



2022 MPF CONVENTION

SPONSORSHIP OPPORTUNITIES



UNHATCHED EVENT - TITLE SPONSOR

COMMITMENT - \$25,000 | PRIORITY POINTS – 40 | INCLUDES ALL BENEFITS BELOW

PLUS - CO-NAMING RIGHTS FOR THE EVENT – EXAMPLE:

“MPF AND TITLE SPONSOR PRESENT ... UNHATCHED:AN EVENING OF EATS AND ENTERTAINMENT

PRE-SHOW & AT-THE-SHOW BENEFITS

- 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 and company information on MPF website
- Attendee eBlasts – listings w/ logo (6+)
- Facebook post mentions (3+)
- LinkedIn post mentions (3+)
- Twitter post mentions (3+)
- Logo listing in mobile app
- 2 broadcast messages sent via mobile app
- 2 rotating banners in mobile app
- Branded welcome on MPF Video Wall at entrance to Exhibit Hall
- Logo on Entrance Unit to L100 Exhibit Hall
- Logo in Convention Guide (printed program)
- Logo on Schedule at a Glance unit on Registration level
- Welcome reception signage
- Listing in slide deck shown in all workshops
- Company participation in Student Careers Program (1-2 company representatives) and free job postings on MPF website in 2022

UNHATCHED EVENT BENEFITS

- Company logo featured on various signage at the Hilton Hotel
- 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” for each attendee (contents to be determined in consultation with MPF but could contain wearable gear, beverage bottles, and/or other swag with your company logo; cost of “swag” is in addition to the sponsorship amount listed above and will vary)
- *Note: social distancing rules may apply*

DIAMOND SPONSOR

COMMITMENT - \$8,000 | PRIORITY POINTS – 20 | INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt. Sponsorships are nonrefundable. MPF reserves right to make changes to benefits as needed.

PRE-SHOW BENEFITS

- Logo w/ link and company information on MPF website
- Listings (logo) in attendee eBlasts (6+)
- Facebook post tags (3)
- Twitter post tags (3)
- LinkedIn post tags (3)

AT-THE-SHOW BENEFITS

- Branded welcome on MPF Video Wall at entrance to Exhibit Hall
- 1 column wrap printed and placed at MPF's discretion on either the Mezzanine (registration) level or Exhibit Hall level – design file to be provided by sponsor
- Logo on Entrance Unit to L100 Exhibit Hall
- Logo on Schedule-at-a-Glance sign near Registration
- Logo listing in mobile app
- Broadcast messages sent via mobile app (2)
- Rotating banners in mobile app (2)
- Logo listing in Convention Guide & mobile app
- Logo in slide deck in all workshops
- Welcome reception signage
- Unhatched Concert Event
 - 24 tickets for staff/customers
 - Sponsor recognition at Unhatched tables
 - *Note: social distancing rules may apply*
- Participation in Student Careers Program (1-2 company representatives) & free job postings on MPF website in 2022

PLATINUM SPONSOR

COMMITMENT - \$5,000 | PRIORITY POINTS – 14
INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Logo w/ link and company information on MPF website
- 4 listings in attendee eBlasts
- Facebook post tags (2)
- Twitter post tags (2)
- LinkedIn post tags (2)

AT-THE-SHOW BENEFITS

- Logo on Entrance Unit to L100 Exhibit Hall
- Logo on Schedule-at-a-Glance sign near Registration
- Listed (with logo) as sponsor in Convention Guide
- Logo in mobile app
- Banner ad in mobile app (1)
- Logo in slide deck in all workshops
- Welcome reception signage
- Unhatched Concert Event
 - 16 tickets for staff/customers
 - Sponsor recognition at Unhatched tables
 - *Note: social distancing rules may apply*
- Participation in Student Careers Program & free job postings on MPF website in 2022

GOLD SPONSOR

COMMITMENT - \$3,000 | PRIORITY POINTS – 10
INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Logo w/ link and company information on MPF website
- Attendee eBlasts (3)
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

AT-THE-SHOW BENEFITS

- Logo on Entrance Unit to LI00 Exhibit Hall
- Logo on Schedule-at-a-Glance sign near Registration
- Logo on front cover of Convention Guide
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app
- Unhatched Concert Event
 - 8 tickets for staff/customers
 - Sponsor recognition at Unhatched tables
 - *Note: social distancing rules may apply*
- Participation in Student Careers Program (1-2 company representatives) & free job postings on MPF website in 2022

SILVER SPONSOR

COMMITMENT - \$1,500 | PRIORITY POINTS – 7
INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Logo w/ link and company information on MPF website
- 2 listings in attendee eBlasts
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

