



MLA '18 Sponsor Pledge Form



Adapting | Transforming | Leading
May 18–23 Atlanta, GA
www.mlanet.org | #mlanet18

Complete the following information or attach a business card. Include payment information on the back.

SPONSOR BENEFITS

Increase your company's visibility to over 1,100 MLA attendees. Check the desired sponsor items below and return the completed form to MLA. Sponsorships are awarded as pledges are received. If your selection is not available, MLA will contact you. Benefits are listed below.

Level is based on the total sponsorship amount. "X" indicates benefit provided.	Gold \$26,000+	Silver \$15,000+	Bronze \$4,000+
Pre-Meeting Benefits			
Listing as a sponsor on MLA's website.	X	X	X
Priority allocation of exhibit space at MLA meetings (orders by September 1)	X	X	X
Logo on cover of <i>Preliminary Program</i> , pledge by November 1.	X	X	
On-Site Benefits			
Special "Sponsor" ribbons for representatives' badges.	X	X	X
Recognition in registration area.	X	X	X
Sponsor icon by listing in guide to exhibits	X	X	X
Special recognition in the <i>Official Program</i>	X	X	X
Recognition by MLA's president at general session.	X	X	X
Your company's name posted at sponsored event.	X	X	X
Wine at your exhibit booth during the Opening of the Hall of the Exhibits/ Welcome Reception	X	X	X
Chocolate giveaways at your exhibit booth	X	X	X
Logo on cover of <i>Official Program</i> , pledge by February 15.	X	X	
Eligible for a Lunch and Learn or breakfast time slot	X		
Post-Meeting Benefits			
Recognition in the <i>JMLA</i> and <i>MLA News</i> (distribution 3,700).	X	X	
Photo of your annual meeting exhibit published in the <i>JMLA</i> and <i>MLA News</i> .	X		

SPONSOR OPPORTUNITIES

Online Opportunities

- Combined Online Meeting Programming/Online Meeting Content Site:** Reach to over 1,100 attendees on site and at home by sponsoring meeting content consisting of video and audio with electronic presentation for meeting sessions. Your logo and link on landing page beginning 3 weeks before the meeting and extending 12 months after the meeting.
With the Online Scheduler: Support our cutting-edge schedule application. As attendees plan their meeting days, your company will be prominently recognized with a link viewed by to over 1,100 attendees beginning 2 months before the meeting.
Exclusive sponsorship: \$14,000
- WiFi Access at Convention Center:** Sponsor recognition includes your logo and link on WiFi landing page, and password up to 8 characters.
Exclusive sponsorship: \$22,000
- Poster Sessions:** Your name displayed at the 4 on-site sessions, Sunday, Monday, and Tuesday. Online recognition begins 3 weeks before the meeting with your logo and link displayed on the poster portal. The portal remains active for 12 months post-meeting with over 10,000 hits.
Exclusive sponsorship: \$5,000
- Mobile Event App Sponsorship:** Attendees can access their personal schedules and the full meeting schedule from any device. They can track which exhibits they've visited, download speaker presentations, and take notes from their smartphones or tablets. Starting 2 weeks before the meeting, your company's logo displays on the splash screen when attendees launch the app, and your banner will display across the top of each page.
Exclusive sponsorship: \$15,000

Meals and Receptions

- Welcome Reception and Opening of Hall of Exhibits:** Exclusive sponsorship: \$11,000
- President's Awards Dinner:** Tuesday evening (6:30–10:00 p.m.) SPECTACULAR EVENT! Exclusive sponsorship: \$26,000
- New Member Breakfast: Exclusive sponsorship:** \$6,000
- International Visitors Reception:** 300 international members attend this networking event. Your name will be prominently displayed at the event. Exclusive sponsorship: \$4,000

Additional Sponsorships

- Keynote Plenary Speaker Sunday** (John P. McGovern Award Lecturer): Exclusive sponsorship: \$26,000
- Plenary Session, Wednesday:** The speaker will have everyone's attention at this general session. Your company logo will be prominently displayed. Exclusive sponsorship: \$12,000
- Registration Area:** Includes signage in the main registration area and a logo on the main registration landing page. Exclusive sponsorship: \$12,000
- Relaxation Station:** Exclusive sponsorship: \$19,500
- MLA Scholarship Booth.** Branding at the Scholarship Booth, which supports the MLA grants and scholarship program. Exclusive sponsorship: \$10,000 (proceeds will be donated to the MLA grants and scholarships program)
- Refillable Water Bottle:** Exclusive sponsorship: \$16,000
- MLA Member Resource Room and Placement Center:** Exclusive sponsorship: \$4,000
- Hospitality Booth:** Where everyone goes for local information on area attractions and restaurants. Sponsor name will be posted at the booth. Exclusive sponsorship: \$4,000
- Message Board:** Indispensable, highly visible, and used by all. Sponsor name will be posted in the area. Exclusive sponsorship: \$4,000
- Program at a Glance:** Your company listed on a handy one-page summary of the meeting program in the *Preliminary and Official Programs*. Exclusive sponsorship: \$4,000
- Restaurant Guide:** Registrants receive this popular guide prepared by local members who have taste-tested nearby restaurants. Your company name and logo will be printed on the cover. Exclusive sponsorship: \$4,000
- Refreshment Breaks**
Refreshment Breaks in Hall of Exhibits: Attendees enjoy beverages and snacks. Sponsor name will be posted at the breaks. Four opportunities:
 - Sunday afternoon: Exclusive sponsorship: \$4,000
 - Monday morning: Exclusive sponsorship: \$4,000
 - Monday afternoon: Exclusive sponsorship: \$4,000
 - Tuesday morning: Exclusive sponsorship: \$4,000
- Attendee Bag Sponsorship:** Exclusive sponsorship: \$20,000
- Official Hotel Room Key Card:** Exclusive sponsorship: \$17,500
- Lanyard Sponsorship:** Exclusive sponsorship: \$17,000
- Pen in Attendee Bags:** Exclusive sponsorship: \$11,000
- Tech Trends Program:** (Monday 5:00–6:30 p.m.): Exclusive sponsorship: \$5,000

REQUIRED INFORMATION

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

To reserve space, simply complete the order form and email to redmond@mail.mlahq.org, or fax 312.419.8950.

For assistance, contact Barbara Redmond, redmond@mail.mlahq.org.



For other MLA marketing opportunities, visit www.mlanet.org/marketing