



## 2019 MPF CONVENTION

# SPONSORSHIP OPPORTUNITIES

Midwest Poultry Federation (MPF) offers a variety of sponsorship opportunities designed to accommodate a variety of budgets. There are four (4) levels in which to sponsor, as well as a la carte opportunities found on the subsequent page.

**Secure your sponsorship online:** <http://midwestpoultry.com/exhibitors/sponsorships/>

### DIAMOND - \$8,000

*(limit of 10)*

#### Pre-Show Benefits:

- ★ Facebook post mention (1)
- ★ Twitter post mention (1)
- ★ Logo w/Link on all MPF web pages
- ★ Listing on sponsorship page on MPF website
- ★ 6 listings (at a minimum) w/ logo in attendee eBlasts

#### At the Show Benefits:

- ★ Logo w/graphics & text (your design) on large video wall at exhibit hall entrance
- ★ 2 column wraps (mezzanine level)
- ★ 2 broadcast messages sent via mobile app
- ★ Logo on Schedule at a Glance unit
- ★ Listing as sponsor in printed Convention Guide
- ★ Listing in slide deck shown in all workshops
- ★ Welcome Reception signage
- ★ Access to Student Career Program

#### MPF Unhatched Event Benefits:

- ★ Up to 24 seats at the concert event (includes dinner)
- ★ Premium seating near stage
- ★ Podium recognition

### PLATINUM - \$5,000

*(no limit)*

#### Pre-Show Benefits:

- ★ Facebook post mention (1)
- ★ Twitter post mention (1)
- ★ Logo w/Link on all MPF web pages
- ★ Listing on sponsorship page on MPF website
- ★ 4 listings (at a minimum) w/ logo in attendee eBlasts

#### At the Show Benefits:

- ★ Logo on Entrance Units (2) to exhibit halls
- ★ Listed as sponsor of Happy Hour/Turkey Taste-Off event
- ★ Logo on Schedule at a Glance unit
- ★ Listing as sponsor in printed Convention Guide
- ★ Listed as sponsor in mobile app
- ★ Listing in slide deck shown in all workshops
- ★ Welcome Reception signage
- ★ Access to Student Career Program

#### MPF Unhatched Event Benefits:

- ★ Up to 16 seats at the concert event (includes dinner)

### GOLD - \$3,000

*(no limit)*

#### Pre-Show Benefits:

- ★ Facebook post mention (1)
- ★ Twitter post mention (1)
- ★ Logo w/Link on all MPF web pages
- ★ Listing on sponsorship page on MPF website
- ★ 3 listings (at a minimum) w/ logo in attendee eBlasts

#### At the Show Benefits:

- ★ Logo on Entrance Units (2) to exhibit halls
- ★ Logo on front cover of Convention Guide program book
- ★ Logo on Schedule at a Glance unit in lobby
- ★ Listing as sponsor in printed Convention Guide
- ★ Listed as sponsor in mobile app
- ★ Listing in slide deck shown in all workshops
- ★ Access to Student Career Program

#### MPF Unhatched Event Benefits:

- ★ Up to 8 seats at the concert event (includes dinner)

### SILVER - \$1,500

*(no limit)*

#### Pre-Show Benefits:

- ★ Facebook post mention (1)
- ★ Twitter post mention (1)
- ★ Listing on sponsorship page on MPF website
- ★ 3 listings (at a minimum) w/ logo in attendee eBlasts

#### At the Show Benefits:

- ★ Listing on Schedule at a Glance unit in lobby
- ★ Listing as sponsor in printed Convention Guide
- ★ Listed as sponsor in mobile app
- ★ Listing in slide deck shown in all workshops
- ★ Access to Student Career Program



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## A LA CARTE SPONSORSHIP OPPORTUNITIES

### ATTENDEE CONVENTION BAGS - \$2500 (limit – 1 company)

*Cost of production is MPF's responsibility. Bag includes your company logo (black-and-white) on one side and the MPF logo on the other side.*

Above a la carte sponsorship also receives:

- ★ Logo link on MPF's Web site to your company's Web site
- ★ At least three listings (w/logo) in attendee e-Newsletter
- ★ Company listing in Convention Guide (onsite program guide)
- ★ Company logo on the Schedule at a Glance sign
- ★ Company listing included in scrolling slide deck shown at all Education Workshops
- ★ Listing as sponsor in mobile app

### ESCALATOR CLINGS - \$1000 PER FLOOR (1 floor available – 1 company)

*Cost of production of the cling(s) and any set-up and take-down is the responsibility of the sponsor company. You will work with MPF's show decorator on all production aspects of this sponsorship.*

Above a la carte sponsorship also receives:

- ★ Logo link on MPF's Web site to your company's Web site
- ★ At least three listings (w/logo) in attendee e-Newsletter
- ★ Company listing in Convention Guide (onsite program guide)
- ★ Company logo on the Schedule at a Glance sign
- ★ Company listing included in scrolling slide deck shown at all Education Workshops
- ★ Listing as sponsor in mobile app

### COLUMN WRAPS - \$1500 PER 4 COLUMNS (Purchase in sets of 4 columns – with 4 sets (or 16 total columns) available, first-come, first serve)

*Cost of production of the wraps and any set-up and take-down is the responsibility of the sponsor company. You will work with MPF's show decorator on all production aspects of this sponsorship. Columns are situated on the Lower Level (Exhibit Halls level) and Mezzanine Level (Registration/Education level) – 8 columns total per level.*

Above a la carte sponsorship also receives:

