



Spring 2025 Convention & Exhibition

April 25-27 • Radisson Plaza - Kalamazoo, MI

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.

Remember: The sooner you sign on as a sponsor, the more PR we can offer your company!

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 March 17*

Back Cover - \$500 - *PDF required by March 17*

Next to Schedule - \$500 - *PDF required by March 17*

Full Page - \$350 - *PDF required by March 17*

Half Page - \$175 - *PDF required by March 17*

Welcome Packet - Digital ONLY

Full Page - \$200 - *PDF required by April 1*

Half Page - \$100 - *PDF required by April 1*

\$1,000 Options

Bottled Water in Exhibit Hall

Reader Board

Laynards - Sold

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: 9,236

Total Active Unique Users: 863

Total Page Views: 20,197

Total URL Click: 451

These statistics were pulled from the digital Spring 2022 Welcome Packet. Print Welcome Packets were handed out to all attendees at the event.

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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