



Fresh Ideas: Renovate Your Thinking

2012 KCMPI

Professional Education Conference

The Elms Hotel & Spa, Excelsior Springs Missouri

May 16, 2012

www.kcmpi.org/edcon

Contact

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Exhibit and Sponsor Opportunities

Cash Sponsorship Any Amount
Assist the PEC committee with funds to cover the operational cost of the event.

Exhibitor (25 available) \$625
Exhibits located in break and meal area for exposure all day.

Infomercial Sponsor (15 available) \$450
Would you like to get 5 minutes in front of everyone, here is your chance!
Make your mark with a five minute presentation or video presented to the entire group during the conference.

Exhibitor and Infomercial Combo (10 available) \$999
A great deal

Exhibitor and Infomercial fee includes registration for 1 person. Additional attendees are \$95 each.

<u>Cash Sponsorship Options</u>	<u>In-Kind Options</u>
➤ Breakfast sponsorship \$900	➤ Guest Room Accommodations SOLD
➤ Morning break \$500 SOLD	➤ Registration Folders/Bags SOLD
➤ Lunch \$1,500	➤ Event Signage
➤ Afternoon break \$500 SOLD	➤ Printing
➤ Reception food \$1,000	➤ Speaker Gifts
➤ Reception bar \$1,000	➤ Door Prizes
➤ Event decor \$500	➤ Décor
➤ Signage/Printing \$800 SOLD	➤ Audio Visual Equipment
➤ Keynote session \$2,000	➤ Airport Transportation for Speakers SOLD
	➤ Lanyard/Badge Sponsor SOLD
	➤ Speakers SOLD
	➤ Staff Uniforms
	➤ Exhibit Hall Setup
	➤ Cash Giveaway – design your own!



KCMPI 2012 Professional Education Conference For In-Kind and Cash Sponsorships Return on Investment

\$1 - \$999 Contribution – Friend of the Chapter Level

- Program Folder (distributed at event) – Logo & Contact Info
- Registration Website – Logo & Link
- KCMPI Newsletter - Logo & Link
- Friend of the Chapter ribbon for attendees from your organization
- Recognized as a sponsor during PEC

\$1,000 - \$2,499 Contribution – Partner Level

- Program Folder (distributed at event) – Logo & Contact Info
- Registration Website – Logo & Link
- KCMPI Newsletter - Logo & Link
- Partner Level ribbon for attendees from your organization
- Recognized as a sponsor during PEC
- KCMPI Website – “sponsorship page” listing & Link
- Recognition at Annual Awards Banquet

\$2,500-4,999 Contribution – President Level

- Program Folder (distributed at event) – Logo & Contact Info
- Registration Website – Logo & Link
- KCMPI Newsletter - Logo & Link
- Presidents Level ribbon for attendees from your organization
- Recognized as a sponsor during PEC
- KCMPI Website – “sponsorship page” listing & Link
- Recognition at Annual Awards Banquet
- List of registered attendees one (1) week prior to the event

\$5,000 or Greater Contribution – Legacy Level

- Program Folder (distributed at event) – Logo & Contact Info
- Registration Website – Logo & Link
- KCMPI Newsletter - Logo & Link
- Legacy level ribbon for attendees from your organization
- Recognized as a sponsor during PEC
- KCMPI Website – “sponsorship page” listing & Link
- Recognition at Annual Awards Banquet
- List of registered attendees one (1) week prior to the event
- One (1) complimentary registrations to PEC
- KCMPI website home page Banner Ad for 30 days

Terms and Conditions: KCMPI will accept contributions in the form of cash or “in-kind” donations. “In-kind” sponsorships is the donation of goods or services. The value of an “in-kind” sponsorship is defined as 50% of the full retail value. This portion of the retail value will dictate the partnership level. Complimentary registrations are offered as entitlement to cash sponsors only and must be redeemed at PEC. Entitlements are subject to change. Actual labor cost will be valued at 75%-100% of actual value. Exceptions may be made with prior board approval.



