



SPONSORSHIP PROGRAM

JUNE 16-18 ORLANDO, FLORIDA
ROSEN PLAZA HOTEL

Dedicated shoppers from around the country attend MSPA America's ShopperFest. And now we are gearing up for another great collaboration of MSPs and ICs at ShopperFest 2017!

ShopperFest is the only MSPA Americas conference for independent contractors to attend educational sessions, gain certifications and network with provider companies all at the same time. What is unique about ShopperFest is that it is a conference put on by MSP's and programmed exclusively with MSP speakers. Attendees are getting first-hand, credible information from the owners and executives of the industry itself.

This three day conference includes networking opportunities during the opening reception, meals and breaks, an optional evening event on Saturday night and a full slate of MSPA Americas educational courses on Sunday to earn specific industry certifications. A brief rundown of the weekend includes:

FRIDAY, JUNE 16

- Opening Reception with sponsors, MSPs and all ShopperFest attendees

SATURDAY, JUNE 17

- A full day of informative sessions led by MSP owners and executives
- Lunch with the MSPs (where MSP representatives sit at tables informally discussing topics with attendees over lunch)
- Optional evening event (Gatorland BBQ)

SUNDAY, JUNE 18

- MSPA Americas University: A selection of MSPA Americas educational courses which can lead to onsite certification
- ShopperFest Awards & Closing Luncheon

REACH HUNDREDS OF THOUSANDS!

By sponsoring ShopperFest, you will have the opportunity to network with some of the industry's best independent contractors one-on-one as well as gain recognition for your company while supporting the overall efforts of MSPA Americas to provide better educated and committed shoppers.

Independent Contractors have a lot of companies to choose from when searching for opportunities across North America - be their first choice by sponsoring ShopperFest!

PREMIER EVENT SPONSOR - \$5,000 (2 sponsorships available)

- Logo and link placed on event marketing materials
 - Conference web page (year-long)
 - Dedicated conference html emails
 - MSPA newsletter (year-long)
- Mention in MSPA social media channels (Facebook, LinkedIn and Twitter)
- Mention in dedicated conference press release
- Opportunity to submit a proposal for the Sponsor Breakout sessions at the event
- 4 complimentary full registrations to ShopperFest
- Vendor showcase display table; Includes the following:
 - Two 6-foot draped display tables (Tables joined together and located in premium location on Friday/Saturday) Tables will be located in front of the room near stage.
 - Display table in university reception area on Sunday
 - Wireless internet connection

*** Display table does not include A/V equipment such as a monitor, laptop, etc.*
- Premium logo placement on signage and program book
- Inclusion in Mobile Event App at the event if mobile app is used
- Mention from the podium
- Identification ribbon as sponsor on name badge
- Logo placed on event marketing materials:
 - Logo on event signage
 - Logo on pre-session and intermission hold slides
- Logo remains on the dedicated MSPA conference web page (year-long)
- First right of refusal for following year
- Premier sponsor spotlight in MSPA broadcast email (2x a year)

PLATINUM SPONSOR - \$1,250 (Limited to 3)

- Four complimentary full registrations to ShopperFest
- Logo on ShopperFest Conference registration site (with live link to company home page)
- Logo placement on signage and program book
- Two six-foot draped display tables joined together during ShopperFest (Friday/Saturday) Two sets of tables in the rear of the room and one set on the side with seven tables.
- Designated sponsor of one Saturday session (Session to be determined by MSPA)

GOLD SPONSOR - \$750 *(Limited to 10)*

- Two complimentary tickets to the Opening Reception
- Logo on ShopperFest Conference registration site
- Logo placement on signage
- One six-foot draped display table during ShopperFest (Friday/Saturday)

SILVER SPONSOR - \$450 *(Limited to 10)*

- One complimentary ticket to Opening Reception
- Logo on ShopperFest Conference registration site
- Logo placement on signage
- One high-boy round tabletop (Friday night only)

VIRTUAL SPONSOR - \$300 *(Unlimited)*

- Listing on ShopperFest Conference registration site
- Listing on signage

A LA CARTE OPPORTUNITIES:

■ **LANYARD SPONSORSHIP - \$1,200**

- Have your brand featured around the necks of every event attendee

■ **UNIVERSITY SESSION SPONSOR - \$1,200**

- Feature your brand at one of these packed and exciting onsite courses!
- Logo on event materials
- Table tents at each attendee table
- Special recognition in the opening communication
- Sign at the session entrance
- One six-foot draped display table during ShopperFest (Friday/Saturday)

■ **OPENING RECEPTION SPONSORSHIP - \$1,500**

- Feature your brand at the engaging and fun Opening Evening Reception!
- Logo on event materials
- Table tents at each reception table
- Special recognition in the opening communication
- Sign at the reception entrance

■ **SATURDAY LUNCH SPONSORSHIP - \$1,500**

- Feature your brand at the packed Saturday lunch!
- Logo on event materials
- Table tents at each attendee table
- Special recognition in the opening communication
- Sign at the lunch entrance

■ **AWARDS LUNCH SPONSORSHIP - \$1,500**

- Feature your brand at the lively and celebratory Awards lunch!
- Logo on event materials
- Table tents at each attendee table
- Special recognition in the opening communication
- Sign at the lunch entrance

■ **TOTE BAG SPONSOR - \$750**

- B&W Logo on tote bage - one side
- Ability to include product or literature



SHOPPERFEST 2017
SPONSORSHIP CONTRACT

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This contract becomes valid only when accompanied by a check or charge made payable to MSPA Americas for the total cost of sponsorship. No cancellations once received by MSPA Americas headquarters. For inclusion in all conference benefits submit before May 1, 2017.

Company Name (as it should appear in print): _____

Contact Person/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIPS

Table with 2 columns: Sponsorship Type and Price. Includes categories like Premier Event Sponsor (\$5,000.00), Platinum Sponsor (\$1,250.00), Gold Sponsor (\$750.00), Silver Sponsor (\$450.00), Virtual Sponsor (\$300.00), Lanyard Sponsor (\$1,200.00), Opening Reception Sponsor (\$1,500.00), Saturday Lunch Sponsor (\$1,500.00), Awards Lunch Sponsor (\$1,500.00), Tote Bag Sponsor (\$750.00), and University Session Sponsor (\$1,200.00).

Total due: \$ _____

Method of Payment:

- Check Enclosed
American Express
Visa
Discover
MasterCard

Card Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Please fax to 502-589-3602 or email to Lorraine Houghton, Vice President of Sponsorship and Marketing at lhoughton@hqtrs.com. Or, mail to 326 E. Main Street, Louisville, KY 40202. Questions call 502-574-9036.