



# M&M 2018

## MICROSCOPY & MICROANALYSIS

August 5-9, 2018 • Baltimore, MD

### Sponsorship Prospectus: Microscopy & Microanalysis

Exhibit Dates: August 6 – 9, 2018

Baltimore Convention Center

Conference Dates: August 5 – 9, 2018

Baltimore, Maryland



# PROMOTIONAL SPONSORSHIPS



Your company's exhibit experience can be enhanced through a variety of image-building marketing opportunities. Take advantage of our unique and high profile sponsorships. Sponsorships will not only help you to increase your visibility but also build brand awareness and drive more traffic to your booth. These high impact items will give you a competitive edge to stand out and get noticed.

## Meeting Bag – Investment \$16,500

Each attendee will receive a tote bag with your company logo on it, filled with registration material. This bag will be used throughout the conference to gather information from the exhibit floor and long after the conference has concluded.

### Benefits:

- Company logo imprinted on attendee bags
- One complimentary tote bag insert
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 4 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Hotel Key Cards – Investment \$10,000

Be the last name attendees see as they leave their rooms for the conference and the first name they see when they return for the evening. Your logo and the M&M logo will be imprinted on each key card, providing thousands of impressions.

### Benefits:

- Company logo imprinted on each key card for all conference hotels (one side, one color)
- Sponsor recognition in advance and on site printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 3 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Headshot Studio – Investment \$8,000

Sponsor the headshot studio at M&M. Attendees can come into the exhibit hall and get expertly photographed.

### Benefits include:

- The headshot studio will be branded with your company graphics.
- Sponsor recognition in advance and on site printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 3 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## M&M2018 Mobile App – \$7,500 Investment

Mobile Apps are rapidly expanding your opportunities to drive brand awareness, engage and acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the M&M2018 mobile app! The mobile app will be available beginning one week prior to the conference and will be available for two months following the event.

### Benefits:

- Your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens
- Your company will receive a banner ad at the top of the screen
- The homepage will include a button that clicks directly your site (or url of your choice)
- Sponsor recognition in advance and on site printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 3 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## M&M Mobile App Banner Ad – \$2,000 Investment per ad

Put your company message in a banner ad at the top of the M&M conference mobile app screen. Your banner ad can link your url or a special message for M&M attendees. Ads rotate at the top of the app dashboard page. A limited quantity of ads will be available.

## Water Stations – \$7,500

August in Baltimore – need we say more?

Place your eye-catching company graphics on water stations located in the exhibit hall and outside of the session rooms. Attendees appreciate the simple availability of water.

### Benefits:

- Your company graphics will be displayed on all water stations
- Sponsor recognition in advance and on site printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 3 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel



# PROMOTIONAL SPONSORSHIPS



## Lanyards – Investment \$6,500

Your company's logo will be imprinted on each lanyard. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the four days.

### Benefits:

- Company logo imprinted on all attendee lanyards
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Water Bottles – \$6,500

Keep attendees hydrated during the conference. Water coolers will be available throughout the conference so attendees can fill and refill their water bottle daily. Sponsoring the sport water bottle will be a refreshing way to get your name out to all the conference attendees during and well after the conference.

### Benefits:

- Your company one color logo will be printed on all M&M water bottles
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2018 Conference
- Sponsor ribbons for booth personnel

## Hotel Door Drop – Investment \$6,000

Extend your marketing reach by delivering your promotional item directly to doors of the M&M attendees in the major hotels of the M&M room block. By delivering your message to more buyers, it will enable you to market your products and services more effectively.

### Benefits include:

- Your company piece delivered to all the major hotels of the M&M room block
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points on 2019 Conference
- Sponsor ribbons for booth personnel

## Conference Pen/Highlighter – Investment \$5,500

Attendees will need a pen as they take notes in the educational sessions and throughout the conference. Your logo will be imprinted on the pen/highlighter given to all conference

attendees in their conference bag they receive at registration. This is a great opportunity for exposure both during and after the conference.

### Benefits:

- Company logo imprinted on all attendee pens
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Email Marketing – Investment \$5,500

Send your personalized company message to the 2017 post-show and 2018 pre-show attendee lists. Direct email marketing to this targeted list of attendees is the most powerful and cost effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only four (4) sponsorships available.

### Benefits:

- Your HTML formatted email sent to each list 1x before the M&M 2018 meeting in August
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Tote Bag Insert – Investment \$2,200 (Only 8 available)

Instantly deliver your company's message to all conference attendees. Limited availability allows for your message to stand out and helps increase your reach. Your insert can be up to 8 ½" x 11" or smaller, single or double sided, color or b/w and will be inserted into all conference bags distributed at registration.

## Make My Day VOUCHERS – \$1000 Investment

Connect with your target market and develop qualified leads! Make your brand more meaningful by enhancing their conference experience with simple pleasures sure to improve their M&M 2019 experience! Make My Day vouchers for discounted coffee, or F&B discount are modest, added-value benefits that directly align your brand with attendees' positive event experience.

