



BEEN THERE, DONE THAT, NOW WHAT?

2007 LMA Midwest Conference

September 28, 2007 • The Metropolitan Club • Chicago, Illinois
SPONSORSHIP INFORMATION AND APPLICATION

ALL SPONSORSHIPS INCLUDE BASIC SPONSORSHIP PACKAGE!

□ **Basic Sponsorship/Exhibitor Benefits Included in Every Level**

- Acknowledgement as a sponsor in all conference communications and two issues of *In the Loop* newsletter
- Acknowledgement of sponsorship during the opening session
- “Exhibitor/Sponsor” ribbon badges for each of your company representatives, as applicable
- Your company logo on the 2007 Midwest Conference Web site, along with a link to your homepage
- Option for your representatives to attend any networking and conference events
- Insert in conference tote bags

□ **Diamond Sponsorship - **SOLD****

- Three (3) complimentary conference registrations
- Full page, black and white advertisement in the Attendee Guide
- Your logo on the back cover of the Attendee Guide
- One (1) exhibitor booth
- Signage throughout the conference

Available Diamond Sponsorships:

Thursday Welcome Reception and Fall Social —SOLD****

(Currently Seeking an 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 2007 Opening Reception at [YOUR VENUE NAME HERE] on Thursday evening, September 27, is a prime sponsorship event for your company. As the sponsor of the LMA Midwest Conference Opening Reception, 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.

□ Platinum Sponsorship

- Two (2) complimentary conference registrations.
- Full page, black and white advertisement in the Attendee Guide.
- Your logo on the back cover of the Attendee Guide.
- One (1) exhibitor booth
- Signage throughout the conference

Available Platinum Sponsorships:

Friday Cocktail Reception - \$3,500

Expose your brand to your target audience. 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 **SOLD**

A company representative will be able to give a brief welcome at the beginning of the session and introduce the morning keynote speaker. A promotional item or flyer may be distributed at the lunch. LMA will include your company logo on all event signage, which each attendee will see throughout the conference.

Tote Bags - \$3,500 **SOLD**

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? All attendees will receive a bag at registration. Most importantly, the bags provide you with ongoing exposure after the conference has ended.

□ Gold Sponsorship **SOLD**

- Two (2) complimentary conference registrations
- One half-page, black and white advertisement in the Attendee Guide
- Your logo on the back cover of the Attendee Guide
- Signage throughout the conference

Available Gold Sponsorships:

Continental Breakfast - \$2,500 - SOLD

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 - SOLD

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 is an important, attendee-friendly feature.

Morning Networking Break 9:30 – 10:00am - \$1,250 SOLD

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.

Two Afternoon Networking Breaks 2:15pm and 3:30pm (15 minutes each) - \$1,250 SOLD

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.

□ Silver Sponsorship **SOLD**

- One (1) complimentary conference registration
- A one quarter-page, black and white advertisement in the Attendee Guide
- Signage throughout the conference

Available Silver Sponsorships:

Name Badges - \$1,000 - SOLD

The attendee name badge is the key to entering the 2007 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.

□ **Bronze Sponsorship**

- A 50-word company description, and your logo in the Attendee Guide.

Available Bronze Sponsorships:

Note Pads - \$500 - SOLD

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 - SOLD

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).

□ **Exhibitor Only - \$1,000**

- Two (2) complimentary conference registrations.
- A 50-word company description, and your logo in the Attendee Guide.

Exhibitor/Networking for Prizes (Prize Donations)

LMA Midwest Conference offers attendees the chance to participate in "Networking for Prizes", encouraging all attendees to visit exhibitor booths and earn an entry into a raffle for prizes. 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.