



09/09/2021

## **SPONSORSHIPS for USPF Meetings\***

\*USPF Meeting Sponsorship applies to the 2 Day All Member Meetings, excluding the joint Payments Summit/ USPF Member Meeting

### **PREMIUM TITLE LEVEL SPONSORSHIPS**

Title sponsorship puts your branding message front and center, next to the title of the conference.

Title sponsors receive exclusive branding opportunities prior to, and during the event. Title sponsors may choose location for Premium Sponsor signage, located at the front of the hall or in networking areas. Optional Title Sponsor table-top spaces available with premium placement for maximum visibility and accessibility during conference breaks.

Platinum Sponsorship (Limit 1 Sponsor) – \$15,000

Premium “over-conference-title” logo billing on all marketing materials, web site, at venue • One Premium Sponsor table space • Opportunity to give opening greeting (non-commercial content) • A separate, private meeting room/suite during the conference • Opportunity to hang banners (up to 8’ x 8’) in conference room • Opportunity to hang banners (up to 8’ x 8’ each) in registration area and exhibits area • A full page color ad in the conference agenda/attendee handout with first selection of position • 1 page welcome letter in show guide • Six (6) additional complimentary registration passes • Distribute sponsor-supplied handouts at registration (ie, pens, note pads, logo merchandise) • Copy of complete attendee list • Company logo on web site [NOTE: The number and locations of sponsor-supplied hanging banners will be displayed in accordance with hotel restrictions and event staff recommendations. Banners will be not be returned after the meeting unless the sponsor arranges for prepaid shipping and handling in advance]

Gold Sponsor (Limit 2 Sponsors) – \$12,000

Premium billing on all conference materials • Up to two hanging banners (up to 8’ x 8’ each) on site • One Premium Sponsor table space • Full page color ad in the conference agenda/attendee handout • 1 page welcome letter in show guide (if there is no Platinum sponsor) • Three (3) additional conference passes • Two (2) inserts in conference handouts • Company logo on web site [NOTE: The number and locations of sponsor-supplied hanging banners will be displayed in accordance with hotel restrictions and event staff recommendations. Banners will be not be returned after the meeting unless the sponsor arranges for prepaid shipping and handling in advance]

Silver Sponsor (Limit 2 Sponsors) – \$7,500

Sponsor's signage provided in registration area. • One Premium Sponsor table space • Two (2) additional Conference Passes • One (1) insert into the handout materials • 1/2 page color ad in the conference agenda/attendee handout • Company logo on web site

## **LEADING SPONSORSHIPS**

Leading sponsorship opportunities are a great way to make a targeted, unique, or personal marketing impression on conference participants. All Leading Sponsorships include, signage in registration area • One (1) additional conference registration pass • Company information published in conference agenda/attendee handout • Company logo on web site

Registration Badge Sponsor (Limit 1 Sponsor) – \$5,000

Sponsor logo on USPF issued conference badges, including company logo lanyards (if desired). Includes: 1 insert into handout materials • 1/2 page color ad in the Show Guide • One (1) additional conference registration pass. • Company logo on web site

Wi-Fi Service Provider (Limit 1 Sponsor) – \$4,500

Sponsorship makes Wi-Fi service available to all conference attendees. Includes: Signage in registration area • Wi-Fi promotion on session slides during breaks • ½ page color ad published in show guide • One (1) additional conference registration pass • Company logo on web site

Logo Bottled Water Sponsor (Limit 1 Sponsor) – \$4,500

Company logo printed on bottled water distributed throughout the conference. Includes: All ordering, graphics, shipping, and hotel handling service charges • 1/2 page color ad in the conference agenda/attendee handout • One (1) additional conference registration pass • Company logo on web site

Logo Bag Sponsor (Limit 1 Sponsor) – \$4,500

Conference bags with sponsor logo are given to all attendees. • 1/2 page color ad in the Show Guide • One (1) additional conference registration pass. Sponsor can substitute event-supplied plastic bag with sponsor-supplied bag of equal or higher value • Company logo on web site

Opening Day Evening Reception Sponsor (Limit 1 Sponsor) – \$4,500

The opening day evening reception sponsor will be featured as the host of the event. Sponsor will also work with event management to design theme of event and enhance brand exposure opportunities. Includes: Sponsor signage • Table signs • full page color ad in the conference agenda/attendee handout • One (1) additional conference registration pass • Sponsor has the opportunity to provide hard goods such as cups, napkins, etc. to increase brand exposure • Company logo on web site

