

PMPA MANAGEMENT UPDATE CONFERENCE 2017 SPONSORSHIP FORM

MARCH 3-5, 2017
HILTON NASHVILLE
NASHVILLE, TN

SHOW YOUR SUPPORT OF THE PMPA - BE A CONFERENCE SPONSOR

NEW THIS YEAR!

PMPA has created an additional level of sponsorship to give increased exposure to sponsors at the Management Update Conference in Nashville, TN. Along with the additional level of sponsorship we have expanded the benefits of the existing levels by utilizing the PMPA Meetings Mobile App.

Over 90% of the attendees at PMPA's Annual Meeting in October downloaded the mobile application. The meeting agenda, speaker bios, handouts, and session surveys are all housed within our mobile app- this opportunity is a highly visible way for your message to reach attendees during the meeting.

Opportunities within the mobile app include:

Enhanced Sponsor Profile

Basic directory listings include: Company Name, Address, Website, Sponsorship Level and limited company profile. The Enhanced Sponsor Profile would include the following:

- Include a Contact Name and Email address in profile for more lead generation opportunity
- Full company/product description
- Opportunity to provide digital marketing collateral (1-2 additional pieces depending on your Sponsorship Level)

Push Notifications

- Messages sent directly to attendees' mobile devices.
- Powerful real-time marketing tool offering a direct-to-attendees, 140 character message
- Push notification can link to items in the app (i.e., survey, profile,...)

Sponsored Post in Activity Feed and Social Wall

Message pinned to the top of the activity feed, which is a live feed within the app, similar to a Facebook or Twitter feed, but private just for the conference.

- Draw attendees in with a strong image and message
- Include a special message, image, offer, or download-able collateral for attendees
- Each Promoted Post is pinned to the top of the Activity Feed for 60 minutes
- Analytics (ad impressions and clicks) will be provided following the event

Banner Ad within App

Your logo (or special promotion) will be displayed on the top of the home screen on the mobile app.

Also new this year is the opportunity to sponsor the games that will be played during the Welcome Reception on Thursday night. We are creating a mentoring atmosphere and will have corn hole boards for mentor/mentees to compete- this is a great opportunity to get your brand in front of attendees!

Deadline to Register for Sponsorship is Friday, February 10, 2017. Materials must be provided by February 17, 2017.

Questions? Please contact Jackie Bloom- jbloom@mpa.org

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Premier Sponsor - \$2000

Company logo on Management Update website
Company logo on Management Update Mobile App
Recognition of Company sponsorship by PMPA President at opening session
Name badge sponsorship ribbon for each attending sponsor at conference
Company logo on Signage at beverage break stations/ receptions/ registration desk
Printed promotional flyer in registration packet

- *Enhanced Sponsor Profile in Mobile App with 2 digital marketing pieces
- *Sponsored Posts on Activity Feed and displayed on Social Wall
- *Push Notifications
- *Banner Ad within App

Benefactor Sponsor - \$1500

Company logo on Management Update website
Company logo on Management Update Mobile App
Recognition of Company sponsorship by PMPA President at opening session
Company logo on signage at beverage break stations/ Receptions/ Registration Desk
Printed promotional flyer in registration packet
Name badge sponsorship ribbon for each attending sponsor at conference

- *Enhanced Sponsor Profile in Mobile App with 1 digital marketing piece
- *Sponsored Posts on Activity Feed and displayed on Social Wall

Patron Sponsor - \$1000

Company logo on Management Update website
Company logo on Management Update Mobile App
Recognition of Company sponsorship by PMPA President at opening session
Company logo on signage at beverage break stations/ receptions/ registration desk
Name badge sponsorship ribbon for each attending sponsor at conference
*Enhanced Sponsor Profile in Mobile App

Company

Contact Name

Phone

Email

SELECT SPONSORSHIP LEVEL

- Premier Sponsor Benefactor Sponsor Patron Sponsor

ADDITIONAL SPONSOR OPPORTUNITIES

- Sponsored Post - \$250 per post
 Thursday Welcome Reception - Corn Hole Boards - \$250

Cardholder Name

Credit Card Number

Credit Card Type Expiration Date Security Code

Total Signature

Sponsorship fees can be paid via credit card or company check.

Make checks payable to PMPA and mail check with this form to:
PMPA
6880 W. Snowville Rd- Suite 200
Brecksville, OH 44141

Or Fax this form with Credit Card information to
(440)526-5803

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* New Opportunities this year