



ANNUAL SPONSORSHIP PROGRAM

*Engage Key Decision makers of
the customer experience industry!*

2 0 1 8

The right people. The right place.

Annual MSPA Sponsorship Package offerings allow you to purchase a one-time package at a discounted rate to promote in all facets of the MSPA. These annual packages include exclusive offerings not available for purchase individually. Packages range in value and offering potential from Silver to Diamond. These opportunities are available on a first-come, first-serve basis, so secure your package today!

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSORSHIP PACKAGE

Limit: 2 Available

Price: \$25,000

Description: The Diamond Sponsorship Package is the most exclusive of the packages, which gives your organization premier placement in all facets of the MSPA:

- Platinum CXE³ presence (see page 7 for benefits)
- Platinum ShopperFest presence (see page 12 for benefits)
- MSPA Website – front page recognition
- Inclusion in MSPA Marketplace – Premier Listing and Advertisement (upgrade options available, see page 3 for details)
- Listed in all membership-wide Communications
- MSPA membership surveys
- Public Relations to include periodic listing in newsletter, emails to membership, press releases, social media group posts, etc.
- One Webinar Sponsorship
- MSPA Certification course advertising – opening page
- MSPA sponsored marketing initiatives to membership

PLATINUM SPONSORSHIP PACKAGE

Limit: 4 Available

Price: \$15,000

Description: The Platinum Sponsorship Package is the second-most exclusive of the packages, which gives your organization offerings in most facets of the MSPA:

- Platinum CXE³ presence (see page 7 for benefits)
- Platinum ShopperFest presence (see page 12 for benefits)
- Inclusion in MSPA Marketplace – Premier Listing and Advertisement (upgrade options available see page 3 for details)
- Listed/highlighted in periodic membership-wide Communications
- Public Relations to include periodic listing in newsletter, emails to membership, press releases, social media group posts, etc.
- One Webinar Sponsorship
- MSPA sponsored marketing initiatives to membership

GOLD PREMIER SPONSORSHIP PACKAGE

Limit: 8 Available

Price: \$10,000

Description: The Gold Sponsorship Package gives your organization offerings in many facets of the MSPA:

- Gold CXE³ sponsor presence (see page 7 for benefits)
- Gold ShopperFest presence (see page 13 for benefits)
- Inclusion in MSPA Marketplace – Upgraded Listing and Advertising
- Listed/highlighted in all membership-wide Communications
- Public Relations to include listing in newsletter, emails to membership, press releases, social media group posts, etc.
- One Webinar Sponsorship
- MSPA sponsored marketing initiatives to membership

SILVER SPONSORSHIP PACKAGE

Limit: Unlimited Available

Price: \$5,000

Description: The Silver Sponsorship Package encompasses an assortment of offerings, which gives your organization offerings in most facets of the MSPA:

- Virtual CXE³ presence (see page 7 for benefits)
- Silver ShopperFest presence (see page 13 for benefits)
- Inclusion in MSPA Marketplace – Standard Listing
- Listed/highlighted in periodic membership-wide communications
- Public Relations to include periodic listing in newsletter, emails to membership, press releases, social media group post, etc.
- MSPA sponsored marketing initiatives to membership

MSPA A LA CARTE SPONSORSHIP PACKAGES

A La Carte opportunities are available if you'd like to customize a package that best fits your needs. Select from the below sponsorship opportunities to build your own package!

MSPA WEBINAR SPONSORSHIP *(shared sponsorship)*

Limit: Unlimited

Price: \$600 for four; \$200 each

Description: Online webinars are put on for the membership throughout the year. Get your name in front of the attendees for these packed events that occur at least four times throughout the year. Your company name will be listed on the title screen and the host will provide an introduction of your company/services and contact information during the webinar. A post webinar attendee list will be emailed as an Excel file and will include email addresses.

MSPA CERTIFICATION COURSE SPONSORSHIP

Limit: Up to 2 per course (7 total courses)

Price: \$100 per course

Description: Highlight your brand on the opening page of the certification courses on our learning management system.

MSPA SURVEY PARTNERSHIP

Limit: Up to 4 Available

Price: \$500

Description: The MSPA continues to remain a premiere place where customer experience and mystery shopping professionals/clients share information on latest trends and industry happenings. To support new and innovative studies, partner with the MSPA on a research survey! This includes your company's logo only. A high level overview of the results will be emailed to you 2-3 weeks after survey closes.

MSPA MARKETPLACE LISTING

The new MSPA Marketplace features a wealth of information for members to help select the best partner by discipline. The Marketplace features searchable field to best pair practitioners and partners by product and/or service types, demographics and areas of expertise.

STANDARD — \$1,500

Description: The standard listing includes your organization's Name, Logo, Web Link and Description.

UPGRADED — \$3,000

Description: The standard listing includes your organization's Name, Logo, Web Link and Description plus a small Advertisement on the Marketplace.

