

Dedicated independent contractors from around the country attend MSPA America's ShopperFest. And we're headed back to Pittsburgh for another great weekend of industry collaboration at ShopperFest 2023!

ShopperFest is the only MSPA Americas conference for independent contractors to attend educational sessions, gain certifications and network with CX (MSP) and retail service provider (MSO) companies all at the same time. What is unique about ShopperFest is that it is a conference put on by the MSPA Americas Board of Directors, and programmed by company owners and executives speakers. Attendees are getting first-hand, credible information from the leaders of the industry itself and not some outside third party.

This three-day conference includes networking opportunities during the opening reception, meals and a full slate of MSPA Americas educational courses to earn specific industry certifications. A brief rundown of the weekend includes:

FRIDAY

- A selection of MSPA Americas educational courses which can lead to onsite certification
- Opening Reception with sponsors, providers and all ShopperFest attendees
- MSPA Americas Game Night

SATURDAY

- A full day of informative sessions led by provider owners and executives
- **SPECIAL EVENT:** Lunch with Mr. McFeely
- Optional evening event



SUNDAY

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

NETWORK WITH KEY EVALUATORS AND RETAIL SERVICE PROVIDERS

By sponsoring ShopperFest, you will have the opportunity to network with some of the industry's best independent contractors and (and now W-2 options) 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 MSO workers.. This pool of talent has many companies to choose from when searching for opportunities across the Americas – be their first choice by sponsoring ShopperFest!

PRESENTING EVENT SPONSOR – \$2,500 *(2 sponsorships available @ \$2,500 or \$4,000 to buy out title sponsor)*

- Four complimentary registrations to ShopperFest 2023 *(does not include optional event)*
- Logo and link placed on event marketing materials
 - Conference web page (through 2023)
 - MSPA social media channels (Facebook, LinkedIn and Twitter)
- Mention in dedicated conference press release as Presenting Sponsor
- Exclusive sponsorship at Opening Reception or Awards Lunch (or both for solo buy out), as well as four other breakout sessions (mutually determined by Sponsor and MSPA Americas)
 - Podium time at Opening Reception or Awards Lunch (per selection)
 - Sign at event entrance
- Vendor showcase display table; Includes the following:
 - Two 6-foot draped display tables (Joined together and located in premium location on Friday/Saturday)
 - Tables will be located in front of the room near stage or around room at sponsor's option
- Premium logo placement on sponsor recognition signage and conference elements/program
- Recognition from the podium throughout the weekend
- Up to five minutes to speak at Sunday lunch program from the podium
- Logo on pre-session and intermission PowerPoint slides on site at the conference
- Ability to include product or literature in conference tote bag
- First right of refusal for this category for ShopperFest 2024
- **NEW – 4 x 6 ad in MSPA News You Can Use newsletter (all issues from sign on through 2023)**
- **NEW – Eight \$25 gift cards for the weekend attendees raffle credited to the Presenting Sponsor**
- **NEW – Rotating ad banner on the MSPA Americas website (from sign on through 2023)**

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

- Two complimentary registrations to ShopperFest 2023 *(does not include optional event)*
- Logo on ShopperFest 2023 Conference registration site (from sign on until end of conference)
- 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 two Saturday breakout sessions (Session to be determined by MSPA)
- Logo on pre-session and intermission PowerPoint slides on site at the conference
- Ability to include product or literature in conference tote bag
- **NEW – 4 x 6 ad in MSPA News You Can Use newsletter (one-time; date to be determined by MSPA)**
- **NEW – Four \$10 gift cards for the weekend attendees raffle credited to the Platinum Sponsor**
- **NEW – One month rotating ad banner on the MSPA Americas website (Date to be determined by MSPA)**

SHOPPERFEST 2023 SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR – \$595.00

- One complimentary registration to ShopperFest 2023 (*does not include optional event*)
- Logo on ShopperFest 2023 Conference registration site (from sign on until end of conference)
- Logo placement on sponsor recognition signage and conference elements/program
- Logo on pre-session and intermission PowerPoint slides on site at the conference
- Recognition from the podium
- One 6-foot draped display table (Friday night/Saturday morning)
- **NEW – Designated sponsor of two Saturday breakout sessions (Session to be determined by MSPA)**
- **NEW – 4 x 6 ad in MSPA News You Can Use newsletter (one-time; date to be determined by MSPA)**

SILVER SPONSOR – \$395.00

- One complimentary registration to ShopperFest
- Logo on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage and conference elements/program
- Recognition from the podium
- One 6-foot draped display table at ShopperFest Opening Reception (Friday night only)

ADDITIONAL BENEFIT

- A post-conference attendee list will be emailed as an Excel file to key contacts (email addresses are included) for all above level sponsors

VIRTUAL SPONSOR – \$300.00

- Listing on ShopperFest Conference registration site
- Logo placement on sponsor recognition signage and conference elements/program
- Recognition from the podium

GIFT CARD DONATION – \$100.00 OR GREATER

- Donate a gift card of \$100 or more to meet a criterion of earning 2024 MSPA Elite status.
- Your company will be announced from the podium for having donated the card(s)
- There are no signage or other benefits.

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

A LA CARTE OPPORTUNITIES

- **CERTIFICATION SESSION SPONSOR**
\$100 add on Presenting Sponsor Add On
\$200 add on all other sponsorships
\$500 stand-alone sponsorship
Feature your brand at one of these popular onsite courses with your logo on course materials and signage at the session entrance (limit 4 sessions/sponsor).
- **LANYARD SPONSORSHIP**
\$300 add on for Presenting Sponsor
\$500 add on for all other sponsorships
\$800 for stand-alone sponsorship
Have your brand featured around the necks of every event attendee all weekend.
- **TOTE BAG SPONSOR**
\$400 add on for Presenting Sponsor
\$650 add on for all other sponsorships
\$900 for stand-alone sponsorship
Place your color Logo on tote bag (the other side is the MSPA Americas logo) with the ability to include product or literature.
- **HOTEL KEY CARD SPONSOR**
\$400 add on for Presenting Sponsor
\$650 add on for all other sponsorships
\$900 for stand-alone sponsorship
Have your company logo featured on the room key card of every attendee.
- **SATURDAY EVENT SPONSOR**
\$500 add on for Presenting Sponsor
\$800 add on for all other sponsorships
\$1,000 for stand-alone sponsorship
Feature your brand at the Saturday offsite, including your logo on all event materials with special promotion before and during the weekend (also includes up to 4 tickets to the event).
- **VIDEO TRACK SPONSOR**
\$500 add on for Presenting Sponsor
\$800 add on for all other sponsorships
\$1,000 for stand-alone sponsorship
Sponsor the video track with your brand displayed throughout the weekend in the video training room and in promotional collateral.
- **MR. McFEELY LUNCH SPONSOR**
\$500 add on for Presenting Sponsor
\$800 add on for all other sponsorships
\$1,000 for stand-alone sponsorship
Present Pittsburgh icon, David Newell (Mr. McFeely of *Mister Rogers' Neighborhood*) during a special behind-the-scenes look at the show (with advance promotion and day of logo association, and a personal meet and greet for your guests including selfies and autographs).



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