



Greater Midwest Chapter



2018 Sponsorship Opportunity Guide

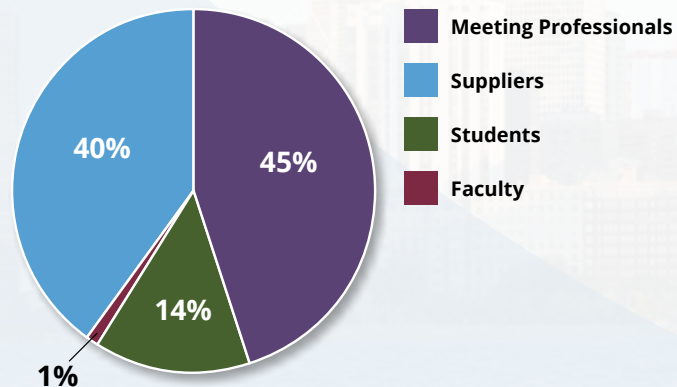
SPONSORING GMC PCMA

Since 1993, Meeting Professionals in the Greater Midwest Chapter of PCMA convene throughout the year to participate in the highest quality meetings with the Professional Convention Management Association (PCMA). GMC PCMA continues to offer premier educational and business opportunities, and there is no better chapter to capture the highest quality meetings-related business.

The GMC PCMA Sponsorship Committee is pleased to offer valued sponsorship opportunities to maximize exposure within the chapter and industry, provide a strong return on investment and custom to suit every type of budget. We continue to enhance the benefits and features based on feedback from our current sponsors and welcome additional discussions on how the Sponsorship Committee of GMC-PCMA can meet your needs. Whether your organization has ample or few sponsorship dollars to allocate, there is a sponsorship opportunity for you with GMC PCMA.

GMC PCMA offers sponsorship levels for every budget; Whichever level of sponsorship you choose you will receive standard sponsor benefits. In addition, many sponsorships have their own exclusive benefits, and additional options that you may choose from to customize your experience and better meet your individual needs.

GMC PCMA Membership Breakdown



About the Greater Midwest Chapter

With more than 1,100 members, the Greater Midwest Chapter of PCMA is one of the largest chapters of PCMA serving Illinois, Indiana, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin.

MEETING PROFESSIONALS: The majority of Chapter members plan meetings for Associations. Annually, Chicagoland associations hold more than 30,000 meetings, seminars, educational programs, staff gatherings, conventions and trade shows that span the globe and have combined budgets of **more than \$10.3 billion**.

There are nearly 1,600 member-based organizations that employ 44,000 people, and serve more than 27 million individual members that call the Chicagoland area home. Chicago is currently the nation's number one healthcare association market and is ranked second in the nation for having the most associations in a major metropolitan area.

MAJOR ASSOCIATIONS: GMC PCMA is also home to, and includes professional members from the largest and most notable Associations in the country:

American Medical Association
American Hospital Association
American Bar Association
American College of Surgeons

American Library Association
American Dental Association
Radiological Society of North America
American College of Chest Physicians

CORPORATIONS: Meeting Professionals from the GMC PCMA come from corporations including:

Ace Hardware
Baker & McKenzie Global Services
CUNA Mutual Group
Mutual Trust Financial Group
Nestle Nutrition
Wm. Wrigley Jr. CO.

Allstate Insurance
Blue Cross/Blue Shield
CVS/Caremark
McDonald's
True Value Company
WW Grainger

ASSOCIATION MANAGEMENT COMPANIES: GMC PCMA is home to, and includes professional members from the largest and most notable association management companies in the country, including:

Association Management Center
Corcoran Expositions
Experient A Maritz Global Events Company
SmithBucklin

Bostrom Corporation
Executive Director, Inc.
Sentergroup, Inc.
The Kellen Company

SUPPORT THE GREATER MIDWEST CHAPTER OF PCMA IN 2018!

GMC PCMA has great opportunities to sponsor events. By choosing a level that suits your needs, sponsors of GMC PCMA will be acknowledged at industry educational and social events that are exclusively organized, operated and managed by GMC PCMA.

