

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) + 30-45 second video looped on welcome screen	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)
Sponsor Hall	3-D booth in the Sponsor Hall (this is in addition to Exhibit Hall booth)	3-D booth in the Sponsor Hall (this is in addition to Exhibit Hall booth)	3-D booth in the Sponsor Hall (this is in addition to Exhibit Hall booth)	3-D booth in the Sponsor Hall (this is in addition to Exhibit Hall booth)
Booth assets in Sponsor Hall	A total of 8 supplied content pieces – white papers, brochures, videos, etc. and a link to sponsor website	A total of 6 supplied content pieces – white papers, brochures, videos, etc. and a link to sponsor website	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
Theater Recognition	Diamond Level recognition with logo	Platinum Level recognition with logo	Gold Level recognition (rotating banner with logo)	Silver Level recognition (rotating banner with logo)
Resource Center assets <i>(*Assets can be the same or different than booth assets)</i>	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 & LinkedIn	One mention on Facebook, Twitter & LinkedIn	One mention on Facebook, Twitter & LinkedIn	One mention on Facebook, Twitter & LinkedIn
On Demand Education Post Show	Company recognized as on-demand education sponsor	Company recognized as on-demand education sponsor		
Networking Lounge	Logo & recognition during Happy Hour event	Logo & recognition during Happy Hour event	Recognition during Happy Hour event	Recognition during Happy Hour event
Metrics	Provided	Provided	Provided	Provided
Exhibitor Priority Points	20	14	10	7
Current 2020 Investment	\$8,000	\$5,000	\$3,000	\$1,500