



2020 SPONSORSHIP PROGRAM ENGAGE KEY DECISION MAKERS OF THE CUSTOMER EXPERIENCE INDUSTRY!

The right people. The right place.

OCTOBER 13 – 15 | WE-KO-PA RESORT & CONFERENCE CENTER | FORT MCDOWELL, AZ

MSPA Americas represents more than 150 companies in the customer experience industry and works to protect the credibility of our industry, while providing our members with the tools and resources needed for success. We help our members build their businesses by emphasizing the importance of measuring and managing the customer experience.

As a supplier to the industry, the goods and services 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 great experience – it's our business, after all!

SPONSORSHIP OPPORTUNITIES

PREMIER EVENT SPONSOR – \$7,500-MEMBER / \$10,000-NON-MEMBER

(Two sponsorships available)

- Exclusive sponsorship of either the Opening or Closing General Session (Session to be determined by MSPA Americas)
- Podium time (2 minutes) at sponsored session to promote brand
- Logo on session sign and PPT slides
- Opportunity to submit a proposal for a breakout session at CXE³
- Logo on electronic event marketing materials and linked to company website
 - CXE³ Conference website (Logo will remain on dedicated conference website)
 - Dedicated conference emails
 - MSPA newsletter
- Recognition on MSPA social media channels (Facebook, LinkedIn and Twitter)
- Recognition in dedicated conference press release
- Three complimentary full conference registrations to CXE³ *(optional events are an additional cost)*
- 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 one item into the conference tote bag for every attendee
- First right of refusal for following year

PLATINUM EVENT SPONSOR – \$3,500-MEMBER / \$5,000-NON-MEMBER

(Eight sponsorships available)

- Shared sponsorship of one General Session (Session to be determined by MSPAAmericas)
- Podium time (2 minutes) at sponsored session to promote brand
- Logo on session sign and PPT slides
- Two complimentary full conference registrations to CXE³ *(optional events are an additional cost)*
- Logo on CXE³ 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 one item into the conference tote bag for every attendee

GOLD EVENT SPONSOR – \$2,000-MEMBER / \$3,000-NON-MEMBER

(Seven sponsorships available)

- Shared sponsorship of one Concurrent Session (Session to be determined by MSPAAmericas)
- Logo on session sign
- One complimentary full conference registrations to CXE³ *(optional events are an additional cost)*
- Logo on CXE³ Conference website and conference elements
- Logo placement on sponsor recognition signage
- One 6-foot draped Vendor Showcase Display Table

VIRTUAL EVENT SPONSOR – \$500-MEMBER / \$750-NON-MEMBER

(Unlimited sponsorships available)

- Listing on CXE³ Conference website
- Listing on signage and conference elements

A LA CARTE OPPORTUNITIES:

■ Sponsor of Tuesday Leadership Reception

Member-\$2,500 or \$1,750 with event sponsorship purchase

Non-Member-\$3,750 or \$2,500 with event sponsorship purchase

- Feature your brand directly to new members of the association and to the association leadership of MSPA Global at these exciting opening events!
- One additional complimentary full conference registration to CXE³, applicable to full purchase price options only *(optional events are an additional cost)*
- Logo on event signage and materials
- Logo on table tents at each reception table
- Special recognition in the opening communication onsite if available

■ Sponsor of Tuesday Opening Reception

Member-\$3,500 or \$2,750 with event sponsorship purchase

Non-Member-\$4,750 or \$3,500 with event sponsorship purchase

- Feature your brand at the engaging and fun Opening Evening Reception!
- One additional complimentary full conference registration to CXE³, applicable to full purchase price options only *(optional events are an additional cost)*
- Logo on event signage and materials
- Logo on table tents at each reception table
- Special recognition in the opening communication onsite if available
- Podium time (2 minutes) at sponsored event to promote brand if available

■ **Sponsor of Wednesday Lunch**

Member-\$3,000 or \$2,000 with event sponsorship purchase

Non-Member-\$4,250 or \$3,000 with event sponsorship purchase

- Feature your brand at the packed Wednesday lunch!
- One additional complimentary full conference registration to CXE³, applicable to full purchase price options only (*optional events are an additional cost*)
- Logo on event signage
- Special recognition in the opening communication onsite
- Podium time (2 minutes) at sponsored event to promote brand

