

2022 Midwest Coaches Conference Sponsor, Exhibitor and Ad Options



Sponsors	Premier	2022	Advantage
Location	Highest traffic	Highest traffic	Premium table placement ⁴
Tables	Three (3) eight-foot	Three (3) eight-foot	Two (2) eight-foot
Conference Website Advertising	Priority listing as “attending premier sponsor” with logo, link, and paragraph of description on Sponsor page	Listing as “attending 2020 sponsor” with logo, link, and paragraph of description on Sponsor page*	Listing as “attending advantage sponsor” with logo, link, and paragraph of description on Sponsor page**
Video Advertising	One (1) 2-minute at a main gathering ²	One (1) 1-minute at a main gathering ²	
Conference Visibility	Introduce one (1) keynote speaker ³		At (1) meal or break place collateral material on tables ^{2,4}
	Priority prominent signage throughout the dedicated conference floor	Prominent signage throughout the dedicated conference floor	
	Registration area signage		
Conference Booklet Advertising	One full-page ad on back cover or inside front cover ³	One prominent full-page ad	One full-page ad (interior) ⁴
	Company description		
	Listing as “attending premier sponsor”	Listing as “attending 2020 sponsor”	Listing as “attending advantage sponsor”
Registrations	Three (3) including meal packages ² and all sessions	Three (3) including meal packages and all sessions	Two (2) including meal packages and all sessions
	Additional may be purchased separately through conference registration site		
	Additional exhibitors with meal package only - \$250		
Included	Skirt, Electricity and Wireless Internet		
	Establish mutual connections via Facebook and Twitter		
	Use of ICF MCC logo to promote participation		
Specs	Graphics for print should be a minimum of 300 dpi, in .eps, .ai or .psd format.		
	* A 250 x 250 pixel logo with URL to link it to and 5-6 sentences description.	* A 250 x 250 pixel logo with URL to link it to and 5-6 sentence description.	** A 175 x 175 pixel logo with URL to link it to and 3-4 sentences description.
	Banner: A 1400 x 600 pixel banner with URL to link it to		Banner: 1600 x 568 pixel with URL to link it to. Page choices are: • Conference Schedule • Keynote Speakers • Breakout Presenters • Special Events • Hotel and Air
	\$5,997	\$5,347	\$3,247
Limit 2 SOLD OUT	Exclusiv SOLD OUT	Limit 5	
Deadline	June 15, 2022	June 15, 2022	July 1, 2022

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¹ with full payment and submitted artwork
² sponsor to produce and provide
³ first paid gets first choice
⁴ placement preference based on time of payment



Exhibitors	Full Table	Half Table
<i>Tables</i>	One (1) eight-foot ³	Half (1/2) of an eight-foot ³
<i>Location</i>	Choice based on time of payment	
<i>Conference Website Advertising</i>	Listing as “attending exhibitor sponsor” with logo and link on Sponsor page*	Listing as “attending exhibitor sponsor” with logo and link on Sponsor page*
<i>Conference Visibility</i>	Registration area signage	
<i>Conference Booklet Advertising</i>	Listing as “attending exhibitor sponsor”	
	Additional advertising may be purchased separately	
<i>Registrations</i>	Two (2) including meal packages and all sessions	One (1) including meal packages and all sessions
	Additional may be purchased separately through conference registration site	
	Additional exhibitors with meal package only - \$250	
<i>Included</i>	Skirt, Electricity and Wireless Internet	
	Establish mutual connections via Facebook and Twitter	
	Use of ICF MCC logo to promote participation	
<i>Specs</i>	Graphics for print should be a minimum of 300 dpi, in .eps, .ai or .psd format.	
	*A 125 x 125 pixel logo & 72 dpi with URL to link it to.	
	\$1,547	\$897
	<i>Maximum of 23 Full Tables</i>	
<i>Deadline for Submission</i>	July 1, 2022	July 1, 2022

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Optional	Technology Demonstration—NEW!!
	An add-on for those purchasing a Full Table, Advantage, 2022 or Premier Sponsorship
<i>Location</i>	Choice based on time of payment
<i>Specs</i>	30-minute demonstration in a separate room to demonstrate a computer program, software or an app. <i>You are responsible for advertising this. Print ads may be purchased separately in our Conference Booklet.</i>
	\$425

³ first paid gets first choice



Conference Booklet Advertising	Full Page	Half Page Horizontal	Quarter Page Horizontal	Quarter Page Vertical
	Color Ads			
<i>Dimensions</i>	8.5" x 11"	7.25" X 4.875"	4.875" X 3.325"	3.325" X 4.875"
<i>Specs</i>	Graphics for print should be a minimum of 300 dpi, in .jpeg, .eps, .ai or .psd format.			
	No bleed			
	3/16" margin			
	\$425	\$325	\$225	\$225
<i>Deadline for Submission</i>	July 30, 2022			
<p>After approval of your online application, submit ads to marketing@icf-midwest.com.</p> <p style="text-align: center;">Please include the following:</p> <ul style="list-style-type: none"> • Company Name • Contact Name • Contact phone number <p>• If you are working with a Graphic Designer and are willing to allow the Marketing Team to speak with them directly regarding change requests or questions, please include their contact information.</p> <p style="text-align: center;">If you have questions, please send them to sponsors@icf-midwest.com.</p>				

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All items in this document are subject to the 2022 Midwest Coaches Conference's full Terms and Conditions, available by emailing sponsors@icf-midwest.com.