



Southeastern  
Regional Conference  
Alabama | Atlanta | Charlotte | Central Florida  
Nashville | North Florida | Palmetto  
Raleigh | Tampa Bay  
Society for Marketing Professional Services



2018 SunBuilt Conference  
March 5-7, 2018  
Omni Hotel @ The Battery  
Atlanta, GA

# SPONSORSHIP AND EXHIBITOR AGREEMENT

## SPONSOR INFORMATION

Attendee: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### SPONSORSHIP COMMITMENT LEVEL

- Platinum \$3,500.00 2 Available
- Gold \$2,500.00 Multiple Available
- Silver \$1,000.00 Multiple Available
- Friend of SERC \$250.00 Multiple Available

*\*Additional In-Kind Sponsorship Opportunities available: Lanyards*

### EXHIBIT SPACE

- \$650.00 SMPS Member/ \$750.00 Non-SMPS Member  
Includes 6' Exhibit Table  
Only 10 spaces available

### OTHER SPONSORSHIP OPPORTUNITIES

- Tuesday Night Social \$1,500.00 1 Available
- Welcome Reception (Monday) \$750.00 1 Available
- Keynote Sponsor (Tuesday) \$750.00 1 Available
- Lunch Sponsor (Tues. or Wed.) \$500.00 1 Available Per Day
- Charity Event Sponsor \$500.00 1 Available
- Snack Sponsor (items added into bags) \$300.00 1 Available
- Water Bottles **SOLD** \$300.00 1 Available
- Printing Sponsor **SOLD** In-Kind 1 Available
- Photography Sponsor **SOLD** In-Kind 1 Available

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Please sign and send this completed form and a vector-format logo (.ai or .eps) to Mary Jo Butcher at [mbutcher@pesengineers.com](mailto:mbutcher@pesengineers.com).  
Make checks payable to: SMPS Southeastern Regional Conference (SMPS-SERC). Mail your check to: PO Box 53278, Atlanta, GA 30355

Exclusive sponsorship opportunities are subject to availability and will be awarded on a "first come first served" basis. To ensure your spot today, please complete this form and send with a check for the full sponsorship amount. No printing, advertising or other sponsorship benefits will be tendered until completed form and payment are received.

To ensure inclusion on all materials as noted, sponsorship commitments are due by **February 1, 2018**; those received after this date may miss print deadlines.





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## SPONSORSHIP BENEFITS

	Platinum \$3,500 (2 available)	Gold \$2,500	Silver \$1,000	Friend \$250	Tues Night Social \$1,500	Keynote or Welcome Reception \$750	Tues. or Wed. Lunch \$500	Exhibitor \$650	Charity Event Sponsor \$500	Snack Sponsor \$300	Water Bottle Sponsor \$300
Complimentary full registrations (value \$545.00)	2	1									
VIP Table seating for with Keynote Speaker & SERC Chair during Tuesday morning Keynote	2	1									
Color ad in conference program	full page	1/2 page	1/4 page								
Premium exhibit space (value \$595)	✓										
Exhibit space (value \$650)		✓						✓			
Logo on all printed material	✓	✓	✓	✓	✓						
Logo on all event boards	✓	✓	✓	✓							
Verbal mention during all events	✓	✓	✓								
Logo on conference website and all social media channels	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Mention in SERC event digital campaign	✓	✓	✓		✓	✓					
Company name listed in conference program	✓	✓	✓	✓	✓	✓	✓	✓			
Logo on 1 event-specific event board (i.e. keynote, social, reception or lunch)					✓	✓	✓				
Verbal mention during 1 specific event being sponsored (i.e. key- note, social, reception or lunch)					✓	✓	✓				
Place leave-behinds at attendee tables	✓	✓	✓		✓	✓	✓				
Introduce keynote speaker							keynote				
1-minute company overview during 1 specific event being sponsored (social or welcome reception)					✓	welcome reception					
Logo on actual provided items (bags, water bottles, lanyard, etc.)										✓	✓