Opening Day Lunch Sponsor (Limit 1 Sponsor) – \$3,500

The Opening Day Lunch Sponsor will be featured as the host of the lunch for conference attendees. Includes: Table signs • Sponsor has the opportunity to provide hard goods such as cups, napkins, etc. to increase brand exposure • 1/2 page color ad in the conference agenda/attendee handout • One (1) additional conference registration pass • Company logo on web site

Opening Day Breakfast Sponsor (Limit 1 Sponsor) – \$2,500

The Opening Day Breakfast Sponsor will be featured as the host of the breakfast for conference attendees. Includes: Table signs • Sponsor has the opportunity to provide hard goods such as cups, napkins, etc. to increase brand exposure • ¼ page ad in conference agenda • One (1) additional conference registration pass • Company logo on web site

Opening Day Break (AM & PM) Sponsor (Limit 1 Sponsor) – \$2,000

The Opening Day Break Sponsor will be featured as the host of the breakfast for conference attendees. Includes: Table signs • Sponsor has the opportunity to provide hard goods such as cups, napkins, etc. to increase brand exposure • ¼ page ad in conference agenda • One (1) additional conference registration pass • Company logo on web site

Second Day Breakfast, Lunch & Breaks Sponsor (Limit 1 Sponsor) – \$2500

The Second Day Breakfast, Lunch and Break Sponsor will be featured as the host of the food & beverages for conference attendees on the second day. Includes: Sponsor signage • Table signs • Sponsor has the opportunity to provide hard goods such as cups, napkins, etc. to increase brand exposure • ¼ page ad in conference agenda • One (1) additional conference registration pass • Company logo on web site

## SUPPORTING SPONSORSHIPS

Supporting sponsorships help to reinforce your branding and presence at the event.

Charging Station Sponsor – \$4,000

The charging station sponsor will help make a recharging kiosk available to attendees in the conference foyer. Includes: Sponsor logo on recharging kiosk • signage in registration area • ¼ page ad in conference agenda • One (1) additional conference registration pass • Company logo on web site

Sponsor “Giveaway” Bag Insert Item – \$2,500

Sponsor-supplied gift item (ie. pens, pads, luggage tags, USB drives, wearables) Also includes: Signage in registration area • One (1) additional conference registration pass • ¼ page ad in conference agenda • Company logo on web site • Company to ship to the hotel prior to the event

Specialty Drink Bar – \$2,300

During the evening receptions in the exhibit hall, be recognized as the company that offers attendees a specialty cocktail – options may include mojitos, margaritas or others. This is a great way to help add some extra panache to the networking receptions! Includes: Extra drink tickets to distribute to attendees to visit your cocktail station • Table Signs • Signage in registration area • ¼ page ad in

conference agenda • Company logo on web site • Branded signage at the bars • Opportunity to supply branded items (cups, cocktail napkins, etc.) at the station

Conference Bag Insert (Printed materials only) – \$1,100

Includes 1 marketing insert piece (provided by sponsor) included in each registration bag. Sponsor to provide 250 pieces to be delivered onsite 2 days prior to event. • ¼ page ad in conference agenda • Company logo on web site

Conference Program Advertising – \$1,000 full page Color, \$750 1/2 page Color

One page or half-page color advertisement in the conference agenda/attendee handout, which is distributed to all attendees.

## RULES AND POLICIES FOR SPONSORSHIP

- Sponsor organizations must be members in good standing of the USPF
- Sponsorship is available on a first come, first served basis based for any announced meeting based upon the completion of the sponsor agreement
- Sponsorship selection is available for future meeting dates, but any specific sponsorship is limited to one meeting at a time per organization.
- Sponsorship payments are due within 30 days of the signed sponsor agreement, and no later than 10 days before the sponsored USPF meeting date
- Sponsorships including sponsor-supplied materials (printed items, giveaways, lanyards) are required to ship up to 250 pieces of each item to the meeting location no later than 48 hours in advance of the start of the meeting. All shipments must be shipped according to event staff instructions.
- Sponsor-supplied hanging banners (Title Sponsors only) will be displayed in accordance with hotel restrictions and event staff recommendations. Banners will be not be returned after the meeting unless the sponsor arranges for prepaid shipping and handling in advance
- Sponsor signage in registration area includes a 28" x 36" color foamboard sign on an easel with the sponsored item and company logo listed