KANSAS CITY CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2012 KCMPI PEC Sponsorship Response Form

KCMPI appreciates either "in-kind" donation or cash contribution for sponsorships.

Sponsor: _____

Sponsor Contact: _____ Title: _____

Sponsor Address: _____

Sponsor City: _____ Sponsor State: _____ Sponsor Zip: _____

Sponsor Phone Number:(____) _____ Sponsor Fax Number:(____) _____

Sponsor Email Address: _____ Sponsor URL: _____

Please e-mail your logo in .jpg format to: pec@kcmpi.org

I am interesting in sponsoring one of the following element(s) of the 2012 PEC (please circle):

<u>Sponsorship Options</u>	<u>In-Kind Options</u>
<ul style="list-style-type: none"> ➤ Breakfast sponsorship \$900 ➤ Morning break \$500 SOLD ➤ Lunch \$1,500 ➤ Afternoon break \$500 SOLD ➤ Reception food \$1,000 ➤ Reception bar \$1,000 ➤ Event decor \$500 ➤ Signage/Printing \$800 SOLD ➤ Keynote session \$2,000 	<ul style="list-style-type: none"> ➤ Guest Room Accommodations SOLD ➤ Registration Folders/Bags SOLD ➤ Event Signage ➤ Printing ➤ Speaker Gifts ➤ Door Prizes ➤ Décor ➤ Audio Visual Equipment ➤ Airport Transportation for Speakers SOLD ➤ Lanyard/Badge Sponsor SOLD ➤ Speakers SOLD ➤ Staff Uniforms ➤ Exhibit Hall Setup ➤ Cash Giveaway – design your own!

Retail amount of cash or in-kind sponsorship: \$ _____

Please submit all responses to
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816-709-5533

Industry Figures

In 2011, the Kansas City chapter planner members

- Produced an estimated 18,836 meetings and events
- Had over 90% of meetings and events including more than 2,500 rooms on peak night
- Represent an estimated \$318 million in buying power for the meetings industry

Purpose

The KCMPI Annual Professional Education Conference (PEC) provides a premier platform for demonstrating the power of networking and education.

This event draws a captive audience of planners and suppliers from a variety of industries – all with the goal of learning and networking to find solutions that best fit their needs.

Whether business is corporate, association or non-profit – this event helps transform how they do business and gives you the opportunity to help make it all come to life.

Key Show Stats

- Full day educational and networking event for local meeting planners and suppliers
- Drawing 100 qualified industry professionals
- Offering top-level speakers and the most comprehensive educational programming in the region
- Providing CEU hours toward the CMP exam or renewal
- Dedicated exhibitor and networking time

Attendee Facts

- Top attendee interests are networking and CEUs
- Approximately 50% of attendees are meeting professionals and of those, 76% are the financial decision makers
- 50% of the KCMPI chapter are new members (3 years or less)

A Sample of Planners That Attend

Corporate – Aviva USA, Automotive Auto Parts, Sprint, Husch Blackwell, Applied Measurement Professionals, Teva Neuroscience, Assurant Employee Benefits, KC Life, Silpada Designs, NAIC, Dairy Farmers of America, Bushnell Outdoor Products, Nueterra Companies

Government Agencies – Economic Development Corporation, MO Division of Professional Registration

Not-for-Profit – Heartland Kidney Network, People to People International, Notre Dame de Sion School, St. Joseph Medical Center

Association – International Association of Administrative Professionals (IAAP), Francis Family Foundation, American College of Clinical Pharmacy

Types of Meetings Planned

- | | |
|------------------------------|--------|
| • Annual Conventions | 11.57% |
| • Board of Director Meetings | 11.19% |
| • Education Events | 27.24% |
| • Incentive Trips | 5.97% |
| • Management Training | 10.45% |
| • Sales Seminars | 9.51% |
| • Special and VIP Events | 14.92% |
| • Trade Shows | 7.09% |