

Drive Change



**2010 KCMPI Professional Education Conference
Westin Crown Center
April 7-8, 2010**

www.kcmpi.org

Exhibitor & Sponsor Prospectus

Industry Stats and Figures

In 2008 and 2009, the Kansas City chapter produced an estimated **\$417 million in buying power** for the meetings planned by its members.

Meeting and Events Industry

The KCMPI Annual Professional Education Conference (KCMPI – 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 financial or pharmaceutical or association – this event helps transform how they do business and the KCMPI – PEC event gives you the opportunity to help make it all come to life.

Key Show Stats

The annual KCMPI Professional Education Conference (KCMPI-PEC) is a two-day event for local meeting planners and suppliers.

- Drawing 150-200 qualified industry professionals
- Hosting more than 20 exhibitors
- Offering top-level speakers and the most comprehensive educational programming in the region.

Attendee Facts

- Top attendee interests are networking and CEUs
- Approximately 60% are meeting professionals and of those, 90% are involved in the purchase decisions

A Sample of Companies that attend:

Enterprise – Payless Shoe Source, Sprint, Bayer Crop Science, DST Systems, Embarq, H&R Block, Hallmark Cards, Inc., Applebee's International

Financial & Venture Capital – American Century Investments, U.S. Central, Waddell & Reed

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

Pharmaceutical – Teva Neuroscience

Insurance – Assurant Employee Benefits, KC Life

Association – International Association of Administrative Professionals (IAAP), Francis Family Foundation, Golf Course Superintendents Association of America, Good Samaritan Foundation, United States Dressage Federation

Not-for-Profit – People to People International (PTPI)

Top 5 Exhibitor Product Categories

- Hotels & Resorts
- Convention and Visitors Bureaus (CVB's)
- Transportation Services
- Speakers Bureaus
- Audio Visual/Production



2009 Exhibitors and Sponsors

Big Cedar Lodge
Branson Lakes Area Convention and Visitors Bureau
Bushnell Outdoor Products
CAM, Inc.
Conference Technologies, Inc.
Dallas Convention and Visitors Bureau
Disney Destinations
FIVE STAR Speakers
George Fern Company
Grand Sierra Resort in Reno
Great Wolf Lodge
Haute Market
HJF Promotional Products, Inc.
ImageSpecialist
International Hotel – Kansas City
Excalibur Hotel – MGM/Mirage
Madison Avenue, Inc.
Marriott Overland Park
Midwest speakers Bureau, Inc
Missouri Meetings & Events Magazine
Mybadges.com
Greater St. Charles Convention and Visitors Bureau
Kansas City Convention and Visitors Bureau
KCMPI Membership

Little Rock Convention and Visitors Bureau
Moana Surfrider – A Westin Resort & Spa
Newport Beach Conference and Visitors Bureau
On the Border Catering
Overland Park Convention and Visitors Bureau
Overland Park Limousine Service
Orlando/Orange County Convention and Visitors Bureau
Picture Perfect Speaker
Prestige Resorts & Destinations, Ltd
Quint Events
Ready Talk
RegOnline
Shutters on the Beach
Springfield, MO Convention and Visitors Bureau
T-Bones Baseball
The Lodge of the Four Seasons
The Pryor Center for Leadership Development
Tulsa Convention and Visitors Bureau
The Westin Diplomat
The Woodlands Resorts & Conference Center
Up, Up and Away!
Visual Aid Electronics
VISIT Milwaukee
Vista Productions, Inc.
Walt Disney World Resort



2010 Prospective Exhibitors

To ensure exhibitors receive a positive flow of traffic to their booth, KCMPI has schedule multiple contact hours throughout the program.

Exhibit Hours:

The Exhibit Hall is open all day, both days of the conference. The hours listed below are specific times when high traffic is expected in the exhibit area. These hours are subject to change once the agenda is finalized.

Wednesday, April 7, 2010

7:15AM - 8:00AM	Exhibit Hall Opens with Breakfast
9:25AM – 10:25AM	Break in Exhibit Hall
1:45PM – 2:45PM	Break in Exhibit Hall
4:00PM – 6:00PM	Reception in Exhibit Hall

Thursday, April 8, 2010

7:15AM - 8:00AM	Exhibit Hall Opens with Breakfast
9:25AM – 10:25AM	Break in Exhibit Hall
10:30AM – 12:00PM	Exhibit Hall Tear Down

Exhibitor Setup Times:

8:00PM – 10:00PM – Tuesday, April 6, 2010
6:00AM – 7:00AM – Wednesday, April 7, 2010

Exhibitor Fees

8' x 10' Exhibit Booth only (includes one registration)	\$700
Five minute infomercial during Day 2 Lunch	\$500

BEST VALUE - Standard Booth/Luncheon Combo Package (includes one registration) \$950

*Exhibit Booth includes pipe and drape booth, one 6' table, two chairs, trash can and signage
Electrical service is extra.*

Registration for Exhibitors

Online registration is available for exhibitors at www.regonline.com/PEC2010

Methods of Payment

KCMPI accepts the following forms of payment:

- Check payable to KCMPI
- VISA, MasterCard or American Express

Please note, only fully paid registrations will receive the exhibitor kits from George Fern.

