



## SPONSORSHIP PROGRAM

Dedicated independent contractors from around the country attend MSPA America's ShopperFest. And now it's time to saddle up for another great weekend of industry collaboration at ShopperFest 2021!

ShopperFest is the only MSPA Americas conference for independent contractors to attend educational sessions, gain certifications and network with CX and merchandiser provider companies all at the same time. What is unique about ShopperFest is that it is a conference put on by providers and programmed with provider speakers. Attendees are getting first-hand, credible information from the owners and executives of the industry itself.

This three-day conference includes networking opportunities during the opening reception, meals and breaks, an optional evening event on Saturday night and a full slate of MSPA Americas educational courses on Sunday to earn specific industry certifications. A brief rundown of the weekend includes:

### FRIDAY

- Opening Reception with sponsors, providers and all ShopperFest attendees

### SATURDAY

- A full day of informative sessions led by provider owners and executives
- Lunch with the providers (where provider company representatives sit at tables informally discussing topics with attendees over lunch)
- Optional evening event

### SUNDAY

- A morning of MSPA Certification: A selection of MSPA Americas educational courses which can lead to onsite certification
- ShopperFest Award

### NETWORK WITH KEY EVALUATORS AND MERCHANDISERS

By sponsoring ShopperFest, you will have the opportunity to network with some of the industry's best independent contractors one-on-one as well as gain recognition for your company while supporting the overall efforts of MSPA Americas to provide better educated and committed evaluators and merchandisers.

Independent Contractors have a lot of companies to choose from when searching for opportunities across the Americas – be their first choice by sponsoring ShopperFest! **Prices displayed for Members/Nonmembers.**

**TO SECURE YOUR SPONSORSHIP, VISIT THE EVENT PAGE BY [CLICKING HERE](#)**

**PREMIER EVENT SPONSOR – \$2,500/\$7,500 Nonmember (2 sponsorships available)**

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- Logo and link placed on event marketing materials
  - Conference web page (year-long)
  - Dedicated conference html emails
  - MSPA newsletter (year-long)
- Mention in MSPA social media channels (Facebook, LinkedIn and Twitter)
- Mention in dedicated conference press release
- Exclusive sponsorship at Opening Reception or Awards Lunch
  - Logo on event materials
  - Podium time at sponsored event
  - Table tents at each event table
  - Sign at event entrance
- 4 complimentary full registrations to ShopperFest
- Vendor showcase display table; Includes the following:
  - Two 6-foot draped display tables (Tables joined together and located in premium location on Friday/Saturday) Tables will be located in front of the room near stage.
  - Display table in pre-function area on Sunday
  - Wireless internet connection

*\*\* Display table does not include A/V equipment such as a monitor, laptop, etc.*
- Premium logo placement on sponsor recognition signage and conference elements/program
- Recognition from the podium
- Logo on pre-session and intermission hold PowerPoint slides
- Ability to include product or literature in conference tote bag
- Logo remains on the dedicated MSPA conference web page (year-long)
- First right of refusal for following year
- Premier sponsor spotlight in MSPA broadcast email (2x a year)
- **NEW! – Up to 5 minutes to speak at Saturday or Sunday lunch program**

**PLATINUM SPONSOR – \$1,250/\$1,800 Nonmember (6 sponsorships available)**

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- Four complimentary full registrations to ShopperFest
- Logo on ShopperFest Conference registration site (with live link to company home page)
- Logo placement on sponsor recognition signage and conference elements/program
- Recognition from the podium
- Two six-foot draped display tables joined together during ShopperFest (Friday/Saturday)
- Designated sponsor of one Saturday session (Session to be determined by MSPA)
- **NEW! – Ability to include product or literature in conference tote bag**

## GOLD SPONSOR – \$750/\$1,250 Nonmember

- Two full registrations to ShopperFest
- Logo on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage and program
- Recognition from the podium
- One six-foot draped display table during ShopperFest (Friday/Saturday)
- **NEW! – Exclusive title sponsorship of one breakout session (Saturday)**

## SILVER SPONSOR – \$450/\$750 Nonmember

- One full registration to ShopperFest
- Logo on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage
- Recognition from the podium
- One six-foot draped display table at ShopperFest Opening Reception (Friday night only)

## VIRTUAL SPONSOR – \$300/\$500 Nonmember

- Listing on ShopperFest Conference registration site
- Listing on sponsor recognition signage
- Recognition from the podium

## A LA CARTE OPPORTUNITIES

- **LANYARD SPONSORSHIP – \$1,200/\$2,000 Nonmember**
  - Have your brand featured around the necks of every event attendee
- **CERTIFICATION SESSION SPONSOR – \$1,200/\$2,000 Nonmember**
  - Feature your brand at one of these packed and exciting onsite courses!
  - Logo on event materials
  - Table tents at each attendee table
  - Special recognition in the opening communication
  - Sign at the session entrance
  - One six-foot draped display table during ShopperFest (Friday/Saturday)
- **MASK SPONSORSHIP – \$1,500/\$2,250 Nonmember**
  - Have your brand featured on the faces of every event attendee
- **SATURDAY EVENT SPONSORSHIP – \$1,500/\$2,250 Nonmember**
  - Up to 4 tickets to the event
  - Feature your brand at the Saturday offsite
  - Logo on event materials
  - Special recognition throughout the weekend
  - Signage at the departure point
- **HOTEL KEY CARD – \$1,500/\$2,500 Nonmember (single sponsorship)**
  - Have your company logo featured on the room key card of every attendee
- **TOTE BAG SPONSOR – \$1,250/\$2,000 Nonmember (single sponsorship, two sponsorships available)**
  - Color Logo on tote bag – one side with sponsor logos
  - Ability to include product or literature

## ADDITIONAL BENEFIT

- Post-conference attendee list emailed as an Excel file to key contacts (email addresses are included)