



**PROGRESS**



**EXPERIENCE**



**ADVANCEMENT**



**KNOWLEDGE**

# PEAK

2023 SPONSORSHIP PROSPECTUS

POWERED BY



All benefits listed PLUS...

Co-naming rights for the event – EXAMPLE:  
“PEAK and 'Title Sponsor' Present ... Unhatched:  
An Evening of Eats and Entertainment

## PRE-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 PEAK/MPF website
- Attendee eBlasts – listings w/ logo (6+)
- Facebook, LinkedIn and 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 PEAK Video Wall at entrance to Exhibit Hall
- Logo in Convention Guide (printed program)
- Logo on Schedule at a Glance unit near Registration
- Listing in slide deck shown in all workshops
- Company participation in Student Careers Program and free job postings on PEAK/MPF website in 2023

**Commitment - \$25,000**

**Priority Points - 40**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ Company logo featured on various signage at the Hilton Hotel
- ✓ Up to 72 tickets to attend MPF Unhatched concert event (*includes cocktail reception format heavy appetizers, bars, and two bands*)
- ✓ Welcome message on stage prior to concert delivered by your company in consultation with PEAK Management
- ✓ Work with PEAK Management 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)

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

# DIAMOND SPONSORSHIP

## PRE-SHOW BENEFITS:

- ✓ Logo w/link and company information on MPF website
- ✓ At least 6 listings with logo in attendee eBlasts
- ✓ Facebook post tags (3)
- ✓ Twitter post tags (3)
- ✓ LinkedIn post tags (3)

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

**Commitment - \$8,000**

**Priority Points - 20**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Branded welcome on PEAK Video Wall at entrance to Exhibit Hall
- 1 column wrap printed and placed at MCC location at PEAK's discretion - design file to be provided by sponsor
- 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
- Unhatched Concert Event
  - 24 tickets for staff/customers
  - Sponsor recognition at Unhatched tables
- Participation in Student Careers Program & free job postings on MPF website in 2023

# PLATINUM SPONSORSHIP

## PRE-SHOW BENEFITS:

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

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

**Commitment - \$5,000**

**Priority Points - 14**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- 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
- Unhatched Concert Event
  - 16 tickets for staff/customers
  - Unhatched Event - sponsor recognition on table
- Participation in Student Careers Program & free job postings on MPF website in 2023

# GOLD SPONSOR

## PRE-SHOW BENEFITS:

- Logo w/ link and company information on PEAK/MPF website
- At least 4 listings with logo in attendee eBlasts
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

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

**Commitment - \$3,000**

**Priority Points - 10**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ 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
  - Unhatched Event - sponsor recognition on tables
- ✓ Participation in Student Careers Program & free job postings on MPF website in 2023

# SILVER SPONSORSHIP

## PRE-SHOW BENEFITS:

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

**Commitment - \$1,500**  
**Priority Points - 7**

**\*Includes all benefits noted**



## AT 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 & free job postings on MPF website in 2023

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

# MOBILE APP SPONSOR

## PRE-SHOW BENEFITS:

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

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

**Commitment - \$4,000**

**Priority Points - 10**

**LIMIT: 2 Companies**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

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



# TURKEY TASTE-OFF & HAPPY HOUR ON THE SHOW FLOOR

## PRE-SHOW BENEFITS:

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

**Commitment - \$3,000**

**Priority Points - 8**

**LIMIT: 2 companies**

**\*Includes all benefits noted**



## 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

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



# HOTEL KEY CARDS

**\*COST OF PRINTING HOTEL KEY CARDS IS SPONSOR'S RESPONSIBILITY**

## **PRE-SHOW BENEFITS:**

- Mentions in Attendee Blasts w/logoo (2+)
- Logo w/ link and company information on PEAK/MPF website
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

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

**Commitment - \$3,000**

**Priority Points - 8**

**LIMIT: 2 Companies**

**\*Includes all benefits noted**



## **AT SHOW BENEFITS:**

- ✓ Your company logo is on hotel key cards at the Hilton Minneapolis and Hyatt Regency hotels (+ up to 4 additional hotels per sponsor's discretion if sponsor wants coverage in all MPF hotel blocks)\*
- ✓ Company mention on sponsor signage at the show
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in Convention Guide
- ✓ Logo & listing as sponsor in mobile app

**\*Cost of printing hotel key cards is sponsor's responsibility; PEAK provides printing company contact and asks to see final proof of key card before printing**

## PRE-SHOW BENEFITS:

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

**Commitment - \$3,000**

**Priority Points - 8**

**LIMIT: 2 companies**

**\*Includes all benefits noted**



## 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

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

# ATTENDEE BAGS

**\*COST OF PRINTING HOTEL KEY CARDS IS SPONSOR'S RESPONSIBILITY**

## **PRE-SHOW BENEFITS:**

- Mentions in Attendee Blasts w/logo (2+)
- Logo w/ link and company information on PEAK/MPF website
- Facebook post tag (1)
- Twitter post tag (1)
- LinkedIn post tag (1)

