

SMPS HEARTLAND REGIONAL CONFERENCE

2 0 1 9



May 29- May 31 2019

SPONSORSHIP  
opportunities



The SMPS Heartland Regional Conference will be held in Detroit ,Michigan on May 29-31, 2019. The Heartland SMPS Region—comprised of approximately 900 professionals representing more than 350 companies and organizations—would like to invite you to become a 2019 Heartland Regional Conference sponsor. Sponsorship opportunities are available ranging from \$250 to \$5000 depending upon the level of sponsorship.

The sponsorship benefits may include:

- Your company name and logo identified on all promotional materials
- Your company name and logo identified on our conference website
- Conference registration(s)
- Verbal mentions at Opening and Closing Keynote speaker sessions
- Company information in registration packets

Sponsor or market at the SMPS 2019 Heartland Regional Conference in Detroit, MI to make personal contact with this exclusive audience and achieve results! Do not let this opportunity to meet your target market pass you by! We encourage you to find out more about your sponsorship program, sponsorship opportunities and associated benefits. The window of opportunity to obtain valuable visibility will not last long!

Kindest regards,

Jeffrey Engram  
Sponsorship Co-Chair  
614-218-7328  
Jengram@tecinc1.com

Heather Bernhard  
Sponsorship Co-Chair  
319-321-3758  
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As an SMPS Heartland Regional Conference sponsor, you will benefit from exposure in front of not just event attendees, but the entire membership of 6,000 professionals because the event is promoted nationally. Below is national demographic information about the Society’s members:

**PURCHASING AUTHORITY**

67% of attendees are authorized to make purchases  
 60% of attendees recommend products/vendors

**TOP 11 PRODUCTS AND SERVICES SOUGHT BY CONFERENCE ATTENDEES:**

1. Promotional items and client gifts
2. Printing / reprographic services
3. Training / professional development
4. Photography services
5. Books / trade publications
6. Graphic design services and software
7. Market research and tools
8. Customer relationship management software
9. Office / copy equipment
10. Consulting services, including marketing and public relations
11. Multimedia and web development services

**JOB FUNCTION (%)**

Coordinator	26.0
Manager	20.2
Business Developer	17.0
Director	12.8
Vice President	4.1
CMO	0.8
Partner/Principal	5.3
President /CEO	4.5
Administrative	2.5
Consultant	1.8
Technical	0.4

**PRIMARY SERVICE OF THE FIRM (%)**

Engineering	25.2
Architecture	12.7
Construction/Contracting	11.5
Architecture/Engineering	11.5
Construction Management	8.8
Unknown	7.7
Other	7.5
Marketing Consultant	4.5
Environmental/Engineering	4.1
Geotechnical/Engineering	2.0
Design/Build	1.4
Landscape Architecture	1.3
Reprographics/Audio/Visual	0.9
Interior Design	0.4
Developer	0.1
Trade Association	0.1
Sales	0.1

**GENDER (%)**

Female	72.0
Male	28.0

**FIRM SIZE ()**

< 10 people	8.1
10-25 people	11.8
26-99 people	26.2
100-249 people	17.8
250-499 people	11.0
500+ people	22.0

LEVEL	AMOUNT	BENEFITS	# AVAILABLE
PLATINUM SPONSOR	\$5,000	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> <li>• One (1) pre-show and one (1) post-show attendee mailing list (emails are not available)</li> <li>• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions</li> <li>• One (1) 8x10 booth space with table and skirt</li> <li>• Company information in registration packets and logo on conference handouts</li> <li>• One (1) Opportunity to introduce the speaker(s) during a breakout session</li> <li>• Introduce lunch speakers</li> <li>• Company logo and link to website included on pre- and post-show emails</li> <li>• Social media mentions</li> <li>• Two (2) conference registrations</li> </ul>	1
GOLD SPONSOR	\$3,500	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> <li>• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions</li> <li>• One (1) Tabletop booth space</li> <li>• Company information in registration packets and logo on conference handouts</li> <li>• Social media mentions</li> <li>• One (1) conference registration</li> </ul>	4
SILVER SPONSOR	\$2,500	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> <li>• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions</li> <li>• Social media mentions</li> <li>• One (1) conference registration</li> </ul>	6
BRONZE SPONSOR	\$1,500	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> <li>• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions</li> </ul>	10
PARTNER SPONSOR	\$1,000	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> </ul>	10
FRIEND OF HRC	\$500	<ul style="list-style-type: none"> <li>• Listed in program</li> </ul>	UNLIMITED

