



## MARKETING EDUCATORS' ASSOCIATION SPONSORSHIP OPPORTUNITIES

Whether your goal is to increase brand awareness, acquire new customers, or retain existing ones, the 44th Annual Marketing Educators' Association Conference is the place to do it. At the 2020 MEA Conference you can showcase your products and personally connect with professors who are dedicated to advancing the practice and scholarship of marketing education. For more information or to come aboard as a 2020 Marketing Educators' Association Conference Sponsor, please contact Dr. Mindy Welch, [mwelch@umhb.edu](mailto:mwelch@umhb.edu)

### **Every sponsor for the year 2020 will get the following:**

- E-Broadcasts: Logo and Web Link included in messages to registered and prospective conference attendees
- MEA Webpage: Logo and Web Link
- Conference Program ad and Online Conference Proceedings
- Conference Signage
- Presentation: Invited 30-minute Conference Session to highlight your company and products
- List of MEA attendees' names, emails and institutions

*We are offering several levels of sponsorship with benefits tied to each; however, we can customize a sponsorship program tailored to meet your unique marketing needs if you prefer.*

### **Premium Sponsorship Opportunities include:**

#### **Awards Banquet Sponsor (\$6,000)**

This sponsorship is the premium event sponsor. Sponsoring the award banquet will allow you to showcase your brand by gaining the following:

- Signage during the named event; conference program logo recognition
- Announcements and recognition during the event
- First choice of exhibit table location with electricity and internet connectivity
- Invited 30-minute Conference Session to highlight your company and products
- Full page advertisement in the proceedings
- Short presentation during the dinner
- Included Meals: Thursday President's Reception & Awards Banquet for 4 people

#### **Conference Dinner Sponsor (\$5,500)**

- Signage during the named event; conference program logo recognition
- Announcements and recognition during the event
- Second choice of exhibit table location with electricity and internet connectivity
- Invited 30-minute Conference Session to highlight your company and products
- Three quarters of a page advertisement in the proceedings
- Short presentation during the dinner
- Included Meals: Thursday President's Reception & Awards Banquet for 4 people

**Business Lunch Sponsor (\$5,000)**

Signage during the named event; conference program logo recognition  
Announcements and recognition during the event  
Second choice of exhibit table location with electricity and internet connectivity  
Invited 30-minute Conference Session to highlight your company and products  
Three quarters of a page advertisement in the proceedings  
Short presentation during the lunch  
Included Meals: Thursday President's Reception & Awards Banquet for 4 people

**Rise and Shine Sponsor (\$3,500)**

Signage during the named event; conference program logo recognition  
Announcements and recognition during the event  
Third choice of exhibit table location with electricity and internet connectivity  
Invited 30-minute Conference Session to highlight your company and products  
Half page advertisement in the proceedings  
Included Meals: Thursday President's Reception & Awards Banquet for 4 people

**Breakout Sponsor (\$2,500); (4 available breakout rooms)**

Signage displayed and named room in proceedings  
Exhibit table location with electricity and internet connectivity  
Invited 30-minute Conference Session to highlight your company and products  
Logo and contact information in the proceedings  
Included Meals: Thursday President's Reception & Awards Banquet for 2 people

**Exhibitor Sponsor (\$1000)**

Exhibit table location with electricity and internet connectivity  
Invited 30-minute Conference Session to highlight your company and products  
Logo and contact information in the proceedings  
Included Meals: Friday Lunch Banquet for 1 person

**Want to make a multi-year commitment? We would love to talk to you about discounts for committing to multiple years of advertising with MEA!**

For more information about the Marketing Educators' Association, please visit our webpage

[www.marketingeducators.org](http://www.marketingeducators.org)

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