



2020 MPF CONVENTION

# SPONSORSHIP OPPORTUNITIES

Midwest Poultry Federation (MPF) offers a variety of sponsorship opportunities designed to accommodate a variety of budgets. There are five(5) 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/>**

## **UNHATCHED EVENT TITLE SPONSOR - \$25,000 (= 40 priority points)**

***Co-naming rights for the event – i.e., “MPF and Title Sponsor Present ... Unhatched: An Evening of Eats and Entertainment”***

### **Benefits – Pre-Show and During Convention:**

- ★ Logo and company name wherever and whenever the Unhatched event is mentioned and in all graphics (printed and digital) specific to the Unhatched event
- ★ Logo w/Link on all MPF web pages
- ★ Logo Listing on sponsorship page MPF website
- ★ 6 listings (at a minimum) w/ logo in attendee eBlasts
- ★ Facebook post mention (3+)
- ★ Twitter post mention (3+)
- ★ Minimum of 2 broadcast messages sent via mobile app
- ★ Logo on Schedule at a Glance unit
- ★ Listing in slide deck shown in all workshops

### **MPF Unhatched Event Benefits:**

- ★ Up to 72 tickets to attend MPF Unhatched concert event (*includes new cocktail reception format heavy appetizers, bars, and two bands*)
- ★ Welcome message on stage prior to concert delivered by your company in consultation with MPF
- ★ Work with MPF to provide your company-branded “swag bags” at each placesetting (contents to be determined in consultation with MPF but could contain wearable gear, beverage bottles, and/or other swag)

*Where Poultry Meets.*





## 2020 MPF CONVENTION

# SPONSORSHIP OPPORTUNITIES

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### DIAMOND - \$8,000 (=20 PRIORITY POINTS)

#### Pre-Show Benefits:

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

#### At the Show Benefits:

- ★ Logo w/graphics & text (your design) on large video wall at exhibit hall entrance
- ★ 2 column wraps (your design on the mezzanine/registration level)]
- ★ 2 broadcast messages sent via mobile app
- ★ Listed (including logo) as sponsor in 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
- ★ Your company's participation in Student Career Program

#### MPF Unhatched Event Benefits:

- ★ Up to 24 tickets to event - *new format cocktail reception with heavy appetizers, bars, and 2 bands*
- ★ Sponsor recognition on tables

### PLATINUM - \$5,000 (=14 PRIORITY POINTS)

#### Pre-Show Benefits:

- ★ 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
- ★ Facebook post mention (1)
- ★ Twitter post mention (1)

#### At the Show Benefits:

- ★ Welcome Reception signage
- ★ Logo on Entrance Units (2) to exhibit halls
- ★ Logo on Schedule at a Glance unit
- ★ Listing as sponsor in printed Convention Guide
- ★ Listed (including logo) as sponsor in mobile app
- ★ Listing in slide deck shown in all workshops
- ★ Welcome Reception signage
- ★ Your company's participation in Student Career Program

#### MPF Unhatched Event Benefits:

- ★ Up to 24 tickets to event - *new format cocktail reception with heavy appetizers, bars, and 2 bands*
- ★ Sponsor recognition on tables

### GOLD - \$3,000 (=10 PRIORITY POINTS)

#### Pre-Show Benefits:

- ★ 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
- ★ Facebook post mention (1)
- ★ Twitter post mention (1)

#### At the Show Benefits:

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

#### MPF Unhatched Event Benefits:

- Up to 8 tickets to event - *new format cocktail reception with heavy appetizers, bars, and 2 bands*
- ★ Sponsor recognition on tables

### SILVER - \$1,500 (=7 PRIORITY POINTS)

#### Pre-Show Benefits:

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

#### At the Show Benefits:

- ★ Listing on Schedule at a Glance unit in lobby
- ★ Listing as sponsor in printed Convention Guide
- ★ Listed with logo as sponsor in mobile app
- ★ Listing in slide deck shown in all workshops
- ★ Your company's participation in Student Career Program



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## A LA CARTE SPONSORSHIP OPPORTUNITIES

### MOBILE APP - \$3000 (=10 PRIORITY POINTS)

(limit – 2 companies)

*Sponsor the MPF mobile app and receive the following benefits. Please contact MPF to see examples of the rotating banner ads and placement.*

- ★ Your banner ad on the splash ('home') screen
- ★ Additional rotating banner ads on both the mobile app and the website version of the mobile app
- ★ Up to 4 broadcast messages from your company sent out to mobile app users

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 with logo as sponsor in mobile app

### EXCITING NEW OPPORTUNITIES FOR 2020!!

#### LUNCH & LEARN GENERAL SESSION - \$3500 (=11 PRIORITY POINTS)

(limit – 5 companies)