LEVEL	AMOUNT	BENEFITS
<p>EXCLUSIVE EVENT SPONSOR (one sponsor per event)</p>		<p>PINNACLE AWARDS BANQUET \$5,000</p> <ul style="list-style-type: none"> <li>• Logo on all promotional materials</li> <li>• Listed as sponsor on printed materials and online</li> <li>• Hand out awards</li> <li>• One (1) Conference registration</li> <li>• Two (2) Invitations to event</li> </ul> <p>INTERNET CAFÉ \$3,000</p> <ul style="list-style-type: none"> <li>• Logo on all promotional materials</li> <li>• Listed as sponsor on printed materials and online</li> <li>• One (1) Conference registration</li> <li>• Sponsor Name as Venue Wifi Password</li> </ul> <p>WELCOME EVENT \$5,000</p> <ul style="list-style-type: none"> <li>• Logo on all promotional materials</li> <li>• Listed as sponsor on printed materials and online</li> <li>• One (1) Conference registration</li> <li>• Four (4) Invitations to event</li> </ul>
<p>OPENING KEYNOTE SESSION SPONSOR</p>	\$2,000	<ul style="list-style-type: none"> <li>• Exclusive meet and greet and breakfast with the speaker</li> <li>• Give brief firm introduction</li> <li>• Introduce speaker</li> <li>• Logo and verbal mention at event</li> <li>• Listed as a sponsor on all printed materials and online</li> </ul>
<p>CLOSING KEYNOTE SESSION SPONSOR</p>	\$1,500	<ul style="list-style-type: none"> <li>• Logo and verbal mention at event</li> <li>• Listed as a sponsor on all printed materials and online</li> <li>• Give brief firm introduction</li> <li>• Introduce speaker</li> </ul>
<p>EXHIBITOR</p>	\$1,500	<ul style="list-style-type: none"> <li>• Logo on all promotional pieces</li> <li>• Link on conference website</li> <li>• One (1) 8x10 booth space with table and skirt</li> <li>• One pre-show attendee mailing list</li> <li>• One (1) conference registration</li> </ul>
<p>REFRESHMENT SPONSOR (Breakfast / Morning Break / Afternoon Break)</p>	\$500	<ul style="list-style-type: none"> <li>• Logo and verbal mention at event</li> <li>• Listed as a sponsor on all printed materials and online</li> </ul>
<p>TOUR SPONSOR</p>	\$500	<ul style="list-style-type: none"> <li>• Logo and verbal mention at event</li> <li>• Listed as a sponsor on all printed materials and online</li> <li>• Sponsor Firm highlighted project tour</li> </ul>
<p>BREAKOUT SESSION SPONSOR (multiple)</p>	\$250	<ul style="list-style-type: none"> <li>• Logo and verbal mention at session</li> <li>• Listed as a sponsor on all printed materials and online</li> <li>• Open and close session</li> </ul>

SPONSORSHIP CONTACTS:

Jeffrey Engram: 614-218-7328, jengram@tecinc1.com & Heather Bernhard: 319-321-3758, hbernhard@shive-hattery.com

# FOCUS FORWARD DETROIT

## package comparisons



BENEFITS	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$3,500	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,500	PARTNER SPONSOR \$1000	FRIEND OF HRC \$500
Logo on all promotional pieces	✓	✓	✓	✓	✓	
Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions	✓	✓	✓	✓		
Link on conference website	✓	✓	✓	✓	✓	
Complimentary full conference registration	2	1	1			
Company information in registration packets and logo on conference handouts	✓	✓				
Social media mentions	✓	✓	✓			
Tabletop booth space		✓				
Introduce lunch speakers	✓					
8x10 booth space with table & skirt	✓					
One pre-show and one post-show attendee mailing list (email addresses not available)	✓					
One (1) Opportunity to introduce the speaker(s) during a breakout session	✓					
Company logo and link to website included on pre-show and post-show emails	✓					
Listed in the Program	✓	✓	✓	✓	✓	✓

Thank you for being a part of the exciting 2019 Heartland Regional SMPS Conference sponsorship program! Your support will help us continue to elevate the level of education offerings, increase our membership and heighten the awareness of SMPS as the premier A/E/C marketing organization in our region.

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INSTRUCTIONS:

Please print clearly on this form and return it with your company logo to Stephanie Cieszkowski at scieszkowski@k2mdesign.com. Please send vector Illustrator logos (otherwise, high-resolution JPEG).

EVENT SPONSORSHIPS

- Platinum Sponsor (\$5,000)
Gold Sponsor (\$3,500)
Silver Sponsor (\$2,500)
Bronze Sponsor (\$1,500)
Partner Sponsor (\$1,000)
Friend of HRC Sponsor (\$500)

ADDITIONAL SPONSORSHIPS

- Exclusive Event Sponsorships
Awards Banquet (\$5,000)
Welcome Event (\$5,000)
Internet Café (\$3,000)
Exhibitor (\$1,500)
Keynote & Other Sponsorships
Opening Keynote (\$2,000)
Closing Keynote (\$1,500)
Refreshments (\$500)
Tour Sponsor (\$500)
Breakout Session (\$250)

COMPANY NAME

COMPANY WEBSITE

CONTACT NAME

CONTACT EMAIL

BILLING ADDRESS 1

BILLING ADDRESS 2

CITY / STATE / ZIP

CONTACT PHONE

SIGNATURE

DATE

PAYMENT

Please make all checks payable to SMPS HRC. Payment in full is due by January 1, 2019. All sponsorship packages paid for before December 1, 2018 will receive a 5% discount. Mail check to: Re: SMPS Heartland Regional Conference, Shawn Zbasnik, Cleveland Construction. 8620 Tyler Boulevard, Mentor, Ohio 44060

To pay by installments, please speak with Jeffrey or Heather for details. Note: Full or first installment payment must be received before promotion and logo placement can be started.