PREMIER — \$6,000*

Description: The premier listing includes your organization's Name, Logo, Web Link and Description plus a large Advertisement on the Marketplace and a small Advertisement on your choice of:

- About Pages (7 interior pages)*
 - Evaluator Pages (7 interior pages)*
 - Service Providers Pages (8 interior public pages and 2 member only pages)*
- * increase to large ad, \$1,500

*** Add on if you would like to advertise on the other Pages:**

- \$4,000 for second small ad
- \$5,500 for second large ad
- \$6,000 for small ad on all Pages
- \$9,000 for large ad on all Pages

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 _____

SPONSORSHIP LEVELS

DIAMOND SPONSORSHIP PACKAGE *(Two sponsorships available)*

\$25,000

PLATINUM SPONSORSHIP PACKAGE *(Four sponsorships available)*

\$15,000

GOLD SPONSORSHIP PACKAGE *(Eight sponsorships available)*

\$10,000

SILVER SPONSORSHIP PACKAGE *(Unlimited sponsorships available)*

\$5,000

A LA CARTE OPPORTUNITIES

MSPA WEBINAR SPONSORSHIP *(Unlimited sponsorships available)*

- \$600 for four
- \$200 each

MSPA CERTIFICATION COURSE SPONSORSHIP *(Up to two per course)*

- \$100 per course

MSPA SURVEY PARTNERSHIP *(Four sponsorships available)*

- \$500

MSPA MARKETPLACE LISTING (STANDARD) *(Unlimited sponsorships available)*

- \$1,500 *(Standard)*
- \$3,000 *(Upgraded)*

- \$6,000 *(Premier - see options below)***

CHOOSE ONE:

- ABOUT PAGES** *(7 interior pages)**
- EVALUATOR PAGES** *(7 interior pages)**
- SERVICE PROVIDERS PAGES** *(8 interior public pages and 2 member only pages)**
- * *increase to large ad, \$1,500*

Additional options to advertise on the other pages:

\$4,000 for second small ad on:

- About Pages
- Evaluator Pages
- Service Providers Pages

\$5,500 for second large ad on:

- About Pages
- Evaluator Pages
- Service Providers Pages

\$6,000 for small ad on all Pages

(includes About, Evaluator and Service Providers)

\$9,000 for large ad on all Pages

(includes About, Evaluator and Service Providers)

Total due: \$ _____

Method of Payment:

Check Enclosed 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.

MSPA[®]
AMERICAS



2018 SPONSORSHIP PROGRAM ENGAGE KEY DECISION MAKERS OF THE CUSTOMER EXPERIENCE INDUSTRY!

The right people. The right place.

OCTOBER 10 - 12 | METROPOLITAN AT THE 9 | CLEVELAND, OHIO

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 the Sponsor 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 MSPA Americas)
- 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 MSPA Americas)
- 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 Wednesday 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 Wednesday 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 Thursday 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 Thursday 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 Friday 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



OCTOBER 10 – 12 | METROPOLITAN AT THE 9 | CLEVELAND, OHIO

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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 WEDNESDAY LEADERSHIP RECEPTION

Member

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

Non-Member

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

SPONSOR OF WEDNESDAY OPENING RECEPTION

Member

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

Non-Member

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

SPONSOR OF THURSDAY LUNCH

Member

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

Non-Member

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

SPONSOR OF THURSDAY EVENING EVENT

Member

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

Non-Member

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

SPONSOR OF FRIDAY 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



JUNE 15-17 EMBASSY SUITES, DFW AIRPORT NORTH
GRAPEVINE, TEXAS

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 2018!

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, JUNE 15

- Opening Reception with sponsors, providers and all ShopperFest attendees

SATURDAY, JUNE 16

- 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, JUNE 17

- 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
- 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 sponsor recognition signage and conference elements
- Mention from the podium
- Logo on pre-session and intermission hold PowerPoint 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 sponsor recognition signage and conference elements
- 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 *(Limited to 10)*

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

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

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

VIRTUAL SPONSOR - \$300 *(Unlimited)*

- Listing on ShopperFest Conference registration site
- Listing on sponsor recognition signage

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)

■ **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

■ **HOTEL KEY CARD - \$1,500** *(single sponsorship)*

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

■ **TOTE BAG SPONSOR - \$1,000**

- (shared sponsorship, two sponsorships available)*
- B&W Logo on the bag - one side
 - Ability to include product or literature



SHOPPERFEST 2018
SPONSORSHIP CONTRACT

JUNE 15-17 EMBASSY SUITES, DFW AIRPORT NORTH
GRAPEVINE, TEXAS

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, 2018.

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

Contact Person/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIPS

Table listing sponsorship levels and costs: PREMIER EVENT SPONSOR (\$5,000), PLATINUM SPONSOR (\$1,250), GOLD SPONSOR (\$750), SILVER SPONSOR (\$450), VIRTUAL SPONSOR (\$300), ANYARD SPONSOR (\$1,200), CERTIFICATION SESSION SPONSOR (\$1,500), OPENING RECEPTION SPONSOR (\$1,500), SATURDAY LUNCH SPONSOR (\$1,500), AWARDS LUNCH SPONSOR (\$1,500), HOTEL KEY CARD SPONSOR (\$1,500), NOTE BAG SPONSOR (\$1,000). Includes handwritten 'sold' annotations.

Total due: \$ _____

Method of Payment:

- Check Enclosed
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.