*Sponsor lunch for attendees as they gather to hear a keynote speaker - an excellent opportunity to reach a large number of attendees in a General Session format, which is new to MPF this year! Sponsors encouraged to provide literature at each table.*

#### BOX LUNCH EDUCATION TRACKS - \$1500 (=7 PRIORITY POINTS)

(limit – 5 companies)

*Sponsor box lunches for attendees on Thursday during the final education tracks, which may include an expert roundtable and/or tracks for turkey, broiler, and egg layer attendees. (Exact program up to the discretion of MPF and subject to change.)*

#### BLACKOUT BINGO - \$500/COMPANY (=5 PRIORITY POINTS)

(limit – 20 companies)

*Guarantee attendance to your booth by including your company on a Blackout Bingo Square given to all attendees! Attendees will visit all booths listed on the squares, get their bingo cards stamped, and be eligible to win a vacation package grand prize!*

#### **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 with logo as sponsor in mobile app

#### BANNER ADS FOR ATTENDEE EBLAST NEWS - WITH BONUS AD IN MOBILE APP

**\$350 | \$650 | \$950 | \$1250** -- choose from 2/4/6/8 eblast banner ads PLUS get one banner ad that will run in the mobile app too  
Dates for the email blasts are TBD and the mobile app will go live sometime in later February 2020. MPF will contact you with options and specifications for your banner ad(s).

### FOOD EVENT SPONSORSHIPS

*Pick 1 or more to sponsor:*

#### Happy Hour & Turkey Taste-Off - \$2000 (= 8 priority points)

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.

#### Mimosas on the show floor - \$2000 (= 8 priority points) - NEW

The 2nd annual Mimosas event takes place in both Exhibit Halls. Sponsors will be listed on signage (with logo) at each mimosa 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 with logo as sponsor in mobile app





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## MORE A LA CARTE SPONSORSHIP OPPORTUNITIES

### COLUMN WRAPS - \$1500 PER 2 COLUMNS (=7 PRIORITY POINTS)

Purchase in sets of 2 columns – with 8 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. (Contact MPF to inquire about a cost estimate.) 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 sign
- ★ Company listing included in scrolling slide deck shown at all Education Workshops
- ★ Listing with logo as sponsor in mobile app

### ESCALATOR CLINGS - \$1200 PER FLOOR (=6 PRIORITY POINTS)

(3 floors available)

*Cost of production of the cling(s) and any set-up and take-down is the responsibility of the sponsor company. (Contact MPF to inquire about a cost estimate.) 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 with logo as sponsor in mobile app

### STUDENT CAREER PROGRAM - \$1000 (=6 PRIORITY POINTS)

MPF's 3rd annual Student Career Program at the convention is partnering with Professional Agriculture Students (PAS) Organization to bring in nearly 600 agriculture students from two-year colleges across the country. MPF will also continue to recruit undergraduate and graduate students from four-year colleges to participate.

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 2020 MPF Convention already include access to participate in the Student Career Program.)*

### LOUIS C. ARRINGTON EDUCATION FUND CONTRIBUTIONS (PRIORITY POINTS VARY DEPENDING ON CONTRIBUTION LEVEL)

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.



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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: \_\_\_\_\_

### ③ SPONSORSHIP TYPE

- Title Level - \$25,000     Diamond Level - \$8,000     Platinum Level - \$5,000
- Gold Level - \$3,000     Silver Level - \$1,500

#### A LA CARTE:

- Mobile App- \$3,000     Lunch & Learn General Session - \$3500     Box Lunches for Education - \$1500
- Blackout Bingo - \$500
- Escalator Clings - \$1200/floor | # of floors (1, 2 or 3): \_\_\_\_\_
- Column Wraps - \$1,200 per 1 set of 2 columns, indicate how many sets: \_\_\_\_\_ (8 sets available)
- Sweet Treats Break - \$3,000     Happy Hour/Turkey Taste-Off - \$2,000     Mimosas on Show Floor - \$2,000
- Student Career Program - \$1,000
- Attendee eBlast/Mobile App Ads (check how many) -     (2) \$350     (4) \$650     (6) \$950     (8) \$1250
- 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: \_\_\_\_\_ CVV Security Code: \_\_\_\_\_

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

### SPONSORSHIP POLICIES:

- Sponsorships are assigned first-come, first served.
- MPF will contact you if an item/level is not available
- Unless otherwise indicated, all sponsorship items/events may be "shared" by more than one company.
- Deadline is February 1, 2020. Sponsorships may be accepted after this date by MPF but be aware that printing deadlines may come into play regarding some of the benefits listed.

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

**Return this form & payment by February 1, 2020\*:**

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Buffalo, MN 55313-9338

Fax:  
763/682-5546

Email:  
[ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com)

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