Contact the planning team today to reserve your booth:

Lacey Spallitta, CMP

Sponsorships and Exhibits

Ph: 314-220-9258

Email: lspallitta@macmeetings.com



KANSAS CITY CHAPTER

M E E T I N G P R O F E S S I O N A L S I N T E R N A T I O N A L

Additional opportunities to showcase your company:

Available Items for Sponsorship

Suggested Investment

Host location for meetings and exhibits	SOLD – Westin Crown Center
Guest Room Accommodations	\$1,600
Drayage/Show Management Services	SOLD – George Fern
Registration Bags	SOLD – Custom Specialties
Event Signage – Includes sponsors solid color logo in bottom corner of signage	\$1,000
Printing – Conference booklet, includes 1 page center ad in booklet for sponsor	\$1,500
Speaker Gifts	SOLD - Bushnell
Door Prizes	Call for Details
Décor for General Session Room	\$750
Audio Visual Equipment and Pre-Conference Production	SOLD - VAE/Vista
Reception Entertainment	SOLD – All Points Amusement
Airport Transportation for Speakers	SOLD – Overland Limo
Cash Giveaway – design your own!	Call for details
Collateral/Giveaway in Registration Bag	\$250.00 donation
Green Item Sponsors	\$500
Lanyard/Badge Sponsor	SOLD - KLEERTECH
Internet Service	\$500
<i>Meal sponsors can “jazz” up the general area with their brand and have their staff present to meet & greet planners as they walk through the line. All meal sponsors will also have the opportunity to give a 5 minute infomercial during that meal or break. We welcome your ideas!</i>	
Day1, Opening Breakfast	\$1,500
Day 1, Morning Break	\$800
Day 1, Working Lunch	\$3,000
Day 1, Afternoon Break	SOLD – Kansas City Convention & Visitors Association
Day 1, Evening Reception – sponsor an action station!	Call for details
Day 2, Continental Breakfast	\$1,500
Day 2, Morning Break	\$800
Day 2, Working Lunch	SOLD – Westin Crown Center



KCMPI 2010 Professional Education Conference SPONSORSHIP ADDED VALUE

(Excludes Exhibitors & Infomercial Partnerships)

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

- Program Guide (distributed at event) – Logo & Link
- 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 Guide (distributed at event) – Logo & Link
- 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 in June 2010
- One (1) complimentary registrations to PEC (Cash sponsorship only)

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

- Program Guide (distributed at event) – Logo & Link
- 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 in June 2010
- List of registered attendees one (1) week prior to the event
- One (1) complimentary registrations to PEC (Two (2) for Cash sponsorship only)

\$5,000 or Greater Contribution – Master Level

- Program Guide (distributed at event) – Logo & Link
- 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 in June 2010
- List of registered attendees one (1) week prior to the event
- One (1) complimentary registrations to PEC (Three (3) for Cash sponsorship only)
- KCMPI website home page Banner Ad for 30 days
- Complimentary MPI Membership for one year (contact Director of Strategic Alliance directly)

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.

Frequently asked questions

1. Are there in-kind sponsorship opportunities?

Yes, we are also looking for sponsors to provide, transportation, lanyards, name badges, prizes for the Exhibit Hall game, and give-aways: including but not limited to spa services, overnight hotel stays, catered meals, water bottles, resort get-aways, flights, cars, etc. If you are interested in providing an in-kind sponsorship, please contact Lacey Spallitta, CMP at 314-220-9258 or lspallitta@macmeetings.com

2. Are In-kind Sponsorships treated the same as Cash Sponsorships?

“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. Any questions regarding this can be addressed to Lacey Spallitta, CMP at 314-220-9258 or lspallitta@macmeetings.com



2010 KCMPI Sponsorship Response Form

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

Please note the events you are interested in sponsoring below.

Name of Organization: _____

Contact Name: _____ Title: _____

Address: _____

Telephone Number: _____ Fax Number: _____

Email Address: _____

_____ I am interesting in sponsoring one of the following element(s) of the 2010 Professional Educational Conference:

Amount of Sponsorship or In-kind Gift: _____

Please submit all responses to
Lacey Spallitta, CMP
Professional Education Conference Committee
314.220.9258 (phone)
913.789.9445 (fax)
lspallitta@macmeetings.com