

Major Sponsorship Opportunities

	Diamond \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Copper \$2,500
Complimentary Booth	3 Booths	2 Booths	1 Booths	1 Booths	50% Discount	25% Discount
Premier Placement of Logo on Registration Book, Program Guide, Website, and Attendee Confirmation E-Mails	✓	✓	✓	✓	✓	✓
Logo with Sponsorship Level Placed Throughout Conference on Signage	✓	✓	✓	✓	✓	✓
Introduced as a Sponsor in Exhibit Hall	✓	✓	✓	✓	✓	✓
Link on 2011 MPC Site to Sponsor's Home Page	✓	✓	✓	✓	✓	✓
Pre-Conference/ Post Conference Labels	✓	✓	✓	✓	✓	✓
Ad in Registration Brochure & Program Guide	Full Page	Full Page	Half Page	1/4 Page	1/4 Page	1/8 Page
MPC Official Postcard with your Company Logo to send to Potential Attendees	3,000 Cards	2,000 Cards	1,000 Cards	500 Cards	250 Cards	100Cards
Convention Photo to Appear on MPC Website Post Conference	✓	✓	✓	✓		
Sponsorship of Food Function	Private Lunch with 75 Doctors	Logo or short message on Welcome Snack for Attendees & Sponsorship of One (1) Daily Break	Sponsorship of One (1) Daily Break	One Soda Concession (May Provide Imprinted Napkins)		
Sponsorship of an Educational Session	Up to 4 Hours	Up to 2.5 Hours	Up to 1.5 Hours			
Promotional Piece in Conference Bags (sponsor must promo)	✓	✓				
Chocolate Fountain to Attract Attendees to Your Booth	✓					
Meet and Greet with MPC Executive Council	✓					

Additional Sponsorship Opportunities

Traffic Building

"The Future of Podiatry" Showcase - \$400

- Ability to showcase New or Exciting Products/Procedures
- Exclusive Spot Upstairs Near Attendee Registration Area
- No Need For Extra Staff. Tented Card Will Direct Attendees to Your Booth
- Easel type photographic display and/or actual product display is recommended
- Limited Space Available, Sold On a First Come First Served Basis.

Scanning Station Sponsorship - \$1,500

- Attendees must stop by your booth to verify conference attendance allowing you to create sales leads!
- No need for extra staff, MPC will provide a volunteer to man the scanner while you talk to attendees
- Signage, flyers, and program guide at conference will direct attendees to stop by your booth
- Logo and booth number will appear in registration and program guides
- Company must exhibit in one of three MPC designated booths: 838, 455, or 139.
- If this sponsorship is chosen without picking one of the above booths the sponsorship will be removed from your record

First Contact - \$4500 for exclusive rights to bag

- Be the First to Welcome the Attendees to the Conference
- Allowed to Place One Marketing Piece in a Welcome Bag Placed Outside Attendees Hotel Rooms
- Creative Items Such as Candy or Small Samples of Products are Encouraged

Midwest Rounds - \$100

NEW

- Drive attendees to your booth by participating in our fun, interactive quiz
- Company provides one multiple choice question related to your product/services
- Questions will be compiled into one document and distributed in attendee bags
- Attendees have to visit your booth to answer your company's question
- Attendees submit completed questionnaires to enter in a raffle
- Limited to 50 companies
- Participating companies receive \$50 off cost of Pre-conference registration list
- Please contact the MPC after purchasing your rounds to receive discount

Pre Conference Registration List - \$250

NEW

- Drive attendees to your booth by contacting them before the conference
- Companies receive complete mailing address for all attendees in excel format

Registration Branding Materials

Attendee Conference Bags - \$7,000 for solo or \$4,000 for co-sponsorship

- Attendees (2000+) Carry the Bags with them as they move around the conference
- Sponsors Logo will be printed on Conference Bags
- Acknowledgement in Registration and Program Brochures
- Bag Sponsor Allowed to Place One Marketing Piece in Each Attendee Bag
- Marketing piece may not be multiple page catalogs or brochures.

