

21ST ANNUAL



Meetings Industry Council of Colorado
Educational Conference & Trade Show

MIC EXCLUSIVE
IN-PERSON IN 2021

Wednesday
June 2, 2021
Colorado Convention Center
Denver, Colorado

The Meetings Industry Council of Colorado (MIC) annual conference and trade show, traditionally held each March, will be held June 2, 2021 due to pandemic restrictions, for this year only. Our goal is to hold an “In-Person” event with our industry peers – being mindful of health and safety concerns for all attendees!

MIC is continually monitoring developments surrounding pandemic local and state health and travel restrictions and guidelines. Safety is key for MIC! Every precaution will be taken to ensure a safe and enjoyable event.

WHAT IS THE 2021 MIC VISION?

In-Person Networking with your Industry Peers!

The 2021 MIC conference vision is to host in-person attendees (half planner/half sponsor-exhibitors) while following local and state guidelines and restrictions. MIC will adjust attendee capacity limits as guidelines and restrictions change. We plan to host as many attendees, socially distanced, as guidelines allow.

Relevant Education with Professional & Industry Experts

Learn from professional and industry experts during informative and motivating conference sessions. Sessions will provide an unparalleled opportunity to hear from industry leaders about new best practices that reshape our industry, strategies for making your events and meetings more successful and innovative solutions for your challenges. Whether you are new to the industry or a seasoned professional, you will walk away with useful, practical information that can be applied in your work world.

NEW! Planner Connection

The Planner Connection provides sponsors and exhibitors the opportunity to meet with planners with optional pre-set appointments during the Trade Show along with networking before and after on our hybrid platform. This will allow exhibitors to generate higher-quality leads, connect with existing clients, and introduce their products and services to planners.



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MIC 2021 Agenda

Wednesday, June 2, 2021

Colorado Convention Center

700 14th Street - Denver, CO 80202

Tuesday, June 1, 2021

8:00 a.m. - 5:00 p.m. **Conference set-up & Move-in**

Wednesday, June 2, 2021

7:30 a.m. - 8:30 a.m..... **Registration**

8:30 a.m. - 9:30 a.m..... **Opening Keynote**

9:30 a.m. - 10:45 a.m..... **Planner Connection/Tradeshow with**

Optional Appointments

10:45 a.m. – 11:00 a.m..... **Break**

11:00 a.m. - 12:00 p.m. **#1 Concurrent Sessions**

12:00 p.m. – 12:45 p.m..... **Lunch, Leadership Awards & Networking**

12:45 p.m. - 1:45 p.m. **#2 Concurrent Sessions**

1:45 p.m. - 3:30 p.m. **Planner Connection/Tradeshow with**

Optional Appointments

3:30 p.m. - 4:30 p.m. **Closing Keynote**

** Event schedule subject to change*

For more information on the MIC and updates on the MIC Conference & Trade Show, visit
www.mic-colorado.org



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DIAMOND SPONSOR LEVEL - \$10,000+ Cash OR \$20,000+ In-Kind

SPONSOR BENEFITS:

Function Exclusivity

- Exclusive Sponsor/Naming Rights to one premier education room

Conference Attendance

- Six complimentary to live and virtual portion of conference registrations. Registration includes full conference agenda.

Planner Connection

- 1 10 x 20 booth space including standard tables, chairs, carpeting, pipe and drape
- Up to eight (2 additional at \$150 each) entries to the MIC "Planner Connection" innovative trade show with optional scheduled appointments and virtual platform benefits and networking.

Pre-Event Promotions

- 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
- Logo included in all event collateral including MIC website homepage and sponsor section, brochure, flyers, etc.

On-Site Promotions

- Logo included in all on-site event collateral* including on-site Conference, event signage, and sponsor slide show looping to all as walking in.
- Full page advertisement in "Buy MIC" electronic Conference program.
- 1 mobile app push notifications the day of MIC Conference.
- 2-minute video to be played at the event during times when majority of attendees are present within your Sponsored Room— Upload to the following link by April 30, 2021 <https://www.dropbox.com/request/ZqRhmljPZEr3zdM42dVc>

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).
- Logo on all Virtual platform graphics (Great Hall, Networking Lounge, Exhibit Hall Lobby, etc.)
- Logo on Virtual Exhibit Hall 10x20 booth with additional links below the booth
- Video sponsorship before and after sessions/on-demand

Sponsor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Sponsors will receive a refund, minus a \$25 administrative fee.

Thank you so much for your interest in MIC 2021, we are looking forward to working with you as a sponsor/exhibitor. As we are sure is the same with your business, our opportunities are ever-changing. As restrictions change and we continue working with the most creative minds in the business, please know that these sponsorship/exhibit benefits may be adjusted. We will make sure we are in constant communication with you regarding any changes or updates.

If you have any questions or if there is anything specific you would like to discuss, please feel free to reach out to info@mic-colorado.org or 720-733-8000.



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PLATINUM SPONSOR LEVEL - \$6,000+ Cash OR \$12,000+ In-Kind

SPONSOR BENEFITS:

Conference Attendance

- Four complimentary hybrid conference registrations. Registration includes full conference agenda.

Planner Connection

- 1 10 x 10 booth space including standard table, chairs, carpeting, pipe and drape
- Up to six (2 additional at \$150 each) entries to the MIC "Planner Connection" innovative trade show with optional scheduled appointments and virtual platform benefits and networking.

Pre-Event Promotions

- 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 Platinum Sponsors
- Logo included in all event collateral including MIC website homepage and sponsor section, brochure, flyers, etc.

