



SPONSORSHIP PROGRAM

Dedicated evaluators from around the country attend MSPA America's ShopperFest. And now we are gearing up for another great collaboration of provider companies and evaluators at ShopperFest 2020!

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 providers and programmed with provider 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

- Opening Reception with sponsors, providers and all ShopperFest attendees

SATURDAY

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

SUNDAY

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

NETWORK WITH KEY EVALUATORS

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 evaluators.

Independent Contractors have a lot of companies to choose from when searching for opportunities across the Americas – 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
- Exclusive sponsorship at Opening Reception or Awards Lunch
 - Logo on event materials
 - Podium time at sponsored event
 - Table tents at each event table
 - Sign at event entrance
- 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 pre-function area on Sunday
 - Wireless internet connection

*** Display table does not include AV equipment such as a monitor, laptop, etc.*
- Premium logo placement on sponsor recognition signage and conference elements
- Recognition from the podium
- Logo on pre-session and intermission hold PowerPoint slides
- Ability to include product or literature in conference tote bag
- 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

- Four complimentary full registrations to ShopperFest
- Logo on ShopperFest Conference registration site (with live link to company home page)
- Logo placement on sponsor recognition signage and conference elements
- Recognition from the podium
- Two six-foot draped display tables joined together during ShopperFest (Friday/Saturday)
- Designated sponsor of one Saturday session (Session to be determined by MSPA)

GOLD SPONSOR – \$750

- Two full registrations to ShopperFest
- Logo on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage
- Recognition from the podium
- One six-foot draped display table during ShopperFest (Friday/Saturday)

SILVER SPONSOR – \$450

- One full registration to ShopperFest
- Logo on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage
- Recognition from the podium
- One high-boy round tabletop (Friday night only)

VIRTUAL SPONSOR – \$300

- Listing on ShopperFest Conference registration site
- Listing on sponsor recognition signage
- Recognition from the podium

A LA CARTE OPPORTUNITIES:

▪ **LANYARD SPONSORSHIP – \$1,200**

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

▪ **CERTIFICATION 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)

▪ **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

▪ **HOTEL KEY CARD – \$1,500** (*single sponsorship*)

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

▪ **TOTE BAG SPONSOR – \$1,250**

- (*shared sponsorship, two sponsorships available*)
- Color Logo on tote bag – one side with sponsor logos
- Ability to include product or literature

ADDITIONAL BENEFIT

- Post-conference attendee list emailed as an Excel file to key contacts (email addresses are included)



SHOPPERFEST 2020
SPONSORSHIP CONTRACT

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, 2020.

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

Key Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____

Email: _____ Website Address: _____

Exhibit Logistics Contact Person: _____

Phone: _____ Email: _____

SPONSORSHIPS

- PREMIER EVENT SPONSOR \$5,000
PLATINUM SPONSOR \$1,250
GOLD SPONSOR \$750
SILVER SPONSOR \$450
VIRTUAL SPONSOR \$300
LANYARD SPONSOR \$1,200
CERTIFICATION SESSION SPONSOR \$1,200
OPENING RECEPTION SPONSOR \$1,500
SATURDAY LUNCH SPONSOR \$1,500
AWARDS LUNCH SPONSOR \$1,500
HOTEL KEY CARD SPONSOR \$1,500
TOTE BAG SPONSOR \$1,250

Sold

Sold

Method of Payment:

Total due: \$ _____

Check Enclosed Send an invoice, MSPA will receive check by _____

Send payment to: MSPA Americas, 326 E. Main Street, Louisville, KY 40202

Charge my credit card:

American Express Discover MasterCard Visa

Card Number: _____ Exp. Date: _____

Name on Card: _____ Signature: _____

Please fax to 502-589-3602 or email to Michelle Romero, Director of Sponsorship and Marketing at mromero@hqtrs.com. Or, mail to 326 E. Main Street, Louisville, KY 40202. Questions call 502-574-9036.