

MARCH 10 & 11, 2020
20th Annual MIC Educational Conference
And Trade Show

Sponsorship Agreement between MIC and **Diamond Sponsor Name**
\$10,000+ cash or \$20,000+ in-kind

Benefits:

Reinforcing Expertise / Thought-Leader

- Ability to lead Solution Circle for attendees at the conference – topic and agenda to be agreed upon between MIC Director of Programs and Sponsor. **(notified by January 11, 2020)**

Conference Attendance

- 6 complimentary conference registrations for March 11, 2020 to include educational sessions and conference meals. **(register or send to MIC@RMECLLC.COM no later than February 28, 2020)**
- 6 invitations to Opening Keynote, Tradeshow and Opening Reception on March 10, 2020. **(register or send to MIC no later than February 28, 2020)**
- Complimentary Standard Tradeshow Booth in prime location of Tradeshow – upgrades available for fee for corner, double booth. **Booths allocated by January 6, 2020 and on-line ordering available.**

Pre-Event Advertising / Website

- Advertising Banner on MIC Website Home Banner for 6-months - 3 months before conference and 3 months after Conference. **Inside Website Banner size – 728Wx90H pixels rotating with other Diamond Sponsors – Ad will be put on website within 48 business hours of submission to MIC Office.**
- Logo included in all event collateral including MIC website homepage and sponsor section (with web link), brochure, flyers, etc. **(logo to be provided on Signing of Contract) – send to MIC@RMECLLC.COM**
- Logo included in pre-conference print and digital campaigns **(logo to be provided on Signing of Contract – Send to MIC@RMECLLC.COM)**
- MIC support of sponsor-created e-blasts, sent by sponsor, promoting sponsor's involvement in the event

On-Site Promotion

- Logo included in all on-site event collateral* including on-site Conference publications, event signage, and walk-in/-out slide loop at Conference opening and closing sessions **(logo to be provided on Signing of Contract – send to MIC@RMECLLC.COM)**
- Full page advertisement in event program – either printed or electronic - **Ad Size - 8.5" x 11" - 8.75" x 11.25" with 1/8" bleed - Live area 7.5" x 10" with 1/8" bleed – Due to MIC Office by February 12, 2020**
- 1 Mobile App push notifications the day of MIC Conference driving attendees to your booth acknowledging your sponsorship- **February 12, 2020 – 140 characters – to the MIC Office**
- 2-minute video to be played at the event during times when majority of attendees are present – **Upload to the following link by February 22, 2020**
<https://drive.google.com/drive/u/1/folders/11f5vIc24vUzpbNhIvylnUtjRMGumC1Bx>

Media Relations & Social Media

- Promotion to media and press outlets as a major supporter of the MIC Conference
- Promotion via MIC social media outlets, including Facebook and Twitter

Additional Benefits

- Full contact list of attendees in Excel format including emails and phone numbers after event.

Sponsorship Fee due no later than January 15, 2020 in full. Sponsorships cancelled after this date will be due 25% of the sponsorship. Sponsors to Sign Page two of this contract and return to the MIC Office before benefits begin

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Company: _____

Contact: _____

Address: _____

City, State Zip: _____

Phone: _____ Email: _____ Website: _____

Amount of check/payment: _____

Charge my Visa, Am Ex or MasterCard _____ Exp Date _____

Authorized Signature _____

Payment secures sponsorship. MIC thanks you in advance for your support!

Sponsor Signature _____

Date _____

For more information go to www.mic-colorado.org or contact the MIC Office below
7300 W. Stetson Place, Unit 41 Littleton, CO 80123
Phone: 720-733-8000
Email: mic@rmecllc.com

Registration and more information is available on-line at www.mic-colorado.org

The Meetings Industry Council of Colorado (MIC) is a coalition of professional meetings industry-related organizations with chapters or headquarters in Colorado. Council Members include the following 13 organizations. Please check all the organizations that you are affiliated with, which will benefit financially from your participation at MIC

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|---|---|
| <input type="checkbox"/> Christian Meetings and Convention Association (CMCA) | <input type="checkbox"/> Meeting Professionals International Rocky Mountain Chapter (MPIRMC) |
| <input type="checkbox"/> Colorado Festivals and Events Association (CFEA) | <input type="checkbox"/> National Association of Catering & Events (NACE) |
| <input type="checkbox"/> Colorado Society of Association Executives (CSAE) | <input type="checkbox"/> National Speakers Association Colorado Chapter (NSA) |
| <input type="checkbox"/> Global Business Travel Association (GBTA) | <input type="checkbox"/> Rocky Mountain Chapter Professional Convention Management Association (RMPCMA) |
| <input type="checkbox"/> Hospitality Sales and Marketing Association International (HSMIAI) | <input type="checkbox"/> Society of Government Meeting Professionals (SGMP) |
| <input type="checkbox"/> International Association for Exhibitions and Events (IAEE) | <input type="checkbox"/> VISIT DENVER |
| <input type="checkbox"/> International Live Events Association Denver Chapter (ILEA) | |