's opening social and networking cocktail party. • Recognition by MSPA Americas at the event. • Opportunity to make brief remarks on your brand (2 minutes or less). • Logo on event signage and materials.	Wednesday's Legislative Luncheon CLAIMED BY PREMIER EVENT SPONSOR • Feature your brand at the annual Wednesday luncheon. • Logo on event signage. • Podium time (2 minutes) at the sponsored event to promote your brand.
Wednesday's Networking Break • Kick off Wednesday's events with a morning networking break. • Logo on event signage and materials.	Wednesday's Closing Dinner Party • Light up the night as we wrap up CONNECT at the off-site closing dinner party. • Logo on event signage and materials.

ADDITIONAL OPPORTUNITIES

OPPORTUNITY	INVESTMENT	DETAILS
Lanyard Sponsor	\$1,500	Your company logo on display around the neck of every conference attendee for repeated exposure.
Tote Bag Sponsor	\$1,000	Your logo featured on every attendee's tote bag.
Hotel Room Drops	\$500 / unique item + hotel fees (if applicable)	Deliver specific information about your company to the room of every attendee on the day of your choosing.

Questions about sponsorship? Contact MSPA Americas at mspa-americas.org