On-Site Promotions

- Non-exclusive Sponsor/Naming Rights to one premier education room
- Logo included in all on-site event collateral* including on-site Conference, event signage, and sponsor slide show looping to all as walking in.
- Half page advertisement in "Buy MIC" electronic Conference program.
- 1 mobile app push notifications the day of MIC Conference.
- 2-minute video to be played at the event during times when majority of attendees are present within your Sponsored Room– Upload to the following link by April 30, 2021 <https://www.dropbox.com/request/ZqRhmljPZEr3zdM42dVc>

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).
- Virtual Platform Logo section in the Virtual Exhibit Hall Lobby
- Exhibit Hall 10x20 booth with no extra links under the booth (only 8 clickable impressions within the booth)

Sponsor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Sponsors will receive a refund, minus a \$25 administrative fee.

Thank you so much for your interest in MIC 2021, we are looking forward to working with you as a sponsor/exhibitor. As we are sure is the same with your business, our opportunities are ever-changing. As restrictions change and we continue working with the most creative minds in the business, please know that these sponsorship/exhibit benefits may be adjusted. We will make sure we are in constant communication with you regarding any changes or updates.

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GOLD SPONSOR LEVEL - \$4,000+ Cash OR \$8,000+ In-Kind

SPONSOR BENEFITS:

Conference Attendance

- Two complimentary hybrid conference registrations. Registration includes full conference agenda.

Planner Connection

- Up to four entries (2 additional at \$150 each) to the MIC Planner Connection scheduled appointments.
- 50% off a 10 x 10 booth space including standard table, chairs, carpeting, pipe and drape
- Up to four entries to the MIC "Planner Connection" innovative trade show with optional scheduled appointments and virtual platform benefits and networking.

Pre-Event Promotions

- 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 Gold Sponsors
- Logo included in all event collateral including MIC website homepage and sponsor section, brochure, flyers, etc.

On-Site Promotions

- Logo included in all on-site event collateral* including on-site Conference, event signage, and sponsor slide show looping to all as walking in.
- One-third page advertisement in "Buy MIC" electronic Conference program.

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).
- 10x10 booth with 4 clickable impressions

Sponsor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Sponsors will receive a refund, minus a \$25 administrative fee.

Thank you so much for your interest in MIC 2021, we are looking forward to working with you as a sponsor/exhibitor. As we are sure is the same with your business, our opportunities are ever-changing. As restrictions change and we continue working with the most creative minds in the business, please know that these sponsorship/exhibit benefits may be adjusted. We will make sure we are in constant communication with you regarding any changes or updates.

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SILVER SPONSOR LEVEL - \$3,000+ Cash OR \$6,000+ Retail In-Kind

SPONSOR BENEFITS:

Conference Attendance

- Two complimentary hybrid conference registrations. Registration includes full conference agenda. Up to three additional attendees at \$150 each.

Pre-Event Promotions

- Logo included in all event collateral including MIC website homepage and sponsor section, brochure, flyers, etc. as Silver Sponsor

On-Site Promotions

- Logo included in all on-site event collateral* including on-site Conference, event signage, and sponsor slide show looping to all as walking in.
- 1/4 - page advertisement in "Buy MIC" electronic Conference program.

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).

Sponsor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Sponsors will receive a refund, minus a \$25 administrative fee.

Thank you so much for your interest in MIC 2021, we are looking forward to working with you as a sponsor/exhibitor. As we are sure is the same with your business, our opportunities are ever-changing. As restrictions change and we continue working with the most creative minds in the business, please know that these sponsorship/exhibit benefits may be adjusted. We will make sure we are in constant communication with you regarding any changes or updates.

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BRONZE SPONSOR LEVEL - \$1,500+ Cash OR \$3,000+ Retail In-Kind

SPONSOR BENEFITS:

Conference Attendance

- 1 complimentary hybrid conference registrations. Registration includes full conference agenda. Up to three additional attendees at \$150 each.

Pre-Event Promotions

- Logo included in all event collateral including MIC website homepage and sponsor section, brochure, flyers, etc. as Bronze Sponsor

On-Site Promotions

- Logo included in all on-site event collateral* including on-site Conference, event signage, and sponsor slide show looping to all as walking in.
- Business card size ad advertisement in "Buy MIC" electronic Conference program.

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).

Sponsor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Sponsors will receive a refund, minus a \$25 administrative fee.

Thank you so much for your interest in MIC 2021, we are looking forward to working with you as a sponsor/exhibitor. As we are sure is the same with your business, our opportunities are ever-changing. As restrictions change and we continue working with the most creative minds in the business, please know that these sponsorship/exhibit benefits may be adjusted. We will make sure we are in constant communication with you regarding any changes or updates.

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Planner Connection Tradeshow for Exhibitors *Optional Appointments and Virtual Presence*

Floor Plan in Redesign

\$1,000 Exhibitor Booth (\$1,250 includes sponsoring 2 pre-qualified Planners)

Conference Attendance

- Two complimentary registrations to the hybrid conference. Registration includes full conference agenda.

Planner Connection/Tradeshow with optional appointment scheduling

- Up to four entries (2 additional at \$150 each) to the MIC Planner Connection Tradeshow with optional scheduled appointments with qualified planners and virtual platform networking and presence.
- 10 x 10 booth space with 6' table, 2 chairs, waste basket, carpet

Pre-Event Promotions

- Company name and contact information listed in electronic information.
- Listing in appointment scheduling software.

On-Site Promotions

- 10 x 10 booth and signage with your company name.

Media Relations & Social Media

- General inclusion in Conference promotion.

Additional Benefits

- Contact list of attendees in excel format including emails and phone numbers after event. (Attendees will have an option to opt-out of this listing).
- Optional for virtual platform networking and listing

Exhibitor fee is due in full (non-refundable) no later than April 30, 2021. If the event is cancelled due to pandemic local or state restrictions, Exhibitors will receive a refund, minus a \$25 administrative fee.

