


PARTNERSHIP OPPORTUNITIES

When you partner with the Midwest Podiatry Conference, you're not only promoting yourself and increasing brand recognition; you're demonstrating your commitment to the MPC, our attendees and their patients. These partnerships were designed specifically to acknowledge the vital role you play in the podiatric community.

	PRESIDENTIAL \$40,000	EXECUTIVE \$35,000	DIRECTING \$20,000	SUPERVISORY \$10,000	ASSOCIATE \$5,500	ADVISORY \$4,000	NEW EXHIBITOR \$3,000
Complimentary Booths	3 booths	2 booths	1 booth	1 booth	50% discount	25% discount	1 booth
Premier placement of logo recognizing partnership on printed and online materials							
Signage placed throughout the conference recognizing partnership level with logo							
Link on conference website to partner's website							
200 x 200 rotating ad space on conference website							
Pre & Post conference mailing lists							
Promotional Piece in Attendee Bags							
Ad space in registration brochure and program guide	Full Page	Full Page	Half Page	Quarter Page	Quarter Page	Eighth Page	
Additional Items	Co-Partner of Conference WiFi	Private lunch with up to 75 doctors Attendance not guaranteed by MPC	Co-Partner of Morning Coffee	One Passport to Prizes Square			New exhibitor call out in Program Guide

All packages are subject to change if circumstances require it, and to accommodate specific partner requests whenever possible. For additional information, contact AnneMarie Drufke at meetings@midwestpodconf.org

EXTEND YOUR MESSAGE BEYOND THE MEETING SPACE!

CONFERENCE WELCOME SIGN \$12,000

Be the first to welcome our attendees to the conference as they arrive at the host hotel. Gain maximum exposure by welcoming the MPC to the city of Chicago! This double sided sign will be prominently displayed on the hotel's Skybridge connecting the East and West Tower for everyone to see!

Specs: (2) 90"W x 77"H double-sided panels.



SKY BRIDGE WINDOW HEADERS \$4,500

The sky bridge not only connects the East and West towers, but it also serves as a congregation area for attendees and hotel guests! Place your signage in this high traffic area and make sure you are noticed time and time again!

Specs: (12) 120" W x 16" H single sided panels

WINDOW CLINGS \$6,000

Help create a buzz! Your double sided advertisement will be displayed, surrounded by conference branding, and be visible to attendees as they enter the hotel and as they descend the escalators to the Bronze Level. This one is sure to earn you some extra attention! **Specs:** (1) 78-1/4" W x 84" H double sided panel

ELEVATOR PLASMA SCREENS 6 ELEVATORS FOR \$1,750 PER DAY / 12 ELEVATORS FOR \$3,300 PER DAY

Last year, 900 rooms were booked (on peak) by conference attendees. All of which need to use the elevator to get to their guest room! Continue broadcasting your product or service, outside of the meeting space, to ensure the message resonates all the way back to their hotel room. **Specs:** (2) rotating ads that will be run for the duration of the conference.



BIG BAR COLUMN SIGNS \$3,800

Big Bar is a popular location for attendees to gather after a long day of learning for conversation, drinks and food. Why not be a part of the conversation?! **Specs:** (11) 30" W x 64" H Single Sided Panels

BIG BAR SUNDRIES (COASTERS, TABLE TENTS & NAPKINS) \$5,500 PER DAY

Catch the wondering eye of EVERY Big Bar guest with your custom coaster, table tent or napkins.

HOTEL KEY CARDS & SLEEVES **SOLE PARTNER: \$7,500 / CO-PARTNER: \$4,000 /**

***Add an additional: \$3,750 for key card sleeves**

How many times will you use your hotel key card? Unlock new levels of exposure by associating your brand with hotel room keys that are distributed to every attendee upon check in at our headquarters hotel! Cards are exclusive to hotel guests that are registered to attend the conference and are used to access their rooms through their stay. Sponsor must use hotel supplied vendor and coordinate artwork and production with vendor.

SOLD OUT

ROOM DROP \$3 PER ITEM /PER ROOM / PER DAY

Reach our attendees BEFORE they leave their hotel room! With over 900 hotel rooms booked, on peak nights, you're sure to generate booth traffic!

*Final artwork must be approved by the Midwest Podiatry Conference and Marketing Manager for the Hyatt Regency Chicago.

BRANDING

CONFERENCE WIFI **CO-PARTNER: \$5,000**

Whether they are checking in with the office, at home or updating their social media profiles, our attendees need to be connected. Help them stay in touch by co-sponsoring our WiFi! Attendees will be directed to the sponsor's booth(s) in order to obtain the access code - which is the only way to get it! Sponsorship will also include your company name and login page, 1/4 page ad in our on site program guide and 8.5 x 11 WiFi informational signs at our registration desks and charging stations!

POPULAR OPPORTUNITY!

Z-CARDS **\$5,000**

Let our exhibitors carry you everywhere - literally! These pocket size program guides are given to every attendee and are looked at over and over again every day of the Conference! What a great way to get your company noticed by everyone!

