

THE MARKETING EVENT 2017

SPONSORSHIP OPPORTUNITIES

GROW | LEAD | THRIVE

THE Marketing Event (TME) is a professional development symposium where hundreds of talented A/E/C professionals come together each year for a day of innovative programming, idea sharing and networking. This year's TME will take place on Friday, November 3, 2017 at the Andaz Wall Street located at 75 Wall Street from 8:00am to 5:30pm. Please join us as a TME Sponsor and highlight your firm in front of an enthusiastic audience who are ready to Grow, Lead and Thrive!

THRIVE Sponsor (\$3,000) - One Availability

- Three-minute speaking opportunity before Thrive moderated panel discussion
(Content must be provided to SMPS-NY for approval no less than two weeks in advance)
- Two registrations to TME
- Registrant access to VIP Green Room and ability to display company promotional materials
- One high-boy exhibit table in main auditorium for promoting your company
- Full-page back cover advertisement in TME printed program (7.375 in. wide by 9.9375 in. high)
- Your logo on TME conference stair wrap at Andaz Wall Street
- Pre- and post-event contact list of attendees*



LEAD Sponsor (\$1,600) - Two Availabilities

- Company logo prominently displayed on signage positioned on both sides of breakfast and lunch F+B tables (for the duration of the program)
- Two registrations to TME
- One high-boy exhibit table in main auditorium for promoting your company
- Full-page inside front or inside back cover advertisement in TME printed program (first come, first serve) (7.375 in. wide by 9.9375 in. high)
- Pre- and post-event contact list of attendees*

GROW Sponsor (\$1,200) - Five Availabilities

- Company logo displayed on signage positioned on both sides of breakfast and lunch F+B areas
- One registration to TME
- One high-boy exhibit table in main auditorium for promoting your company
- Half-page advertisement in TME printed program (7.375 in. wide by 4.875 in. high)

All sponsorship packages include the following benefits:

- Unique verbal recognition to full auditorium during conference
- Social media mentions
- Logo and hyperlink on SMPS-NY TME website
- Name and hyperlink on all TME-related promotional emails
- Logo in morning pre-keynote PowerPoint reel
- Logo in TME printed program
- Sponsor designation on nametags

* Pre and post event contact list will include registrant's name, company name, and email only.





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Pre-TME Cocktail Reception Sponsor (\$1,000) - Two Availabilities

- Company logo prominently displayed on signage positioned in bar during the Pre-TME cocktail reception
- One registration to TME
- Half-page advertisement in TME printed program (7.375 in. wide by 4.875 in. high)

Post-TME Rooftop Cocktail Reception Sponsor (\$2,000) - One Availability

- Company logo prominently displayed on signage positioned in bar during the Post-TME cocktail reception
- Two registrations to TME
- Half-page advertisement in TME printed program (7.375 in. wide by 4.875 in. high)
- Your logo on TME conference step-and-repeat at Andaz Wall Street
- Pre- and post-event contact list of attendees*

VIP Green Room Sponsor (\$1,400) - One Availability

- Two registrations to TME
- Registrant access to VIP Green Room and ability to display company promotional materials
- One high-boy exhibit table in main auditorium for promoting your company
- Full-page inside center advertisement in TME printed program (7.375 in. wide by 9.9375 in. high)
- Pre- and post-event contact list of attendees*

All sponsorship packages include the following benefits:

- Unique verbal recognition to full auditorium during conference
- Social media mentions
- Logo and hyperlink on SMPS-NY TME website
- Name and hyperlink on all TME-related promotional emails
- Logo in morning pre-keynote PowerPoint reel
- Logo in TME printed program
- Sponsor designation on nametags

* Pre and post event contact list will include registrant's name, company name, and email only.

Advertising Only Opportunities

Full-Page Program Advertisement (\$550) – unlimited availability

Full-page advertisement (7.375 in. wide by 9.9375 in. high) in TME printed program

Half-Page Program Advertisement (\$350) – unlimited availability

Half-page advertisement (7.375 in. wide by 4.875 in. high) in TME printed program





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SPONSORSHIP CONFIRMATION

I hereby confirm the intent of _____ (firm name) to sponsor THE Marketing Event 2017 at the following level:

THRIVE Sponsor (\$3,000)

Pre-TME Cocktail Reception

Sponsor (\$1,000)

Advertising Sponsor (\$550)

LEAD Sponsor (\$1,600)

Post-TME Rooftop Cocktail

Reception Sponsor (\$2,000)

Advertising Sponsor (\$350)

GROW Sponsor (\$1,200)

VIP Green Room Sponsor (\$1,400)

By signing below, I confirm that I understand the sponsorship benefits go into effect upon receipt of payment by SMPS-NY.

Signed: _____ Date: _____

Printed: _____ Email: _____

Company Address: _____

City, State, Zip: _____

Company URL: _____ Phone: _____

PAYMENT

Check: mail check and completed form to SMPS-NY

Credit Card: email completed form and credit card authorization (below) to bmcdaniel@fxfowle.com

Amex

Visa

Mastercard

Signature: _____ Name on Card: _____

Card Number: _____ Expiration: _____

LOGISTICS

Questions? Contact Ingrid Sletten, at ingrid@edwardmontak.com.

Email the following items to Brien McDaniel at bmcdaniel@fxfowle.com:

- Firm logos must be submitted as a jpg and in vector format (e.g., Adobe Illustrator, EPS); and
- Sponsor recognition ads (due by Friday, October 20, 2017).

Thank you for your participation and generous support!

Payments and contributions to the New York Area chapter of SMPS are not tax deductible as charitable contributions for federal income purposes. However, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.