AT-THE-SHOW BENEFITS

- Listing on Schedule-at-a-Glance sign near Registration
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide
- Unhatched Event – sponsor recognition on tables
- Participation in Student Careers Program (1-2 company representatives & free job postings on MPF website in 2022)

MOBILE APP SPONSOR

COMMITMENT – \$4000 | PRIORITY POINTS – 10

LIMIT: 2 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- At least 2 mentions in attendee eBlasts with logo
- Logo w/ link and company information on MPF website
- Mention with logo anywhere the mobile app is mentioned digitally or in print
- Facebook post tag (2)
- Twitter post tag (2)
- LinkedIn post tag (2)

AT-THE-SHOW BENEFITS

- Multiple rotating graphics (“banner ads”) within the mobile app (size/specs determined by MPF) – graphics to be created by sponsoring company based on timeline provided by MPF
- Logo & listing as sponsor in mobile app
- Broadcast messages via mobile app (3)
- Logo in slide deck in all workshops
- Logo & listing as sponsor in Convention Guide
- Logo on all signage related to the mobile app onsite

TURKEY TASTE-OFF & HAPPY HOUR ON THE SHOW FLOOR

COMMITMENT – \$3000 | PRIORITY POINTS – 8

LIMIT: 2 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- At least 2 mentions in attendee eBlasts with logo
- Logo w/ link and company information on MPF website
- Mention with logo on Turkey Taste-Off page on MPF website
- Facebook post tag (2)
- Twitter post tag (2)
- LinkedIn post tag (2)

AT-THE-SHOW BENEFITS

- Logo in slide deck in all workshops
- Logo & listing as sponsor in Convention Guide
- Logo & listing as sponsor in mobile app
- Broadcast message via mobile app (1)
- Logo on all signage related to the Turkey Taste-Off and Happy Hour on Show Floor onsite

DEVILED EGG CONTEST

COMMITMENT – \$3000 | PRIORITY POINTS – 8

LIMIT: 2 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Mentions in Attendee Blasts with logo (2+)
- Logo w/ link and company information on MPF website
- Mention with logo on Deviled Egg Contest page on MPF website – and whenever/wherever the Deviled Egg Contest is mentioned digitally
- Facebook post tag (2)
- Twitter post tag (2)
- LinkedIn post tag (2)

AT-THE-SHOW BENEFITS

- Logo in slide deck in all workshops
- Logo & listing as sponsor in Convention Guide
- Logo & listing as sponsor in mobile app
- Broadcast message via mobile app (1)
- Logo on all signage related to the Deviled Egg Contest onsite
- Ability to provide a short welcome when the Deviled Egg Contest starts

A SLICE OF LEARNING

COMMITMENT – \$3000 | PRIORITY POINTS – 8

LIMIT: 2 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Mentions in Attendee Blasts with logo (2+)
- Logo w/ link and company information on MPF website
- Logo on A Slice of Learning page on MPF website
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

AT-THE-SHOW BENEFITS

- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide
- Logo on signage outside the Slice of Learning session
- Announced during Slice of Learning session and company representative given opportunity to provide 1-2 minute message to audience
- Provide literature at each table at the Slice of learning session

MIMOSAS ON THE SHOW FLOOR

COMMITMENT – \$2000 | PRIORITY POINTS – 8

LIMIT: 2 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- Mentions in Attendee Blasts with logo (2+)
- Logo w/ link and company information on MPF website – and whenever/wherever the Mimosas event is mentioned digitally
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

AT-THE-SHOW BENEFITS

- Logo on signage during the Mimosas event (in both exhibit halls)
- Sponsor may supply logo cocktail napkins for the event (cost of napkins are sponsor's responsibility and are not included in the sponsorship fee listed above)
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide

ESCALATOR CLINGS

COMMITMENT – \$1000 PER CLING | PRIORITY POINTS – 5
INCLUDES ALL BENEFITS BELOW:

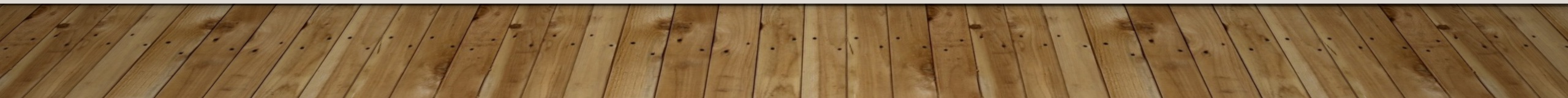
Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS	AT-THE-SHOW BENEFITS
<ul style="list-style-type: none">• Logo w/ link and company information on MPF website	<ul style="list-style-type: none">• Logo in slide deck in all workshops• Logo & listing as sponsor in mobile app and Convention Guide

Pick from these escalator options (choose 1 cling up, 1 cling down or 2 clings going up and down; each cling is \$1,000 + printing and labor to hang):

- 1) Escalator to Registration Area
- 2) Escalator to Exhibit Hall
- 3) Escalator to 2nd Floor Programs/Welcome Reception

Cost of escalator clings and labor to hang the clings is extra and the responsibility of the sponsor company. You will work with MPF and our show decorator (Paramount) on printing and labor to hang; contact ldurben@midwestpoultry.com to request a price estimate.