SOLD OUT

CONFERENCE BADGE HOLDERS **SOLE PARTNER: \$5,000 / CO-PARTNER: \$2,500 (LIMIT 2)**

Each and every attendee is required to wear their badge during all four days of the conference. Some even wear them home! This is sure to be a memorable investment.

ATTENDEE CONFERENCE BAGS **SOLE SPONSORSHIP: \$8,000 / CO-SPONSORSHIP: \$4,000**

Over 2,000 attendees will carry this bag during the conference as they attend networking meetings, educational sessions, peruse the exhibit hall and head home for the night. Your company name and logo will prominently appear on the bag. You may even choose to include one single page piece of advertising in the bag.

CONFERENCE BAG INSERTS **\$650**

We strongly recommend avoiding paper advertisements. Attendees are more likely to notice and re-use promotional items such as key chains, pens, or other innovative items. Items must be pre-approved by the Midwest Podiatry Conference. Please anticipate providing 2,000 pieces.

COLUMN WRAPS **2-SIDED: \$1,500 / 4-SIDED: \$3,000**

Elevate your brand by promoting your product or service on the columns in the registration area. A guaranteed way for you to get noticed and increase your brand recognition! **Specs:** North/South - 45"W x 55"H; East/West - 40"W x 67"H

SOLD OUT

KNOWLEDGE NOTES **\$2,500**

A sure way to get noticed! A notepad and pen with your company logo will be included in every attendee's bag. Not only will you be noticed at the conference while taking notes during sessions, but you'll even go back to the office!

FLOOR STICKERS **\$300 EACH**

A new addition to the exhibit hall! Encourage foot traffic to your booth by placing directional signage stickers throughout the exhibit hall. Locations are pre-determined by the Midwest Podiatry Conference to meet fire regulations. **Specs:** 12" W x 12" H

HANGING SIGN **48" X 30" - \$375 / 36" X 24" - \$275 / 12" X 24" - \$175**

What's the first thing attendees do when they enter the exhibit hall? Look up! Signs are double-sided and can only be hung above your booth. The MPC reserves the right to determine the final location of your hanging sign should fire regulations prevent us from hanging it above your booth. The sign is yours to keep after the show!

POPULAR OPPORTUNITY!

CHARGING STATION **\$5,000**

Whether it is a laptop, iPad or cell phone, everyone needs to stay connected. Your company logo at this premium location at the exhibit hall entrance is sure to get you noticed all 3 days of the conference!

TRAFFIC BUILDING

POPULAR TRAFFIC BUILDER!

PASSPORT TO PRIZES \$250

Participation in this sponsorship is one of the best ways to drive traffic directly to your booth! Each attendee will receive a passport game card in their program guide. Attendees must visit each participating exhibitor to receive a stamp on his/her passport. Upon completion, attendees turn in their card for a chance to win great prizes! Spaces are limited, reserve yours today!

COMMERCIAL INTEREST POSTER \$125

Promote your presence to your client base and our attendees by contacting them beforehand. This mailing list will be sent out one time 3 weeks prior to the event and ONLY includes mailing addresses. Absolutely no phone numbers, email addresses or fax numbers are included in this list. NO EXCEPTIONS!

PRE-CONFERENCE ATTENDEE LIST \$250

Promote your presence to your client base and our attendees by contacting them beforehand. This mailing list will be sent out one time 3 weeks prior to the event and ONLY includes mailing addresses. Absolutely no phone numbers, email addresses or fax numbers are included in this list. NO EXCEPTIONS!

SCANNING STATION SPONSORSHIP \$1,500 (LIMIT 3)

A wildly popular opportunity that is guaranteed to sell out fast! Our attendees are required to have their badge scanned in order to accumulate Continuing Education hours. Badge scanning occurs on Thursday, Friday and Saturday. That's 3 days of guaranteed foot traffic to your booth! In addition to purchasing this opportunity you will receive:

- Logo and booth number advertised in the registration brochure and program guide
- Flyers listing scanning stations in each attendee conference bag
- Signage on-site directing attendees to your booth for scanning

Scanning Stations are ONLY available in booths 504, 1134 and 1315. These booths MUST be purchased in addition to this opportunity

FOOD & BEVERAGE

POPULAR OPPORTUNITY!

LECTURE LUNCHEON \$7,000 - \$10,000

Are you looking to present a product-based lecture to our physician attendees? Then this is the luncheon for you! This intimate opportunity gives you one hour of unopposed time during lunch break to lecture to a maximum of 125 podiatric physicians. There is one Lecture Luncheon available per day, making this an exclusive opportunity! Price is dependent on the pre-set menu the Sponsor chooses. Lecture Luncheon Sponsors will be listed in the onsite program guide as well as on the MPC website. Attendance to Lecture Luncheons is not guaranteed by the Midwest Podiatry Conference.

BRAND NEW OPPORTUNITY!