## Hand out \$5.00 Starbucks Gift Cards – Quantity of 50

- Make My Day sponsorships include a printed voucher with company message to be handed out from the exhibitor's booth. Vouchers will be given out at the Exhibitor's discretion.
- Exhibitors will get a carpet decal in front of their booth recognizing that company as a Make My Day sponsor



# NETWORKING SPONSORSHIPS



## MicroBrew Networking Poster Session – Investment \$5,000 exclusive

Reinforce your presence at the conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. Held in the late afternoon Monday through Wednesday, these highly attended sessions are accompanied by beverages and light refreshments and offer your company thousands of impressions. Sponsorship includes verbal recognition from the President before the awards presentation each day.

### Benefits:

- Sponsor logo on signage and table tents in the MicroBrew areas
- Verbal recognition as the MicroBrew sponsor from the President before the awards presentation each day
- Opportunity to provide branded napkins for use during MicroBrew
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## M&M Student Mixer – \$5000 Investment – Monday, August 6, 5:30 – 7:00pm

- Exclusive sponsorship of the Student Mixer at M&M2019. Your company logo placed on signage - *The Student Mixer is made possible in part by a generous donation by Company X*
- Your company logo placed on table tents at the Student Mixer
- Opportunity to provide branded napkins at the Student Mixer
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Coffee/Refreshment Breaks – Investment \$2,500 Per Day

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company!

### Benefits:

- Sponsor logo on signage in all break areas
- Table tents with sponsor logo in all break areas
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 1 Priority point for M&M 2019 conference
- Sponsor ribbons for booth personnel

## Meeting Space on Exhibit Floor – Investment \$\$\$\$ and \$\$\$\$

M&M is offering exhibitors to rent a meeting room on the exhibition floor. These rooms are available for exclusive rental for the entire duration of the exhibition open hours (Monday, August 6 - Thursday, August 9, 2019). based. Meeting rooms will be 10' x 20' or "20x 20" hard wall room built on the exhibition floor. Rooms do not have ceilings and M&M cannot guarantee acoustic quality.

\$4000 Meeting Rooms include the following: lockable doors, carpet, and company signage outside conference table, six chairs and a wastebasket. Electrical, internet, and F&B are additional.

\$2500 Meeting Rooms include the following: lockable doors, carpet, and company signage outside. Furniture, electrical, internet, and F&B are additional. Sponsor recognition in advance and onsite printed promotion (subject to deadline)

### Benefits:

- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 1 Priority points for M&M 2019 conference
- Sponsor ribbons for booth personnel

## Symposia Sponsorships – Investment (\$3,700 - \$1400)

As a sponsor you have the opportunity to select from the list of symposia that is the best fit for your company.

### Benefits:

- Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support.
  - Company logo on slide during attendee walk-in.
  - Sponsor recognition in advance and onsite printed promotion (subject to deadline)
  - Company logo listed on conference website w/link
  - Company logo on sponsor recognition signage
  - 1 Priority point for M&M 2019 conference
  - Sponsor ribbons for booth personnel
- 4 Symposia - \$3700  
3 Symposia - \$2900  
2 Symposia - \$2100  
1 Symposium - \$1400



# GRAPHIC SPONSORSHIPS



## Aisle Signs – Investment \$7,700 (Exclusive)

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number.

### Benefits:

- Company logo and imprinted on each aisle sign
- Sponsorship includes 17 Aisle Signs
- Sponsor recognition in advance and on site printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Preferred freight handling at Show Site
- Company logo on sponsor recognition signage
- 3 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Lavatory Sponsorship – \$6,000 Investment

Build brand awareness among customers and prospects in one of the most unusual places! Put your company message in the men's and women's lavatories around the exhibit hall and session rooms.

### Benefits:

- Your custom-designed artwork on 8" x 14" signs in the men's and women's lavatories above the urinals and on the back of the restroom stall doors
- Signs in 50 restroom lavatories
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 2 Priority points for 2019 Conference
- Sponsor ribbons for booth personnel

## Breakout Table Decals – Investment \$3,200

Your company artwork will cover five (5) breakout tables inside the exhibit hall next to concessions. Attendees take advantage of this convenient seating area during exhibit hours to network, have lunch or simply sit and relax. Tabletop decals measure 2' x 2'. Attendees will see your company artwork all four days of exhibits every time they walk to and from the concession stands and poster session area. Only two (2) sponsorships available.

### Benefits include:

- Your company artwork will be placed as 2' x 2' decals on five (5) breakout tables inside the exhibit hall
- Sponsor recognition in advance and onsite printed promotion (subject to deadline)
- Company logo listed on conference website w/link
- Company logo on sponsor recognition signage
- 1 Priority point for 2019 Conference
- Sponsor ribbons for booth personnel

## Standing Sign Boards – Investment \$2,700

Placed in high traffic areas, the Standing Sign Boards are an excellent way to promote your company's product or service. Standing signs are approximately 3'W x 8'H, double-sided and freestanding, giving you double the visibility.

**“This is a great show because attending association members make a point of visiting exhibitor booths to learn about our products and services.”**

*Mark T. Nelson, Microscopy Innovations*

### For Exhibit Information Contact:

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