ALL LEVELS OF SPONSORSHIP WILL RECEIVE THE FOLLOWING BENEFITS:

SPONSOR RIBBONS - Sponsor ribbons will be supplied to all of your attending staff at GMC PCMA events to acknowledge your sponsorship.

LOGO RECOGNITION - Your logo will be displayed as a sponsor on event signage, in the official GMC PCMA mobile app and in the PowerPoint deck for all GMC PCMA events.

GMC PCMA NEWSLETTER - Your logo will be listed and linked in the GMC PCMA monthly e-newsletter under your level of sponsorship.

GMC PCMA SPONSOR PAGE - Your logo will be listed and linked on the GMC PCMA website under your level of sponsorship.

RAFFLE PRIZE - Sponsors will have the opportunity to provide raffle prizes for GMC PCMA raffle drawings.

MARKETING SPOTLIGHTS - You can select from a number of marketing vehicle formats for increased exposure.

Please note: *Sponsors electing to share a sponsorship among multiple organizations will be required to provide a single logo to represent the group and a single URL to use for hyperlinking in electronic communications.*

Questions?

Contact Michelle Suarez, CMP at GMC PCMA Headquarters at 312.265.3925

TITLE SPONSORSHIP (formerly Platinum)

INVESTMENT: \$15,000

Six (6) TITLE SPONSORSHIP levels are available for 2018.

EXCLUSIVE BENEFITS:

GMC PCMA EVENT RECOGNITION - Title Sponsor will be recognized at one (1) of the four Chapter Education events (In 2018, education events typically occur in March, June, September, and November) or at the GMC PCMA Bowl-A-Thon in November.

CHAPTER EDUCATION EVENT SPONSORSHIP INCLUDES:

- 10 minutes of podium time with the option to show a promotional video
- Title slide and paper agenda printed with your company logo
- Logo listed in the e-blast promoting you as the education event sponsor

BOWL-A-THON SPONSORSHIP INCLUDES:

- Two complimentary lanes Bowl-a-thon, GMC PCMA's best-attended event, in each time slot
- Five (5) Complimentary Meeting Professional Cheerleader Registrations
- Link to Your website on the Bowl-A-Thon Registration Page

ANNUAL AWARDS EVENT INCLUDES:

- Logo listed in dedicated Awards Event e-blasts promoting your company as the exclusive event sponsor
- 7 minutes of podium time - with the option to show a promotional video (total podium time not to exceed 7 minutes in length)
- Ten (10) complimentary registrations

Choose 18 of the following:

- **Exclusive Event with 10 Executive Level Meeting Professionals** - Invitation for two (2) Sponsor company staff to attend. Plan a roundtable discussion at a breakfast, lunch or dinner to bring together your target audience (valued at \$1,000)
- **Post-Event attendee mailing list for one time use***
- **Right of First Refusal on 2019 Sponsorship opportunity**
- **Distribution of company-branded materials/small gift item on tables at your event**
- **Display Table for your Company** - to distribute your branded promotional literature and/or small gift items* (exclusive event sponsor gets prime table location)
- **Choice of one (1) question to be added to the post event survey for your event**
- **Supplier Registrations*** - Staff Registrations for GMC PCMA Education Events. (4 registrations to be used at your discretion)
- **Meeting Professional Registrations*** - Registrations for sponsor invited Meeting Professionals for GMC PCMA Chapter Education Events. (4 registrations to be used at your discretion)
- **2018 Annual Awards Evening Registrations** (10)
- **Bowl-A-Thon Cheerleader Registrations*** - Meeting Professional or Sponsor registrations (2) - limit 3 for a maximum of 6 registrations
- **Guaranteed time-slot for company's bowling team** - based on availability
- **Vendor Spotlight Description (12 available)** - 50-word description with company logo and link to be featured in a designated member e-blast. First-come, first-served
- **Vendor Spotlight Article (12 available)** - Maximum of one per monthly e-newsletter. First-come, first-served. 500-800 word article
- **Banner Ad (24 available)** - Maximum of two per monthly e-newsletter. First-come, first-served. 728 x 150px in jpg format. Image should be designed to be legible when scaled for mobile at 250px wide.