- ★ Logo link on MPF's Web site to your company's Web site
- ★ At least three listings (w/logo) in attendee e-Newsletter
- ★ Company listing in Convention Guide (onsite program guide)
- ★ Company logo on the Schedule at a Glance
- ★ Company listing included in scrolling slide deck shown at all Education Workshops
- ★ Listing as sponsor in mobile app

### HAPPY HOUR & TURKEY TASTE-OFF - \$1000 (No limit to # of companies)

*Sponsor the popular Happy Hour and Turkey Taste-Off event that takes place in both Exhibit Halls. Sponsors will be listed on signage (with logo) at each turkey appetizer station.*

Above a la carte sponsorship also receives:

- ★ Logo link on MPF's Web site to your company's Web site
- ★ At least three listings (w/logo) in attendee e-Newsletter
- ★ Company listing in Convention Guide (onsite program guide)
- ★ Company logo on the Schedule at a Glance sign
- ★ Company listing included in scrolling slide deck shown at all Education Workshops
- ★ Listing as sponsor in mobile app

### BANNER ADS FOR ATTENDEE EBLAST NEWS - \$300/\$600/\$900/\$1200 (choose from 2/4/6/8 eblasts)

Dates TBD (MPF will contact you with options and specifications for your banner ad)



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## OTHER EVENTS/ITEMS - SPONSORSHIP OPPORTUNITIES

### MPF UNHATCHED: AN EVENING OF EATS & ENTERTAINMENT

The 2nd Annual MPF Unhatched event features Grammy-award winning country artist Jo Dee Messina in concert!

Purchase seats and/or a full table for this event at the Minneapolis Hilton Ballroom! This high-class event will provide a terrific networking opportunity and the chance to impress existing and potential customers. All seats include dinner and a concert. Cash bars also available.

#### Ticket Options:

- o Full table of 8 - \$800
- o Individual seats - \$100 per person



  
Jo Dee Messina

### LOUIS C. ARRINGTON EDUCATION FUND CONTRIBUTIONS

The Midwest Poultry Federation (MPF) has established the Louis C. Arrington Education Fund as a way to encourage and guide students toward a career in the poultry industry. The fund may be used in a variety of ways, including but not limited to scholarships, events to encourage student participation at the MPF Convention, and other expenses that may occur to assist students with their career choices in poultry. The fund consists of net revenue from the annual MPF Convention as well as donations from poultry and allied companies, which help maximize the impact of program.

\*\*All companies who contribute to the LCA Education Fund will automatically be included as a sponsor of the Student Careers Program held during the MPF Convention.

Priority Points will be awarded to *current Exhibitors only* for donations made to the MPF Louis C. Arrington Education Fund on a dollar volume scale: For the first \$500 - \$999 donated, five (5) points will be awarded. For each additional \$1000 donated up, an additional five (5) points will be awarded. It will be capped at \$10,000 & 50 points.

### STUDENT CAREER PROGRAM - \$1000

Help secondary & college students attend MPF's 2nd annual Student Career Program at the convention. The primary focus of this event is to connect the poultry industry with a focused talent pool and to educate students on career opportunities in the industry. Sponsors will have the opportunity to meet and interview qualified students. *(Note that companies who contribute to the LCA Education Fund and/or who are Diamond, Platinum, Gold, and Silver Level sponsors for the 2019 MPF Convention already include access to the Student Career Program.)*

### PLEDGE YOUR SPONSORSHIP TODAY:

#### DEADLINE: FEBRUARY 1, 2019

Visit this link to securely submit your sponsorship request(s) and payment:

<http://midwestpoultry.com/exhibitors/sponsorships/>

The following policies apply:

- Sponsorships are assigned first-come, first served.
- MPF will contact you if an item/level you are requesting is not available
- Unless otherwise indicated, all sponsorship items/events may be "shared" - that is, more than one company may be listed as a sponsor.

If you have any questions about sponsorships, please contact Lara Durben at 763/682-2171 or [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com).





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## RETURN THIS FORM TO SECURE YOUR SPONSORSHIP

Or book online: <http://midwestpoultry.com/exhibitors/sponsorships/>

### ① CONTACT INFORMATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please list my company in the Convention Guide, on signage and on the MPF Web site as:

### ③ SPONSORSHIP TYPE

Diamond Level - \$8,000

Platinum Level - \$5,000

Gold Level - \$3,000

Silver Level - \$1,500

#### A LA CARTE:

Attendee Convention Bags - \$2,500

Escalator Clings - \$1000 (1 floor available)

Column Wraps - \$1,600 per 1 set of 4 columns, indicate how many sets: \_\_\_\_\_

MPF Unhatched - \$800 per table (fits 8 people), indicate how many tables: \_\_\_\_\_

MPF Unhatched - \$100 per individual seat (indicate how many seats): \_\_\_\_\_

Student Career Program - \$1,000

Attendee eBlast Newsletters (check how many) -  (2) \$300  (4) \$600  (6) \$900  (8) \$1200

Louis C. Arrington Education Fund (indicate total amount contributed): \$ \_\_\_\_\_

### ③ PAYMENT *(must accompany form to process sponsorship)*

Total amount sponsored: \$ \_\_\_\_\_

PAYMENT ENCLOSED (checks payable to Midwest Poultry Federation)  CREDIT CARD (American Express, MasterCard or VISA)

Name on card: \_\_\_\_\_ Address (credit card billed to): \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVW Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Return this form & payment by February 1, 2019\*:**

Mail:  
Midwest Poultry Federation  
108 Marty Drive  
Buffalo, MN 55313-9338

Fax:  
763/682-5546

Email:  
ldurben@midwestpoultry.com

OFFICE USE ONLY: MPF GL 400007