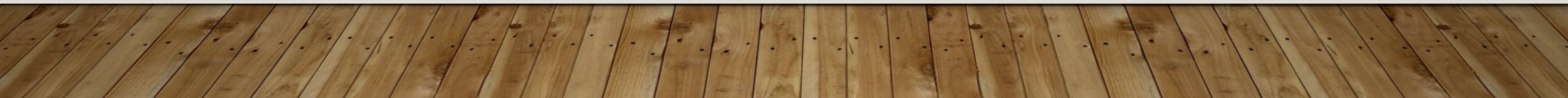
COLUMN WRAPS

COMMITMENT – \$1000 PER COLUMN | PRIORITY POINTS – 5
INCLUDES ALL BENEFITS BELOW:

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS	AT-THE-SHOW BENEFITS
<ul style="list-style-type: none">• Logo w/ link and company information on MPF website	<ul style="list-style-type: none">• Logo in slide deck in all workshops• Logo & listing as sponsor in mobile app and Convention Guide

Column wraps to be placed at MPF's discretion on Mezzanine level (Registration area) or exhibit hall level. Cost of printing column wrap and labor to hang the wrap is extra and the responsibility of the sponsor company; You will work with MPF and our show decorator (Paramount) on printing and labor to hang; contact ldurben@midwestpoultry.com to request a price estimate.

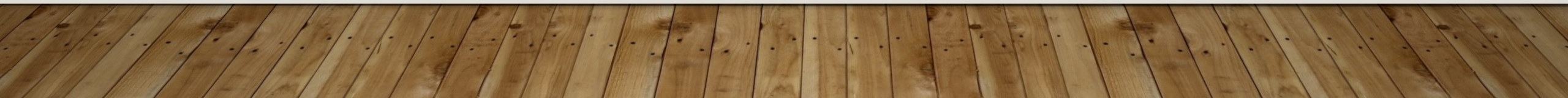


STUDENT CAREERS PROGRAM

COMMITMENT – \$1000 | PRIORITY POINTS - 3
INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS	AT-THE-SHOW BENEFITS
<ul style="list-style-type: none">• At least 2 mentions in attendee eBlasts with logo• Listing on Student Careers Program page on MPF website• Logo w/ link and company information on MPF website• Facebook post tag (3+)• Twitter post tag (3+)• LinkedIn post tag (3+)• Complimentary job postings on MPF's website	<ul style="list-style-type: none">• Participation in the program by up to 2 company representatives• Possible opportunity to provide a speaker for the program (TBD by MPF)• Logo on signage onsite• Logo on Student Career Program agenda/materials• Logo in slide deck in all workshops• Logo & listing specific to Student Careers Program in mobile app and Convention Guide• Free job postings on the MPF website immediately upon receipt for sponsorship (also shared via social media)



BLACKOUT BINGO/GAMIFICATION

COMMITMENT – \$300 | NO PRIORITY POINTS

LIMIT: 24 COMPANIES

INCLUDES ALL BENEFITS BELOW

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS

- At least 2 mentions in attendee eBlasts with logo and game instructions
- Listing on Bingo page on MPF website
- Facebook post tag (2)
- Twitter post tag (2)
- LinkedIn post tag (2)

AT-THE-SHOW BENEFITS

- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app
- Logo listing in Convention Guide
- Logo & company name on signage as well as Blackout Bingo cards given out to all attendees at registration.

EBLASTS BANNER ADS

COMMITMENT – \$400 | \$700 | \$1000 | \$1300 (PICK 2, 4, 6 OR 8 BANNER ADS)

INCLUDES ALL BENEFITS BELOW | NO PRIORITY POINTS

Full payment due upon receipt.
Sponsorships are nonrefundable.
MPF reserves right to make
changes to benefits as needed.

PRE-SHOW BENEFITS	AT-THE-SHOW BENEFITS
<ul style="list-style-type: none">• Banner ads* in attendee eBlasts• Facebook post tag (1)• Twitter post tag (1)• LinkedIn post tag (1)	<ul style="list-style-type: none">• Listing on Schedule-at-a-Glance sign near Registration• Logo in slide deck in all workshops• Logo & listing as sponsor in mobile app and Convention Guide• 1 corresponding banner ad* in mobile app (ad will rotate with other sponsors)

**Your company creates banner ad(s) to MPF's specifications. Once you commit to the sponsorship, MPF will be in contact with specs, deadlines, and date options.*