*May select this option multiple times

EVENT SPONSORSHIP (formerly Diamond)

INVESTMENT: \$10,000

One (1) EVENT SPONSORSHIP level is available for 2018, based on first-come-first serve basis

EXCLUSIVE BENEFITS:

GMC PCMA EVENT SPONSORSHIP - Sponsorship at Leadership Day.

LEADERSHIP DAY EDUCATION INCLUDES:

- Logo listed in dedicated e-blasts promoting Leadership Day
- 7 minutes of podium time - with the option to show a promotional video (total podium time not to exceed 7minutes in length)
- One (1) complimentary table for ten (10) people at Awards Event



Choose 14 of the following:

- **Post-Event attendee mailing list for one time use***
- **Right of First Refusal on 2019 Sponsorship opportunity**
- **Distribution of company-branded materials/small gift item on tables**
- **Display Table for your Company** - to distribute your branded promotional literature and/or small gift items* (exclusive event sponsor gets prime table location)
- **Choice of one (1) question to be added to the post event survey for your event**
- **Supplier Registrations*** - Staff Registrations for GMC PCMA Education Events. (4 registrations to be used at your discretion)
- **Meeting Professional Registrations*** - Registrations for Meeting Professionals for GMC PCMA Education Events (4 registrations to be used at your discretion)
- **Bowl-A-Thon Cheerleader Registrations*** - Meeting Professional or Sponsor registrations (2) - limit 3 for a maximum of 6 registrations
- **Guaranteed time-slot for your company's bowling team** - based on availability
- **Vendor Spotlight Description (12 available)** - 50-word description with company logo and link to be featured in a designated member e-blast. First-come, first-served
- **Vendor Spotlight Article (12 available)** - Maximum of one per monthly e-newsletter. First-come, first-served. 500-800 word article
- **Banner Ad (24 available)** - Maximum of two per monthly e-newsletter. First-come, first-served. 728 x 150px in jpg format. Image should be designed to be legible when scaled for mobile at 250px wide.

*May select this option multiple times

VENUE SPONSORSHIP (new level)

INVESTMENT: Minimum value \$10,000

(Provide complimentary meeting space, F&B, A/V and discounted/free parking when available)

VENUE SPONSORSHIP levels available for 2018, based on first-come-first served basis

EXCLUSIVE BENEFITS:

GMC PCMA VENUE SPONSORSHIP - Venue sponsorship of one of the GMC PCMA Events or the Chapter Reception at Convening Leaders.

RECOGNITION AT VENUE SPONSORED EVENT INCLUDES:

- Logo listed in dedicated e-blasts promoting the event
- Venue host to receive five (5) minutes of podium time for introduction and promotion
- Registration form to include scheduling for site visit on program day



Choose 8 of the following:

- **Post-Event attendee mailing list for one time use***
- **Right of First Refusal on 2019 Sponsorship opportunity**
- **Distribution of company-branded materials/small gift item on tables**
- **Display Table for your Company** - to distribute your branded promotional literature and/or small gift items* (exclusive event sponsor gets prime table location)
- **Choice of one (1) question to be added to the post event survey for your event**
- **Supplier Registrations*** - Staff registrations for the GMC PCMA Education event being hosted (4)
- **Meeting Professional Registrations*** - Registrations for sponsor invited Meeting Professionals for GMC PCMA Education Events (4 registrations to be used at your discretion)
- **Bowl-A-Thon Cheerleader Registrations*** - Meeting Professional or Sponsor registrations (2) - limit 3 for a maximum of 6 registrations
- **Guaranteed time-slot for your company's bowling team** - based on availability
- **Vendor Spotlight Description (12 available)** - 50-word description with company logo and link to be featured in a designated member e-blast. First-come, first-served
- **Vendor Spotlight Article (12 available)** - Maximum of one per monthly e-newsletter. First-come, first-served. 500-800 word article
- **Banner Ad (24 available)** - Maximum of two per monthly e-newsletter. First-come, first-served. 728 x 150px in jpg format. Image should be designed to be legible when scaled for mobile at 250px wide.