■ **Sponsor of Wednesday Evening Event** (*optional event*)

Member-\$2,000 or \$1,500 with event sponsorship purchase

Non-Member-\$3,250 or \$2,000 with event sponsorship purchase

- Feature your brand at this optional event!
- Three complimentary registrations to this optional event
- Logo on event signage and materials
- Logo on table tents at each reception table if applicable
- Special recognition in the opening communication onsite

■ **Sponsor of Thursday Lunch**

Member-\$2,500 or \$1,750 with event sponsorship purchase

Non-Member-\$3,750 or \$2,500 with event sponsorship purchase

- Feature your brand at the Thursday's lunch!
- One additional complimentary full conference registration to CXE³, applicable to full purchase price options only (*optional events are an additional cost*)
- Logo on event signage
- Special recognition in the opening communication onsite
- Podium time (2 minutes) at sponsored event to promote brand

■ **Badge Holder** – \$1,500 (single sponsorship)

- Have your company logo featured around the necks of every event attendee

■ **Tote Bag** – \$1,200 (shared sponsorship, two sponsorship available)

- Have your company logo featured on the tote bags provided to each attendee
- Opportunity to insert one item into the conference tote bag for every attendee

■ **Hotel Key Card** – \$1,500 (single sponsorship)

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

■ **Hotel Room Drops** – \$1,000 + 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

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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 and/or reserved space. No cancellations or refunds once received by MSPA Americas headquarters.

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

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____

Email: _____

Website URL address: _____

Person(s) to receive complimentary conference registration(s):

Product or Service to be exhibited: _____

If possible, please do not assign our booth space next to the following company(s):

CXE³ SPONSORSHIP LEVELS

PREMIER EVENT SPONSOR *(Two sponsorships available)*

- \$7,500-Member
- \$10,000-Non-Member

PLATINUM EVENT SPONSOR *(Eight sponsorships available)*

- \$3,500-Member
- \$5,000-Non-Member

GOLD EVENT SPONSOR *(Seven sponsorships available)*

- \$2,000-Member
- \$3,000-Non-Member

VIRTUAL EVENT SPONSOR *(Unlimited sponsorships available)*

- \$500-Member
- \$750-Non-Member

A LA CARTE OPPORTUNITIES:

SPONSOR OF TUESDAY LEADERSHIP RECEPTION

Member

- \$2,500
- \$1,750 with event sponsorship purchase

Non-Member

- \$3,750
- \$2,500 with event sponsorship purchase

SPONSOR OF TUESDAY OPENING RECEPTION

Member

- \$3,500
- \$2,750 with event sponsorship purchase

Non-Member

- \$4,750 or
- \$3,500 with event sponsorship purchase

SPONSOR OF WEDNESDAY LUNCH

Member

- \$3,000
- \$2,000 with event sponsorship purchase

Non-Member

- \$4,250
- \$3,000 with event sponsorship purchase

SPONSOR OF WEDNESDAY EVENING EVENT

Member

- \$2,000
- \$1,500 with event sponsorship purchase

Non-Member

- \$3,250
- \$2,000 with event sponsorship purchase

SPONSOR OF THURSDAY LUNCH

Member

- \$2,500
- \$1,750 with event sponsorship purchase

Non-Member

- \$3,750
- \$2,500 with event sponsorship purchase
- Badge Holder** – \$1,500 (*single sponsorship*)
- Tote Bag** – \$1,200 (*shared sponsorship, two sponsorship available*)
- Hotel Key Card** – \$1,500 (*single sponsorship*)
- Hotel Room Drops** – \$1,000 + Item costs and hotel fees if applicable (*Unlimited sponsorships available*)

Total – \$ _____

METHOD OF PAYMENT:

- CHECK ENCLOSED

CHARGE MY:

- American Express
- Visa
- Discover
- MasterCard

Card Number: _____

Exp. Date: _____

Name on Card: _____

Signature: _____

Please fax to 502-589-3602 or email to Michelle Romero, Director of Marketing and Sponsorship Sales at mromero@hqtrs.com. Or, mail to 326 E. Main Street, Louisville, KY 40202

Questions? Call Michelle Romero 502-574-9036