SNACK SESSION \$5,000 - \$7,000

Snack breaks are a unique way to provide our attendees with an opportunity to relax and take a much needed break from a day of lectures! Providing this opportunity is a memorable way to put your name and brand directly in front of attendees! Benefits include: logo placed on signage during the break, listing in the onsite program guide, and company representatives will be invited to greet and network with attendees. You will have the opportunity to provide cups, plates and/or napkins with your company logo (costs incurred are the responsibility of the exhibiting company).

BREAKFAST \$6,000

Say "Good Morning" to attendees by sponsoring an enhanced continental breakfast and get your company noticed before the day's session. Benefits include: logo placed on placards throughout the breakfast buffet and recognition near service area; acknowledgement in printed materials including registration brochure (if booked prior to mailing) and program guide; (1) company representative stationed at breakfast buffet to greet attendees. Breakfasts are available on Thursday, Friday, Saturday and Sunday.

MORNING OR AFTERNOON BREAK \$5,000

Our survey results show that the two things attendees are looking for are coffee and snacks. Give them what they want and you're sure to be the talk of the MPC! Keep them fueled through the end of the day by sponsoring a morning or afternoon break. Benefits include: logo placed on placards throughout the snack buffet and recognition near service area; acknowledgement in printed materials including registration brochure (if booked prior to mailing) and program guide; (1) company representative stationed at buffet to greet attendees. Breaks are available on Thursday, Friday and Saturday.



REFRESHMENTS ARE ALWAYS A POPULAR ATTRACTION FOR ATTENDEES!

Contact the Hyatt Catering Department for food and beverage options that will be delivered right to your booth!

The Hyatt Regency Chicago does not permit outside food and beverage within their meeting space property. All outside food and beverage will be confiscated.

SPONSORSHIP APPLICATION FORM

CLIENT INFORMATION

COMPANY NAME _____

ADDRESS _____

CITY / STATE / ZIP _____

CONTACT NAME _____

BUSINESS PHONE _____

BUSINESS FAX _____

EMAIL ADDRESS _____

PREMIER PARTNERSHIPS

- PRESIDENTIAL** \$40,000
 EXECUTIVE \$35,000
 DIRECTING \$20,000
 SUPERVISORY \$10,000
 ASSOCIATE \$5,500
 ADVISORY \$4,000
 NEW EXHIBITOR \$3,000

BRANDING

- CONFERENCE WELCOME SIGN**
\$12,000
- SKY BRIDGE WINDOW HEADERS**
\$4,500
- WINDOW CLINGS**
\$6,000
- ELEVATOR PLASMA SCREENS**
 6 ELEVATORS \$1,750
 12 ELEVATORS \$3,000
- BIG BAR COLUMN SIGNS**
\$3,800
- HOTEL KEY CARDS & SLEEVES**
 SOLE \$7,500
 CO \$4,000
 ADD SLEEVES \$3,750

- BIG BAR SUNDRIES**
\$5,500 P/DAY
- ATTENDEE CONFERENCE BAGS**
 SOLE \$8,000
 CO \$4,000
- ROOM DROP**
\$3 / ITEM PER ROOM, PER DAY
- CONFERENCE WIFI**
\$5,000
- Z-CARDS**
\$5,000
- CONFERENCE BADGE HOLDERS**
 SOLE \$5,000
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- CONFERENCE BAGS INSERTS**
\$650

- COLUMN WRAPS**
 2-SIDED \$1,500
 4-SIDED \$3,000
- KNOWLEDGE NOTES**
\$2,500
- FLOOR STICKERS**
QTY X \$300 =TOTAL
- HANGING SIGN**
 48"X30" \$375
 36"X24" \$275
 12"X24" \$175
- CHARGING STATION**
\$5,000

- PRE-CONFERENCE ATTENDEE LIST**
\$250
- SCANNING STATION SPONSORSHIP**
\$1,500

FOOD & BEVERAGE

- LECTURE LUNCHEON**
\$7,000-\$10,000
THU FRI SAT
- BREAKFAST**
\$6,000
THU FRI SAT
- MORNING/ AFTERNOON BREAKS**
\$5,000
AM PM
THU FRI SAT

TRAFFIC BUILDING

- PASSPORT TO PRIZES**
\$250
- COMMERCIAL INTEREST POSTER**
\$125

PAYMENT INSTRUCTIONS

CREDIT CARD VISA MASTER CARD DISCOVER AMERICAN EXPRESS

NAME OF CARDHOLDER _____

AMOUNT _____

CARD NO _____

EXPIRATION DATE _____

SECURITY CODE _____

SIGNATURE _____

CHECK MADE PAYABLE TO THE "MIDWEST PODIATRY CONFERENCE"

A 50% deposit is due at the time of commitment for your sponsorship. The full balance must be paid by March 31, 2017.

Your sponsorship is not deductible as a charitable contribution. It may be deductible as a business expense. Check with your tax advisor.