*May select this option multiple times

SUSTAINING SPONSORSHIP (formerly Gold)

INVESTMENT: \$5,000

Unlimited SUSTAINING SPONSORSHIP levels are available for 2018

EXCLUSIVE BENEFITS:

GMC PCMA SUSTAINING SPONSORSHIP - Sponsorship of the December 2018 Membership Mixer

DECEMBER 2018 MEMBERSHIP MIXER SPONSORSHIP INCLUDES:

- Logo recognition in reception invitation
- Complimentary admission for (2) sponsoring company staff
- Signage with your company logo at the reception
- Your company logo on the reception drink tickets
- Logo listed in dedicated e-blasts promoting the December membership mixer



Choose 7 of the following:

- **Post-Event attendee mailing list for one time use***
- **Distribution of company-branded materials/small gift item on tables**
- **Display Table for your Company** - to distribute your branded promotional literature and/or small gift items* (exclusive event sponsor gets prime table location)
- **Supplier Registrations*** - Staff Registrations for GMC PCMA Education Events. (4 registrations to be used at your discretion)
- **Meeting Professional Registrations*** - Registrations for sponsor invited Meeting Professionals for GMC PCMA Education Events. (4 registrations to be used at your discretion)
- **2018 Annual Awards Luncheon Registrations** - Meeting Professional or Sponsor registrations (2)
- **Bowl-A-Thon Cheerleader Registrations*** - Meeting Professional or Sponsor registrations (2) - limit 3 for a maximum of 6 registrations
- **Guaranteed time-slot for your company's bowling team** - based on availability
- **Vendor Spotlight Description (12 available)** - 50-word description with company logo and link to be featured in a designated member e-blast. First-come, first-served
- **Vendor Spotlight Article (12 available)** - Maximum of one per monthly e-newsletter. First-come, first-served. 500-800 word article
- **Banner Ad (24 available)** - Maximum of two per monthly e-newsletter. First-come, first-served. 728 x 150px in jpg format. Image should be designed to be legible when scaled for mobile at 250px wide.

*May select this option multiple times

SUPPORTING SPONSORSHIP (formerly Silver)

INVESTMENT: \$2,500

Unlimited SUPPORTING SPONSORSHIP levels available for 2018

BENEFITS INCLUDE 6 OPTIONS

ADVOCATE SPONSORSHIP (formerly Bronze)

INVESTMENT: \$1,500

Unlimited ADVOCATE SPONSORSHIP levels available for 2018

BENEFITS INCLUDE 1 OPTION

Choose options from the following:

- **Supplier Registrations*** - Staff Registrations for GMC PCMA Education Events. (4 registrations to be used at your discretion)
- **Meeting Professional Registrations*** - Registrations for sponsor invited Meeting Professionals for GMC PCMA Education Events (4 registrations to be used at your discretion)
- **Bowl-A-Thon Cheerleader Registrations*** - Meeting Professional or Sponsor registrations (2) - limit 3 for a maximum of 6 registrations
- **Guaranteed time-slot for your company's bowling team** - based on availability
- **Vendor Spotlight Description (12 available)** - 50-word description with company logo and link to be featured in a designated member e-blast. First-come, first-served
- **Vendor Spotlight Article (12 available)** - Maximum of one per monthly e-newsletter. First-come, first-served. 500-800 word article
- **Banner Ad (24 available)** - Maximum of two per monthly e-newsletter. First-come, first-served. 728 x 150px in jpg format. Image should be designed to be legible when scaled for mobile at 250px wide.

**May select this option multiple times*



IN-KIND SPONSORSHIP

Donate your services to help us execute GMC PCMA programs and events

IN-KIND SPONSORSHIP OPPORTUNITIES INCLUDE:

- Audio/Visual Services providers
- Production companies
- Photography
- Signage
- Hotels/Resort Properties/Convention Centers
- Speakers Bureau
- Airline/Transportation companies
- Web Services/Broadcasting
- Catering companies/Restaurants
- Decorators

Not limited to the above service providers. Based on need and applicability.

BENEFITS INCLUDE: Options as agreed upon based on value



READY TO BECOME A SPONSOR OF GMC PCMA?

Submit your 2018 Sponsorship application

**SUBMIT YOUR 2018
SPONSORSHIP APPLICATION**

Got an idea outside the box?

We can customize packages to meet your needs and your budgets.
Call Michelle Suarez, CMP at GMC PCMA Headquarters: 312.265.3925