



**PROGRESS**



**EXPERIENCE**



**ADVANCEMENT**



**KNOWLEDGE**

# PEAK

2024 SPONSORSHIP PROSPECTUS

POWERED BY



# DIAMOND SPONSORSHIP

## PRE-SHOW BENEFITS:

- ✓ Logo w/ link on PEAK/MPF website
- ✓ At least 6 listings with logo in attendee eBlast emails
- ✓ 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 (sponsor creates video based on specs we give you)
- 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 and any other signage as appropriate
- Logo listing in mobile app
- Broadcast messages sent via mobile app (2)
- Rotating banner ads in mobile app (2)
- Logo listing in Convention Guide & mobile app
- Logo in slide deck in all workshops
- Unhatched Concert Event
  - 15 tickets for staff/customers

# PLATINUM SPONSORSHIP

## PRE-SHOW BENEFITS:

- ✓ Logo w/ link on PEAK/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 and any other signage as appropriate
- Listed (with logo) as sponsor in Convention Guide
- Logo in mobile app
- Logo in slide deck in all workshops
- Unhatched Concert Event
  - 10 tickets for staff/customers

# GOLD SPONSOR

## PRE-SHOW BENEFITS:

- ✓ Logo w/ link 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 and any other signage as appropriate
- Logo on front cover of Convention Guide
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app
- Unhatched Concert Event
  - 5 tickets for staff/customers
  - Unhatched Event - sponsor recognition on tables

# SILVER SPONSORSHIP

## PRE-SHOW BENEFITS:

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

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

**Commitment - \$1,500**

**Priority Points - 7**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Logo on Schedule-at-a-Glance sign near Registration and any other signage as appropriate
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide

# MOBILE APP SPONSOR

## PRE-SHOW BENEFITS:

- ✓ At least 2 mentions in attendee eBlasts with logo
- ✓ Logo w/ link 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 - 12**

**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)

# LANYARDS SPONSOR

## PRE-SHOW BENEFITS:

- ✓ At least 2 mentions in attendee eBlasts with logo
- ✓ Logo w/ link 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 - \$4,000**

**Priority Points - 12**

**LIMIT: 1 Company**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Sponsor provides lanyards\*
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app
- Logo & listing as sponsor in Convention Guide
- Logo on all sponsor-related sponsorship

*\* Sponsorship fee does not include the production of the lanyards; this is the sponsor's responsibility and the sponsor will work with PEAK management to get approval for the type of lanyards.*

# HAPPY HOUR ON THE SHOW FLOOR SPONSOR

## PRE-SHOW BENEFITS:

- ✓ At least 2 mentions in attendee eBlasts with logo
- ✓ Logo w/link on PEAK/MPF website
- ✓ Facebook post tag (2)
- ✓ LinkedIn post tags (2)
- ✓ Twitter post tags (2)

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

**Commitment - \$2,500**

**Priority Points - 9**

**LIMIT: 4 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 Happy Hour on Show Floor onsite



# HOTEL KEY CARDS

## PRE-SHOW BENEFITS:

- ✓ Mentions in Attendee Blasts w/logo (2+)
- ✓ Logo w/ link 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 - \$4,000**

**Priority Points - 12**

**LIMIT: 1 Company**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Your company logo is on hotel key cards at the two hotels with the largest PEAK blocks. (+ 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 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)

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

**Commitment - \$2,000**

**Priority Points - 8**

**LIMIT: 1 company**

**\*Includes all benefits noted**



## AT-THE-SHOW BENEFITS:

- Logo on signage during the Mimosas event (held adjacent to the sponsoring company's booth in the exhibit hall)
- Logo in slide deck in all workshops
- Logo & listing as sponsor in mobile app and Convention Guide

# ESCALATOR CLINGS

## PRE-SHOW BENEFITS:

- Logo w/ link 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 - 6**  
**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 [tevens@midwestpoultry.com](mailto:tevens@midwestpoultry.com) to request a price estimate.*

# COLUMN WRAPS

## PRE-SHOW BENEFITS:

- ✓ Logo w/link 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 column  
Priority Points - 6**

**\*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

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 [tevas@midwestpoultry.com](mailto:tevas@midwestpoultry.com) to request a price estimate.*

# BANNERS

## PRE-SHOW BENEFITS:

- ✓ Logo w/ link 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 - 6**

**\*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). Banner sizes vary. *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 [tevens@midwestpoultry.com](mailto:tevens@midwestpoultry.com) to request a price estimate.*

# FAMILY FEUD GAME

## PRE-SHOW BENEFITS:

- ✓ At least 2 mentions in attendee eBlasts with logo + anywhere digitally the Family Feud game is mentioned
- ✓ Listing 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 - \$2500**

**9 Priority Points**

**LIMIT: 5 Companies**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Logo & company name on signage
- Logo in slide deck in all workshops
- Logo & listing as sponsor in Convention Guide
- Logo & listing as sponsor in mobile app
- Bring your own company team to compete! (not required of sponsors but so much fun!)

## DIGITAL SIGNAGE OPTIONS:

- ✓ \$1000 - Ted Talks stage sign - 2 days (2 available)
- ✓ \$750 - Pre-Show Nutrition Symposium sign - 1 sign / 1 day
- ✓ \$1000 - Turkey Track - 1 sign / 2 days
- ✓ \$1000 - Egg/Pullet Track - 1 sign / 2 days
- ✓ \$1000 - Broiler Track - 1 sign / 2 days
- ✓ \$1000 - Feed Manufacturing Track - 1 sign / 2 days
- ✓ \$1200 - Business & Leadership Track - 1 sign / 3 days
- ✓ \$750 - Rolling Theater - 1 sign / 1 day

**Commitment - \$750 - \$1200 depending on sign (see left)**

**Priority Points -**

**5 points (\$750 spend)**

**6 points (\$1000 to \$1200 spend)**

**LIMIT: 9 signs total / duration of signs vary**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- Your company logo on a digital sign as noted at left - these are high traffic areas!
- Logo & listing as sponsor in Convention Guide
- Logo & listing as sponsor in mobile app

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

# AISLE SIGNS SPONSORSHIP

## PRE-SHOW BENEFITS:

- Listing with logo 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 - \$750 per sign**  
**5 Priority Points**  
**LIMIT: 16 signs**

**\*Includes all benefits noted**



## AT SHOW BENEFITS:

- ✓ Your company logo on an aisle sign on the trade show floor
- ✓ Logo in slide deck in all workshops
- ✓ Logo & listing as sponsor in Convention Guide
- ✓ Logo & listing as sponsor in mobile app



## 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 dates for the eBlasts.

**Commitment - \$700 OR \$1300**  
**(Pick 4 banner ads running Feb-April**  
**or**  
**8 banner ads running Dec-April)**  
**Priority Points - 5 for \$700; 6 for \$1300**

**\*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.**

# 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**

**No Priority Points**

**\*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