



GREEN IS GOOD

Sustaining a winning strategy

2009 LMA Midwest Conference

SPONSORSHIP INFORMATION

Friday, September 25, 2009 • The Standard Club, Chicago

Diamond Level

- Three (3) complimentary conference registrations (including admission to the Welcome Reception)
- Advertisement in the electronic Attendee Guide
- Full-page color advertisement in one 2009 edition of *In the Loop*
- One (1) exhibitor booth
- Signage throughout the conference
- Acknowledgement as a sponsor in all conference communications, two issues of *In the Loop* newsletter and during the opening session
- "Sponsor" ribbon badges for each of your company representatives, as applicable
- Company logo and link on the 2009 Midwest Conference Web site
- Insert in conference tote bags

Available Diamond Sponsorship:

Thursday Welcome Reception and Fall Social — In-Kind Sponsorship

Envision a night that attendees talk about long after it has ended - remembered as an excellent networking opportunity as well as a fun event. The LMA Midwest Welcome Reception at [YOUR VENUE NAME HERE] on the evening before the conference opens is a prime sponsorship event for your company.

As the Welcome Reception sponsor, your company logo and hyperlink will be placed on the event email invitation sent to all attendees prior to the conference. Your company representative will also be able to present a personal welcome, and your logo will appear on all banners and signage at this event. The Welcome Reception is open to conference attendees as well as all LMA Chicago members, who attend the event as one of their biannual socials.



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Platinum Level

- Two (2) complimentary conference registrations (including admission to the Welcome Reception)
- Advertisement in the electronic Attendee Guide
- One ½ page color advertisement in one 2009 edition of *In the Loop*
- One (1) exhibitor booth
- Signage throughout the conference
- Acknowledgement as a sponsor in all conference communications, two issues of *In the Loop* newsletter and during the opening session
- “Sponsor” ribbon badges for each of your company representatives, as applicable
- Company logo and link on the 2009 Midwest Conference Web site
- Insert in conference tote bags

Available Platinum Sponsorships:

Friday Cocktail Reception — \$3,500

Exhibitors and attendees alike will end the conference with hors d'oeuvres and cocktails. They will also use this time to network and make new connections, making this reception the perfect venue to reach your audience. Your company is able to arrange, through the LMA, the distribution of a promotional item or flyer and an opportunity to welcome all to the reception and introduce your company.

Luncheon — \$3,500

The LMA Midwest Conference Luncheon is a prime place to capture attendees' attention. A company representative may give a brief welcome at the beginning of the session. A promotional item or flyer may be distributed at the lunch.

Tote Bags — \$3,500

What better way to get your company's message across than to have your logo on the bags that attendees carry with them throughout the conference? Most importantly, the bags provide you with ongoing exposure after the conference ends as our attendees use your bags to implement their “green” strategy. All attendees will receive two bags at registration. New for this year, the conference tote bags are recycled, sturdy, and fully reusable shopping bags.

Flash Drives — \$3,500

The LMA Midwest Conference has gone paperless. Handouts are no longer provided in hard-copy format and attendees receive 1GB flash drives loaded with every handout from the conference. Attendees can also download all handouts from the LMA Midwest Conference Web site one week prior to the conference. In addition to the sponsor benefits above, your logo will appear on the attendee flash drives, and your logo and a link to your Web site will appear on the handout download page on the LMA Midwest Conference Web site.



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Gold Level

- Two (2) complimentary conference registrations (including admission to the Welcome Reception)
- Advertisement in the electronic Attendee Guide
- One ½ page color advertisement in one 2009 edition of *In the Loop*
- Signage throughout the conference
- Acknowledgement as a sponsor in all conference communications, two issues of *In the Loop* newsletter and during the opening session
- "Sponsor" ribbon badges for each of your company representatives, as applicable
- Company logo and link on the 2009 Midwest Conference Web site
- Insert in conference tote bags

Available Gold Sponsorships:

Continental Breakfast — \$2,500

Help attendees get a jump on their day with breakfast and networking. Your company name and logo will be displayed in the exhibit areas where attendees will enjoy their Friday morning meal.

