



**M&M 2023**  
**MICROSCOPY &  
MICROANALYSIS**  
Minneapolis, MN • July 23-27

**SPONSORSHIP  
OPPORTUNITIES**



# PROMOTIONAL SPONSORSHIPS

## MEETING BAG

**\$17,000 (EXCLUSIVE)**

Each attendee will receive a tote bag with your company's logo on it, filled with registration material. This bag will be used during and long after the conference. Benefits include your company logo imprinted on attendee bags and one complimentary tote bag insert.

## HOTEL KEY CARDS

**\$10,000 (EXCLUSIVE)**

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 sleeve, providing thousands of impressions. Design includes both sides.

## CONFERENCE NOTEPADS

**\$10,000 (EXCLUSIVE)**

The notepads provide a unique promotional opportunity beyond the conference. Attendees will use the 8 ½ x 11" notepads in sessions, keynote and then back at the office. Your company artwork will be prominently printed on the cover of each pad along with the M&M logo.

## WATER BOTTLES

**\$10,000 (EXCLUSIVE)**

Keep attendees hydrated. 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. Your company one color logo will be printed on all M&M water bottles.

## LANYARDS

**\$9,000 (EXCLUSIVE)**

Gain visibility throughout the conference with your company's logo 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.

## HAND SANITIZER

**\$8,000 (EXCLUSIVE)**

Help attendees feel safe and clean at the live conference, and put your company's name on the free, mini hand sanitizer bottles given out at the event. Sponsoring the hand sanitizer giveaway will be a smart way to get your name out to all the conference attendees during and well after the conference.

## TOTE BAG INSERT

**\$3,000**

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. Only 8 tote bag inserts are available.

# BRANDING

## HEADSHOT STUDIO

\$10,000

Just landed a new job, looking for a new job? Still using your high school prom photo on LinkedIn? Help everyone level up their professional brand by sponsoring an executive photo studio, with headshots taken by M&M's official conference photographers. Sponsorship includes your company logo on counters and signage, plus recognition on all promotional materials. The Headshot Studio will be featured in the M&M Event Scheduler, and the Mobile App giving your company maximum exposure for sponsoring this hot new conference feature. Your logo will also be included in the online gallery where all images will be posted for review and downloading.

## AISLE SIGNS

\$9,000 (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.

## WATER STATIONS

\$8,500 (EXCLUSIVE)

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

## CHARGING LOUNGE

\$7,000

Charging stations help attendees power up their phones, laptops and other devices without leaving the conference. The charging tables will prominently display your company logo and message and be placed in the M&M Mega Booth.

## SCHEDULE AT A GLANCE

### WELCOME SIGNAGE

\$5,000

Place your company graphics below the digital Schedule at a Glance signage. Located in the M&M registration area this was a tremendously popular sign that attendees refer to daily.

## STANDING SIGN BOARDS

\$3,000

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.

## FLOOR DECALS

\$4,000

Direct attendees to your booth with creative custom floor stickers that are strategically placed in the exhibit hall to lead attendees directly to your booth. This package includes five (5) 2' x 2' floor decals, custom designed.

## ADDITIONAL DIGITAL AND PRINT GRAPHICS

PRICING VARIES

Minneapolis Convention Center offers additional digital and print branding throughout the M&M conference space. Please contact Mary Michalik at [mary@corcexpo.com](mailto:mary@corcexpo.com) for branding locations and pricing.

# EVENTS & EXPERIENCES

## MICRO BREW NETWORKING POSTER SESSION

**\$6,000 (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 each afternoon, 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 and the sponsor logo on signage and table tents in the Micro Brew areas.

## M&M STUDENT MIXER

**\$5,000 (EXCLUSIVE)**

Your company logo will be placed on signage and table tents at the Student Mixer.

## COFFEE/REFRESHMENT BREAKS

**\$5,000**

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! Sponsorship includes sponsor logo on signage and table tents with sponsor logo in all break areas.

## SYMPOSIA SPONSORSHIPS

As a sponsor you will have the opportunity to select from the list of symposia that is the best fit for your company. Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support.

- 4 Symposia - \$3800
- 3 Symposia - \$3000
- 2 Symposia - \$2200
- 1 Symposium - \$1500

## MAKE MY DAY VOUCHERS

**\$2,500**

Connect with your target market and develop qualified leads. Make your brand more meaningful by enhancing their conference experience with the simple pleasure of a \$5 Starbucks Gift card, sure to improve their M&M2023 experience. Hand out \$5.00 Starbucks Gift Cards – Quantity of 50. Benefits include branded gift cards and a carpet decal in front of their booth recognizing that company as a Make My Day sponsor.

## PASSPORT TO PRIZES

**\$600**

Drive traffic to your booth and create engagement opportunities with attendees by participating in the official M&M2023 Passport to Prizes. All attendees will receive a “passport” card with their registration materials. Attendees will be instructed to stop by all participating exhibitors to receive a stamp on their passport. Attendees must complete their entire passport cards to be eligible for the prize drawing that will be held on the final day of exhibits and must be present at the prize drawing to win. We will be giving away great prizes, including the latest tech products, Visa giftcards, and more! Prizes will be displayed in the MSA Megabooth during the Meeting.

# DIGITAL MARKETING & ADVERTISING

## CUSTOM EMAIL MARKETING \$7,000

Send your personalized company message to the 2023 pre-show attendee list. Direct email marketing to the 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 are available.

SOLD

## REGISTRATION BANNER AD \$7,000 (EXCLUSIVE)

Be the first to welcome attendees to M&M 2023! Your banner ad will be clickable from the final registration confirmation screen. Your company's banner ad will also be included near the top of registration confirmation emails and the platform access event reminder. Sponsorship includes one (1) banner ad with link to your preferred URL.

## KNOW BEFORE YOU GO EMAIL BANNER AD \$5,000 (EXCLUSIVE)

Reach attendees before the meeting! This important newsletter sent days before the conference goes live will provide information to help attendees navigate the return to the live conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

SOLD

## MOBILE APP SPONSOR \$10,00 (EXCLUSIVE)

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&M 2023 mobile app! The mobile app will be available beginning one week prior to the conference and will be available for 2 months following the event.

SOLD

## MOBILE APP BANNER AD \$2,000

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.

## MOBILE APP PUSH NOTIFICATION \$1,500

Reach attendees directly with your message as a push notification, scheduled during the time of your choosing at the conference. Branded announcements are a highly interactive and flexible way for a company to promote their session, booth, or general message. Push notifications include 170 characters of text.

# SPONSOR RECOGNITION BENEFITS:

- 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
- Sponsor ribbons for booth personnel

## RESERVE YOUR SPONSORSHIP

### **MARY MICHALIK**

SPONSORSHIP MANAGER

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### **MATT MCLAUGHLIN**

SPONSORSHIP SALES

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Exhibits & sponsorship management for the M&M 2023 Annual Meeting provided by Corcoran Expositions, Inc.