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

**Commitment - \$3,000**

**Priority Points - 8**

**LIMIT: 2 Companies**

**\*Includes all benefits noted**



## **AT SHOW BENEFITS:**

- ✓ Your company logo (1-color) as well as the PEAK show logo on a bag provided to attendees
- ✓ Company mention on sponsor signage at the show
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in Convention Guide
- ✓ Logo & listing as sponsor in mobile app
- ✓ PEAK show management will order the bags and provide a final proof to sponsoring company(ies) for approval

## PRE-SHOW BENEFITS:

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

**Commitment - \$2,000**

**Priority Points - 8**

**LIMIT: 2 companies**

**\*Includes all benefits noted**



## AT-THE-SHOW BENEFITS:

- Logo on signage during the Mimosas event (in the exhibit hall)
- 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

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

# ESCALATOR CLINGS

## PRE-SHOW BENEFITS:

- Logo w/ link and company information on PEAK/MPF website

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

**Commitment - \$1,000 per cling\***  
**Priority Points - 5**  
**Total Available - 8 escalator clings**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ Your graphics on 1 (or more) escalator walls in prime location near registration, Exhibit Hall and education rooms; PEAK management will decide location; all locations are high traffic areas
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in mobile app and Convention Guide

Please indicate on sponsorship form how many escalator clings you want to sponsor; each cling is \$1,000 + printing and labor to hang. *Cost of escalator clings and labor to hang the clings is extra and the responsibility of the sponsor company. You will work with PEAK Management and our show decorator (Paramount) on printing and labor to hang; contact [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com) to request a price estimate.*

# COLUMN WRAPS

## PRE-SHOW BENEFITS:

- ✓ Logo w/link & company information on PEAK/MPF website

Column wraps will be placed at PEAK show management's discretion near the registration area and the entrance to the exhibit hall (in high traffic areas). Cost of printing column wrap and labor to hang the wrap is extra and the responsibility of the sponsor company; *You will work with PEAK Management and our show decorator (Paramount) on printing and labor to hang; contact [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com) to request a price estimate.*

**Commitment - \$1,000 per column**  
**Priority Points - 5**

**\*Includes all benefits noted**



## AT-THE-SHOW BENEFITS:

- Your graphics on 1 (or more) column wraps in prime location near registration and Exhibit Hall entrance; PEAK management will decide location; all locations are high traffic areas
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide

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

# BANNERS

## PRE-SHOW BENEFITS:

- Logo w/ link and company information on PEAK/MPF website

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

**Commitment - \$1,000 per banner  
Priority Points - 5**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ Your banner hung in a prime, high traffic location near registration, Exhibit Hall and escalators to meeting rooms; PEAK management will decide location; all locations are high traffic areas
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in mobile app and Convention Guide

Banner wraps will be placed at PEAK show management's discretion near the registration area and the entrance to the exhibit hall (in high traffic areas). *Cost of printing banner and labor to hang the wrap is extra and the responsibility of the sponsor company; You will work with PEAK Management and our show decorator (Paramount) on printing and labor to hang; contact [ldurben@midwestpoultry.com](mailto:ldurben@midwestpoultry.com) to request a price estimate.*



## PRE-SHOW BENEFITS:

- ✓ At least 2 mentions in attendee eBlasts w/logo
- ✓ Listing on Student Careers Program page on PEAK/MPF Website
- ✓ Logo w/link and company information on PEAK/MPF website
- ✓ Facebook post tag (3+)
- ✓ Twitter post tag (3+)
- ✓ LinkedIn post tag (3+)
- ✓ Complimentary job postings on PEAK/MPF's website

**Commitment - \$1,000**

**Priority Points -**

**\*Includes all benefits noted**



## AT-THE-SHOW BENEFITS:

- Participation in the program by up to 2 company representatives
- Possible opportunity to provide a speaker for the program (TBD by PEAK show management)
- 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)

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

# BLACKOUT BINGO

## PRE-SHOW BENEFITS:

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

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

**Commitment - \$300**

**Priority Points - 7**

**LIMIT: 2 Companies**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ Logo & company name on signage as well as Blackout Bingo cards given out to all attendees at registration. Attendees will visit every company booth listed on the card to get "stamped" and return their card to PEAK to be eligible for a \$2500 cash drawing
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in Convention Guide
- ✓ Logo & listing as sponsor in mobile app

# EBLASTS BANNER ADS

## PRE-SHOW BENEFITS:

- ✓ Banner ads\* in attendee eBlasts
- ✓ Facebook post tag (1)
- ✓ Twitter post tag (1)
- ✓ LinkedIn post tag (1)

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

**Commitment - \$400 | \$700 | \$1000 | \$1300**  
**(Pick 2, 4, 6 or 8 banner ads)**  
**Priority Points - No priority points**

**\*Includes all benefits noted**



## 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
- 1 corresponding banner ad\* in mobile app (ad will rotate with other sponsors)

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