# 2021
## SPONSORSHIP, EXHIBITOR AND ADVERTISING OPPORTUNITIES

## CONFERENCE SPONSOR
### $5000

**Your sponsorship includes:**

- 1 Virtual Exhibit Booth
- 6 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- Up to 2 different 10 – 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- 2 Rotating Skyscraper ads
- Welcome message from the CEO, President or Executive Officer of your organization that plays on the landing page of the virtual platform
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference
- Sponsored attendee badges (your logo added to each attendee badge)
- Placement on top of the exhibitor directory

## LEVEL 1 SPONSOR
### $3500

**Your sponsorship includes:**

- 1 Virtual Exhibit Booth
- 4 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- One 10 – 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference

## LEVEL 2 SPONSOR
### $2500

**Your sponsorship includes:**

- 3 complimentary conference registrations
- Full page, 4 color program ad in the online program book
- One 10 – 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into WPA's social media plan surrounding the conference

## LEVEL 3 SPONSOR
### $1500

**Your sponsorship includes:**
- Full page, 4 color program ad in the online program book
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad
- Identification as a Conference Sponsor on convention application, event website, and in email marketing
- Full integration into MPA's social media plan surrounding the conference

## TRIVIA GAME EVENT SPONSOR
### $2000

**Your sponsorship includes:**
- Full page, 4 color program ad in the online program book
- One 10 – 15 second mini commercials that will play before attendees attend any online content
- Rotating Horizontal Main Lobby ad
- Rotating Skyscraper ad • Identification as the Trivia Game Night Sponsor on the game application
- Full integration into MPA's social media plan surrounding the conference
- Identification as the Trivia Game Night Sponsor on convention application, event website, and in email

## VIRTUAL EXHIBITOR
### $800

Virtual exhibit hall company sorting is based on sponsorship tiers/levels and according to when payment is received

## MINI COMMERCIAL
### $1500

(These will be forced to be played during live session streaming consumption, and when session is replayed during On-Demand viewing)
Video Format: mp4 Video
Length: 10 - 15 seconds is ideal
Size/quality: 720p, High Def Web Format ideal

## ROTATING MAIN LOBBY BANNER AD
### $400

1200 x 200 px

## ROTATING SKYSCRAPER AD
### $400

(Discussion Board and Profile Vertical Banner)
160x600px

## ONLINE PROGRAM AD
### $400 - $500

Each Full-Page: $500; $400 for exhibitors
(finished size 4.75" wide by 7.25" high maximum)

**Deadline date for all videos and ads will be MARCH 19, 2021**
**(no exceptions)**

For more information contact:
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