



# Fall 2024 Convention & Exhibition

September 13-15 • Blue Water Convention Center, Port Huron

## Enhanced Sponsorship Opportunities

**Sponsorships can help you market your product or service to our large chiropractic audience by offering greater visibility to maximize your investment before, during, and after the convention!**

In addition, sponsors will receive FIRST CHOICE of booths at the next MAC convention.

**Be sure to check out our Membership Packages for even more convention specials and advertising opportunities!**

### **Platinum - \$5,000** (select one from the following)

- Keynote Speaker
- Major Convention Sponsor
- Sponsor Conv. Welcome Packet (*Logo on Cover*)

### Platinum Sponsorship Benefits include All Bronze, Silver and Gold Sponsorship Benefits, **Plus:**

- Free 1/2 Page Welcome Packet Print Ad (7.5"x10")
- Medallion Ad on MAC Homepage for 30 Days
- Address Convention Attendees in a Speaker's Classroom (5 minutes, max.)
- 2 Additional VIP Party Tickets

### **Gold - \$4,000** (select one from the following)

- General Convention Co-Sponsor
- Saturday Evening Reception
- Sponsor Digital MAC Materials (*Schedule, Notes, etc*)

### Gold Sponsorship Benefits Include All Bronze and Silver Sponsorship Benefits, **PLUS:**

- One (1) Full Page Ad in MAC Conv. Recap (instead of 1/2 page)
- Logo on MAC Convention Page for 120 Days
- Additional VIP Party Ticket

### **Silver - \$3,000** (select one from the following)

- VIP Club Party
- Speaker (Name) \_\_\_\_\_
- Saturday Evening Reception/Party Co-Sponsor
- GoBo

### Silver Sponsorship Benefits also include All Bronze Sponsorship Benefits, **PLUS:**

- One (1) **Exhibitor Booth** During Event
- One (1) 1/2 Page Ad in MAC Conv. Recap (3.75"x10")
- Logo on MAC Convention Page for 60 Days
- Address Convention Attendees in a Speaker Classroom (5 minutes, max.)
- Game Participation
- Promotion on MAC Social Media

### **Bronze - \$1,500** (select one from the following)

- Friday Welcome Reception
- Co-Sponsor Speaker (Name) \_\_\_\_\_
- Saturday Morning Coffee
- Sunday Morning Coffee
- Saturday Lunch in Exhibit Hall (co-sponsor)

### Bronze Sponsorship Benefits also include:

- Signage at the Convention
- One (1) 1/4 Page Ad in MAC Conv. Recap (3.75"x5")
- Logo on Promotional Materials
- Attendee Mailing List
- Logo and Link on MAC Convention Page (30 days)
- One (1) Invitation to VIP Club Party

Company Name \_\_\_\_\_ Rep. Name \_\_\_\_\_

Company Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Total \$ \_\_\_\_\_ \* A credit card # MUST be included on this form for sponsorship.

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Fill out and return **both** pages to:

MAC • 416 W. Ionia, Lansing, MI 48933 • (517) 367-2225 • fax (517) 367-2228 • lisa@chiromi.com



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## Ala Carte Sponsorship Opportunities

### \$200 - \$500 Options

Participate in Exhibitor Game - \$200

#### Welcome Packet Print & Digital - **Strict Deadline for Printing**

Inside Cover - \$500 - *PDF required by August 9*

Back Cover - \$500 - *PDF required by August 9*

Next to Schedule - \$500 - *PDF required by August 9*

Full Page - \$350 - *PDF required by August 9*

Half Page - \$175 - *PDF required by August 9*

#### Welcome Packet - Digital ONLY

Full Page - \$200 - *PDF required by August 26*

Half Page - \$100 - *PDF required by August 26*

### \$1,000 Options

Bottled Water in Exhibit Hall

Reader Board

Laynards

Saturday Reception in Exhibit Hall (Co-Sponsorship)

VIP Club Party (Co-Sponsorship)

**For great value sponsorship package opportunities, please see the Enhanced Sponsorship Opportunities Form.**

### \$1,500 Options

Hotel Key Cards (Must also provide)

### Silent Auction

Donate Item(s) for Silent Auction

Describe Item(s) \_\_\_\_\_

### **Welcome Packet: Description and Stats**

Program booklet is emailed to attendees before the event and handed to each attendee at the event. It contains the schedule, map to classrooms, CE information, hotel information, etc. Ads available for print and digital or digital only.

**Total Ad Page Impressions: 5,553**

**Total Active Unique Users: 913**

**Total Page Views: 15,367**

**Total URL Click: 419**

These statistics are from the average of the last 3 conventions. Printed packets are handed out to each attendee at registration.

**We encourage you to host an independent doorprize at your booth!**

Company Name \_\_\_\_\_

Rep. Name \_\_\_\_\_

Company Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Total \$ \_\_\_\_\_ \* A credit card # MUST be included on this form for sponsorship.

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

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