



Sponsor/Exhibitor Prospectus

March 1-2, 2022 | www.mic-colorado.org | Colorado Convention Center

Join us as the Meetings Industry Council of Colorado – MIC – returns to a fully in-person conference in 2022.

We're ready to welcome more than 1,000 participants at the Colorado Convention Center, March 1-2, 2022. The MIC community includes approximately 350 meeting and event planners, plus others who join us from dozens of states around the country to support the vibrant meetings & events community in the Rocky Mountain area.

Here's the agenda, so you can start planning your MIC experience now:

Monday, February 28, 2022

7:00 AM	7:00 PM	Exhibit/Registration Move-in
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Tuesday, March 1, 2022

7:00 AM	4:00 PM	Exhibit Move-in
11:00 AM	7:00 PM	Registration Open
1:00 PM	4:30 PM	Education Sessions
4:30 PM	6:30 PM	Opening Reception in Trade Show

Wednesday, March 2, 2022

7:30 AM	8:30 AM	Registration & Breakfast in Trade Show
7:30 AM	4:45 PM	Trade Show Open
8:30 AM	9:30 AM	General Session
9:30 AM	10:30 AM	Trade Show / Break
10:30 AM	12:00 PM	Education Sessions
12:00 PM	1:15 PM	Lunch and Awards
1:15 PM	2:45 PM	Education Sessions
2:45 PM	3:45 PM	Trade Show / Break
3:45 PM	4:45 PM	Closing General Session
4:45 PM	7:00 PM	Exhibit Tear Down

General Session and Trade Show are in the same room, so no early exhibit tear-down is allowed.

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Sponsorship Information

Sponsorships give your company the chance to spotlight your relevant products and services. In addition to the Trade Show, your company can be featured in conference communications, the MIC website, the conference mobile app and the post-conference "Buy MIC" guide distributed to MIC's entire mailing list.

[Choose from these options by visiting here.](#)

Name	Titanium Title Sponsor	Diamond Sponsor	Platinum Sponsor
Price	\$20,000	\$10,000	\$6,000
Number Available	1	7	10
Included			
Conference Registrations	8	6	4
Booth	16x20	8x20	8x10
Website Banner (months)	12	6	4
Logo on event collateral	XLarge	Large	Large
Ad in "Buy MIC"	Full Page	Full Page	Half Page
Mobile App push notification	2	1	1
Education Room Naming	Main stage introduction	X	-
Video at conference	2 minute	1:45 minute	1 minute
Contact list	X	X	X
In-Kind Equivalent	N/A	\$20,000	\$12,000



Name	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Price	\$4,000	\$3,000	\$1,500
Number Available	20	Unlimited	Unlimited
Included			
Conference Registrations	2	-	-
Booth	50% off 8x10	25% off 8x10	-
Website Banner (months)	2	1	-
Logo on event collateral	Medium	Medium	Small
Ad in "Buy MIC"	1/3 Page	1/4 Page	Business Card
Mobile App push notification	-	-	-
Education Room Naming	-	-	-
Video at conference	-	-	-
Contact list	X	X	X
In-Kind Equivalent	\$8,000	\$6,000	\$3,000



About MIC

The Meetings Industry of Colorado is a coalition of professional meetings industry-related organizations with chapters or headquarters in Colorado. Council Members include: Christian Meetings and Convention Association (CMCA), Colorado Festivals and Events Association (CFEA), Colorado Society of Association Executives (CSAE), Global Business Travel Association Rocky Mountain Chapter (GBTA), Hospitality Sales and Marketing Association International (HSMIAI), International Association for Exhibitions and Events (IAEE), International Live Events Association Denver Chapter (ILEA), Meeting Professionals International Rocky Mountain Chapter (MPIRMC), National Association of Catering & Events (NACE), National Speakers Association Colorado Chapter (NSA), Rocky Mountain Chapter Professional Convention Management Association (RMPCMA), Society of Government Meeting Professionals (SGMP) and VISIT DENVER

Note: MIC takes health and safety seriously, and will ensure that the 2022 event complies with or exceeds recommended health measures issued by the CDC, the State of Colorado and the City of Denver. We will provide updated information regarding health and safety protocols on the MIC website: www.mic-colorado.org

Contact us:

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