

Midwest Poultry Federation Virtual Convention & Trade Show
(How current sponsorships (already paid) will transfer to Virtual Convention)

	<u>Diamond</u>	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>
Event Lobby Recognition	Diamond Level recognition with logo (links to booth)	Platinum Level recognition with logo (links to booth)	Gold Level recognition (rotating banner with logo; links to booth)	Silver Level recognition (rotating banner with logo; links to booth)
Theater Recognition	Diamond Level recognition	Platinum Level recognition	Gold Level recognition	Silver Level recognition
Resource Center assets	A total of 5 supplied content pieces – white papers, brochures, videos, etc. and a link to sponsor website	A total of 3 supplied content pieces – white papers, brochures, videos, etc. and a link to sponsor website		
General Conference Promotion	Diamond sponsor recognition in all related promo pieces online and via email	Platinum sponsor recognition in all related promo pieces online and via email	Gold sponsor recognition in all related promo pieces online and via email	Silver sponsor recognition in all related promo pieces online and via email
Social Media Mentions & Tags	One mention on Facebook & Twitter	One mention on Facebook & Twitter	One mention on Facebook & Twitter	One mention on Facebook & Twitter
On Demand Education Post Show	Company recognized as on-demand education sponsor	Company recognized as on-demand education sponsor		
Networking Lounge	One 30 - 45 second video clip highlighting your company			
Metrics	Provided	Provided	Provided	Provided
Exhibitor Priority Points	20	14	10	7
Current 2020 Investment	\$8,000	\$5,000	\$3,000	\$1,500

***NOTES:**

Mobile app sponsorship will be counted as "Gold" level and receive those benefits above
Mimosas on Show Floor sponsorship will count toward Happy Hour in Networking Lounge
(Logo & recognition during Happy Hour event; short video (1-2 seconds minutes in length) to run during event)*
Turkey Taste Off sponsorship will count toward Happy Hour in Networking Lounge
(Logo & recognition during Happy Hour event; short video (1-2 seconds minutes in length) to run during event)*

MPF is working with the virtual platform to incorporate the Blackout Bingo game into the August event.

Add-On Sponsorship Opportunities		
<i>(additional fees for Virtual Convention apply)</i>		
	<u>Cost</u>	<u>Benefits</u>
Happy Hour in Networking Lounge	\$250 per sponsor (total of 5 sponsors allowed)	Logo & recognition during Happy Hour event
Happy Hour in Networking Lounge	\$500 per sponsor (total of 3 sponsors allowed)	Logo & recognition during Happy Hour event; short video* (1-2 seconds minutes in length) to run periodically during event
Banner ads in Attendee eBlast email	\$950	Banner ad* in 6 eBlasts running June 15-August 10 (schedule TBD) + final thank you email to be sent after the event

**Video provided by sponsoring company*

** Banner ad material provided by sponsoring company*