Conference Badge Holders - \$5,000 for solo or \$3,000 for co-sponsorship

- Attendees Required to Wear Badges as They Walk Around the Conference all Four Days
- Imagine the Exposure for your Company as Attendees Carry your Logo Everywhere They Go
- Acknowledgement in Registration and Program Brochures

Conference Bag Advertising - \$550 for Doctors or \$650 for Doctors and Assistants

- Insert a One Page Promotional Piece into Each Attendee Bag
- Advertiser Supplies the Promotional Piece
- Insert 1700 Promos to Cover Only Doctors in Attendance or Insert up to 2100 to Cover Doctors and Assistants
- Only one advertising piece is allowed per company, and may not be multiple page catalogs or brochures.

Technology

Multi-Level Sponsorship for the Cyber Cafe

- One day Cyber Café (Sole Sponsor) \$1,500
- Three Day Cyber Café (Sole Sponsor) \$4,000
- Sponsor Website Set to Home Page
- Logo Put on Signage Near Cyber Café
- Ability to Put One Marketing Piece at Cyber Cafe
- Sponsor able to set logo as screen saver

Sponsorship of these opportunities will be acknowledged in the registration materials (if secured in time for publication). The earlier the decision to Sponsor, the more exposure to potential attendees in the mailed materials – approximately 10,000! Acknowledgement will also be in the Program Guide and in other signage at the Conference. Sponsorships \$4000 and above will be to place their company logo on the front cover of the Registration and Program Guides.

Packages are subject to change if circumstances require it and to accommodate sponsor specific requests whenever possible.

Technology, continued

First In Line - ExpoMap - \$250

NEW

- Make sure your company is the first thing our attendees see when searching our interactive map allowing you to target an audience that is already interested
- Last year over the expomap was viewed over 1700 times. This represents 1700 chances for your company to be viewed first
- When attendees use the search feature on our interactive map, your company will be on top of the list when they search for your key work (ie orthotics)
- Company is entitled to an enhanced virtual booth to welcome attendees when they click
- Virtual booth enhancements include product photos, increased company and product description size (increased from 200 characters to 2000 characters), ability to upload white papers and product photos
- You must contact the MPC in order to secure your product category

Enhanced Virtual Booth - \$150

NEW

- Allow our attendees to get a better understanding of your product and company before they step onsite
- Last year the expomap was viewed over 1700 times. Make sure attendees are getting your full product/services information when they view your virtual booth
- Virtual booth enhancements include product photos, increased company and product description size (increased from 200 characters to 2000 characters), ability to upload white papers and product photos

Food

Various Food Breaks

	Sole Sponsor	Co-Sponsor
• Breakfast	\$5,000	\$3,000
• Afternoon break	\$3,000	\$2,000
• Coffee Break (daily)	\$1,500	\$1,000

- Acknowledgement in Registration and Program Guide
- Signage in Break Areas
- Announcements in Exhibit Hall
- Allowed One Company Representative to Meet Attendees as they come by to Pick Up Their Food in the Lounge Areas

Popcorn Bags - \$2,500 for solo or \$1,500 for co-sponsorship

NEW

- Attendees will receive free popcorn in a bag with your logo as they walk the exhibit hall floor
- Sponsors allowed to place signage at the two popcorn stations
- Sponsor allowed on representative at each station to greet attendees as they pick up their popcorn
- Over 2,500 bags will be branded with your logo!

Education

Breakfast "Fireside Chats" - \$3,500

- Ability to have Intimate Chat with 50 Attendees over breakfast
- Either MPC or the Sponsors May Choose the Topic
- If Sponsor picks the topic, Sponsors will be required to cover Speaker Cost and Supplies in Addition to Sponsorship Fee
- Sponsorship Includes: Room Rental, AV, Breakfast for 50 Doctors, and a List of Fireside Chat Attendees

Sponsored Speaker Session - \$1,500 per hour

- Showcase Your New and Innovative Product or Procedure during a Lecture
- Sponsorship Covers Room Rental and AV Fees
- Sponsor underwrites Speaker Honoraria, Travel, Lodging, and Per Diem

Sponsored Workshop - \$1,000 per hour

- Showcase Your New and Innovative Product or Procedure during Hands on Workshop
- Sponsorship Covers Room Rental and AV Fees
- Sponsor underwrites Speaker Honoraria, Travel, Lodging, and Per Diem

Lectures in the Hall - \$600 per 25 minute session ***NEW***

- Showcase your new and innovative product or procedure on the exhibit hall floor
- Lecture does not have to follow CME requirements allowing you to maximize your product promotion
- Use this 25 minute session to drive attendees to your booth
- Sponsor underwrites speaker honoraria, travel, lodging, and per diem