SMPS HEARTLAND REGIONAL CONFERENCE
2019

FOCUS FORWARD
DETROIT

SPONSORSHIP OPPORTUNITIES

May 29 - May 31 2019

smfpsheartland.org
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.

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
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:**
- Promotional items and client gifts
- Printing / reprographic services
- Training / professional development
- Photography services
- Books / trade publications
- Graphic design services and software
- Market research and tools
- Customer relationship management software
- Office / copy equipment
- Consulting services, including marketing and public relations
- 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
## EVENT SPONSORSHIPS

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>AMOUNT</th>
<th>BENEFITS</th>
<th># AVAILABLE</th>
</tr>
</thead>
</table>
| **Platinum Sponsor** | **$5,000** | • Logo on all promotional pieces.  
• Link on conference website.  
• One (1) pre-show and one (1) post-show attendee mailing list (emails are not available).  
• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions.  
• One (1) 8×10 booth space with table and skirt.  
• Company information in registration packets and logo on conference handouts.  
• One (1) Opportunity to introduce the speaker(s) during a breakout session.  
• Introduce lunch speakers.  
• Company logo and link to website included on pre-show and post-show emails.  
• Social media mentions.  
• Two (2) conference registrations. | 1           |
| **Gold Sponsor** | **$3,500** | • Logo on all promotional pieces.  
• Link on conference website.  
• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions.  
• One (1) Tabletop booth space.  
• Company information in registration packets and logo on conference handouts.  
• Social media mentions.  
• One (1) conference registration. | 4           |
| **Silver Sponsor** | **$2,500** | • Logo on all promotional pieces.  
• Link on conference website.  
• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions.  
• Social media mentions.  
• One (1) conference registration. | 6           |
| **Bronze Sponsor** | **$1,500** | • Logo on all promotional pieces.  
• Link on conference website.  
• Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions. | 10          |
| **Partner Sponsor** | **$1,000** | • Logo on all promotional pieces.  
• Link on conference website. | 10          |
| **Friend of HRC** | **$500** | • Listed in program. | **Unlimited** |
# ADDITIONAL SPONSORSHIPS

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>AMOUNT</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVE EVENT SPONSOR (one sponsor per event)</td>
<td></td>
<td><strong>PINNACLE AWARDS BANQUET $5,000</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Logo on all promotional materials</td>
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<tr>
<td></td>
<td></td>
<td>- Listed as sponsor on printed materials and online</td>
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<tr>
<td></td>
<td></td>
<td>- Hand out awards</td>
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<tr>
<td></td>
<td></td>
<td>- One (1) Conference registration</td>
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<td></td>
<td></td>
<td>- Sponsor Name as Venue Wifi Password</td>
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<td></td>
<td></td>
<td><strong>WELCOME EVENT $5,000</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Logo on all promotional materials</td>
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<tr>
<td></td>
<td></td>
<td>- Listed as sponsor on printed materials and online</td>
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<tr>
<td></td>
<td></td>
<td>- One (1) Conference registration</td>
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<td></td>
<td></td>
<td>- Four (4) Invitations to event</td>
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<td></td>
<td></td>
<td><strong>INTERNET CAFÉ $3,000</strong></td>
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<tr>
<td></td>
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<td>- Logo on all promotional materials</td>
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<td></td>
<td></td>
<td>- Listed as sponsor on printed materials and online</td>
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<tr>
<td></td>
<td></td>
<td>- One (1) Conference registration</td>
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<td></td>
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<td><strong>OPENING KEYNOTE SESSION SPONSOR $2,000</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Exclusive meet and greet and breakfast with the speaker</td>
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<td></td>
<td>- Give brief firm introduction</td>
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<tr>
<td></td>
<td></td>
<td>- Introduce speaker</td>
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<tr>
<td></td>
<td></td>
<td>- Logo and verbal mention at event</td>
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<td>- Listed as a sponsor on all printed materials and online</td>
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<td><strong>CLOSING KEYNOTE SESSION SPONSOR $1,500</strong></td>
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<tr>
<td></td>
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<td>- Logo and verbal mention at event</td>
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<td></td>
<td>- Listed as a sponsor on all printed materials and online</td>
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<tr>
<td></td>
<td></td>
<td>- Give brief firm introduction</td>
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<td></td>
<td></td>
<td>- Introduce speaker</td>
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<td></td>
<td></td>
<td><strong>EXHIBITOR $1,500</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Logo on all promotional pieces</td>
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<tr>
<td></td>
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<td>- Link on conference website</td>
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<td></td>
<td></td>
<td>- One (1) 8x10 booth space with table and skirt</td>
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<td></td>
<td></td>
<td>- One pre-show attendee mailing list</td>
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<td></td>
<td></td>
<td>- One (1) conference registration</td>
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<tr>
<td></td>
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<td><strong>REFRESHMENT SPONSOR (Breakfast / Morning Break / Afternoon Break) $500</strong></td>
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<td>- Logo and verbal mention at event</td>
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<td>- Listed as a sponsor on all printed materials and online</td>
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<td><strong>BREAKOUT SESSION SPONSOR (multiple) $250</strong></td>
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<tr>
<td></td>
<td></td>
<td>- Logo and verbal mention at session</td>
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<td></td>
<td></td>
<td>- Listed as a sponsor on all printed materials and online</td>
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<tr>
<td></td>
<td></td>
<td>- Open and close session</td>
</tr>
</tbody>
</table>

[smptsheartland.org](http://smptsheartland.org)
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM SPONSOR $5,000</th>
<th>GOLD SPONSOR $3,500</th>
<th>SILVER SPONSOR $2,500</th>
<th>BRONZE SPONSOR $1,500</th>
<th>PARTNER SPONSOR $1000</th>
<th>FRIEND OF HRC $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on all promotional pieces</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal mentions, as well as logos, prior to Opening and Closing Keynote speaker sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary full conference registration</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary full conference registration</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>8x10 booth space</td>
<td></td>
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<td></td>
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<tr>
<td>Introduce lunch speakers</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>One pre-show and one post-show attendee mailing list (email addresses not available)</td>
<td>✓</td>
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</tr>
<tr>
<td>One (1) Opportunity to introduce the speaker(s) during a breakout session</td>
<td>✓</td>
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<tr>
<td>Listed in the Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tbody>
</table>
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.

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).

PAYMENT:
Please make all checks payable to SMPS HRC. Payment in full is due upon sponsorship commitment.

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

Mail check to:
Re: SMPS Heartland Regional Conference, Shawn Zbasnik, Cleveland Construction.
8620 Tyler Boulevard, Mentor, Ohio 44060

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COMPANY NAME
COMPANY WEBSITE
CONTACT NAME
CONTACT EMAIL
CONTACT PHONE
BILLING ADDRESS 1
BILLING ADDRESS 2
CITY / STATE / ZIP

SIGNATURE
DATE

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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)
☐ Breakout Session ($250)