Hospitality Team — \$2,500

Energetic and friendly team members are positioned throughout the facility to answer questions and help direct people during the conference. Team members will wear matching shirts with the sponsoring company's logo. This popular attendee-friendly feature received excellent feedback at the 2007 conference.

Water Cooler — \$2,500

Help us take a step toward making the conference green, by sponsoring the water coolers at the conference. Help to stop waste and provide your company with lasting exposure during and after the conference. Each attendee will receive a sports bottle with your company logo, to use for hydrating themselves instead of using individual bottled water.



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Silver Level

- One (1) complimentary conference registration (including admission to the Welcome Reception)
- Advertisement in the electronic Attendee Guide
- Signage throughout the conference
- Acknowledgement as a sponsor in all conference communications, two issues of *In the Loop* newsletter and during the opening session
- "Sponsor" ribbon badges for each of your company representatives, as applicable
- Company logo and link on the 2009 Midwest Conference Web site
- Insert in conference tote bags

Available Silver Sponsorships:

Cyber Café — \$1,750

If you're searching for sponsorship opportunity that offers high visibility throughout the duration of the LMA Midwest Conference, look no further than the Cyber Café. Your company gains visibility at the Internet terminals where attendees will connect with each other, check e-mail and surf the Web. The logo screensaver and background guarantee that your company identity will be seen by anyone who steps in front of a Cyber Café computer.

Name Badges — \$1,500

The attendee name badge is the key to entering the LMA Midwest Conference. Attendees must have a badge visible at all times, with your logo prominently displayed on the badge holder. Your walking advertisement will also live on in our delegate conference photos.

Morning Networking Break (30 minutes) — \$1,000

OR

Two Afternoon Networking Breaks (15 minutes each) — \$1,250

Give attendees a little boost and quench their thirst for knowledge and networking, with your logo displayed in the exhibit hall where the attendees will enjoy snacks and refreshments throughout the conference.



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Bronze Level

- Acknowledgement as a sponsor in all conference communications, in two issues of *In the Loop* newsletter, and during the opening session
- "Sponsor" ribbon badges for each of your company representatives
- Company logo and link on the 2009 Midwest Conference Web site
- 50-word company description, logo, and link in the electronic Attendee Guide

Available Bronze Sponsorships:

Note Pads — \$500

Put your company logo on the tool that attendees use to collect information throughout the conference. These note pads outlast the conference, as attendees bring them back to their firms and use them in their day—to—day business.

Pens — \$500

Put your message directly into the hands of attendees! Pens serve as a lasting impression of your company, as most attendees take the pens back to the office. The pen sponsorship includes your company logo above the LMA Midwest Conference logo, and is distributed to all attendees and exhibitors.

Conference Bag Inserts — \$300

Your promotional literature will be included with the attendee handouts at registration (includes a copy of the attendee list). This sponsorship is non-exclusive.

Electronic Attendee Guide Advertisement — \$250

Include your advertisement in the electronic Attendee Guide. Advertisements will be interspersed with attendee handouts included in PDF format on the attendee flash drive. This sponsorship is non-exclusive.



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Exhibitor Level — \$1,000

- Two (2) complimentary conference registrations (including admission to the Welcome Reception)
- One (1) exhibitor booth
- "Exhibitor" ribbon badges for each of your company representatives
- Your company logo on the 2009 Midwest Conference Web site, along with a link to your homepage
- 50-word company description, logo, and link in the electronic Attendee Guide
- This sponsorship is non-exclusive

Exhibitor/Networking for Prizes (Prize Donations)

Attendees visit exhibitor booths and collect business cards, which are inserted into a wallet-size binder. When an attendee has collected business cards from every exhibitor, the attendee earns a raffle entry. The wallet-sized binder serves as a quick-reference "Rolodex" for attendees. Exhibitors donate prizes for the raffle (past prizes have included iPods, iTunes gift cards, Amazon.com gift cards, in-kind services donations, subscriptions, etc.) and each donating exhibitor participates in the raffle by pulling the card for their donated item. This opportunity is ideal for exhibitors looking to enhance their exposure with one-on-one time with attendees.