

2016-2017 Comprehensive Sponsorship Guide

AMPs is proud to offer a multi-tiered sponsorship program. We offer multiple levels of benefits with increased visibility for our partners. Don't miss this opportunity to reach out to our nearly 400 professional members and an industry network of over 2,000 meeting and event professionals.

About AMPs

The Association of Meeting Professionals (AMPs) is a nonprofit association that represents and fosters the educational and professional needs of people working in the meeting management industry.

Founded in Alexandria, VA in 1982, AMPs has grown from being a handful of local meeting planners to a group of about 300 planner and service provider members from all over the United States. At the core of the AMPs experience are the educational and networking programs created to provide members with the tools they need to be as successful as they can possibly be in the meeting planning industry.

Whether it's a seminar on covering technological advances in the industry, contract negotiations, industry trends or a night of fun and networking at a trendy venue, AMPs programs are designed to help make members' 'life in the biz,' professionally and personally enriched by simple, inexpensive and enjoyable participation. These dynamic programs are usually held on the second Tuesday of each month from September through June.

About AMPs Sponsorships

Sponsorships are available as either *in-kind sponsorships* (for monthly meeting host venues) or as *paid sponsorships* (for monthly meeting co-sponsors which are generally CVBs or other suppliers).

AMPs monthly meetings typically have 100 attendance, with a one-to-one ratio of local meeting planners to suppliers. These meetings are a great opportunity to showcase your property and city in front of an audience full of planners.

Please note that to qualify as a monthly meeting host, you must be an AMPs member and you must be able to provide a meeting room for 150 people with all AV included, a registration area, coffee break and a hosted reception with light food and beer/wine hosted bar.

A contract and/or payment is required up front to secure your sponsorship. AMPs reserves the right to sell multiple sponsorships for each meeting.

For inquiries or to secure your sponsorship today, please contact Cristina Adames at 202-367-2452 or staff@ampsweb.org.

Monthly Meeting Sponsorship Opportunities

(Only available for September, October, November, January, February, March, April, and May Monthly Meetings)

PLATINUM \$3,000

- Free posting of your logo and link on AMPs web site (logo included on AMPs homepage as part of rotating Monthly Meeting sponsor ad series; logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by AMPs and published the same month as your hosted meeting; 400 – 450 words in length and may include a photo): **Materials due to AMPs by the 13th of the month prior to your meeting**
- One full-page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 10", color, JPG or PDF preferred): **Materials due to AMPs by the 13th of the month of your meeting**
- Acknowledgement at the next Annual Meeting in September and the next Summer Bash in June
- Opportunity to display your organization's materials during your sponsored Monthly Meeting event
- 5 minutes during your sponsored Monthly Meeting event program to give a few words of welcome and highlight your organization
- (10) free registrations to your sponsored Monthly Meeting event (5 registrations must be used for planners)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

GOLD \$1,500

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One ½ page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by the 13th of the month of your meeting**
- Acknowledgement at the next Annual Meeting in September and the next Summer Bash in June
- (5) free registrations to your sponsored Monthly Meeting event (2 registrations must be used for planners)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

SILVER \$750

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September and the next Summer Bash in June
- (3) free registrations to your sponsored Monthly Meeting event (1 registration must be used for a planner)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

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Monthly Meeting Host Sponsorship Opportunities

(Only available for September, October, November, January, February, March, April, and May Monthly Meetings)

PLATINUM HOST BENEFITS:

- Free posting of your logo and link on AMPs web site (logo included on AMPs homepage as part of rotating Monthly Meeting sponsor ad series; logo and link to your web site listed directly on your sponsored Monthly Meeting event page; JPG or PDF preferred): Materials due to AMPs upon signing of contract
- One full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by AMPs and published the same month as your hosted meeting; 400 – 450 words in length and may include a photo): Materials due to AMPs by the 13th of the month prior to your meeting
- One full-page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 10", color, JPG or PDF preferred): Materials due to AMPs by the 13th of the month of your meeting
- Acknowledgement at the next Annual Meeting in September and the next Summer Bash in June
- Opportunity to display your organization's materials during your sponsored Monthly Meeting event
- 5 minutes during your sponsored Monthly Meeting event program to give a few words of welcome and highlight your organization; Materials due to AMPs one week prior to your meeting (electronic presentations must be PC compatible)
- (10) free registrations to your sponsored Monthly Meeting event (5 registrations must be used for planners)
- Acknowledgement on your sponsored Monthly Meeting event signage and invitations
- Pre- and post-meeting attendee list for your sponsored Monthly Meeting event (name, organization, type, and email address)

PLATINUM HOST REQUIREMENTS:

- Provide a registration area to include 2-6 six-foot draped tables with 4-12 chairs, 2 small waste baskets, and 8 sign easels by 3:30 PM on the day of the meeting. Note – we may need up to 3 additional cocktail rounds to display informational materials.
- Provide up to 2 breakout rooms (or comparable space) for 15 people each, conference set, from 4:30 PM – 6:00 PM for committee/board meetings. One of these breakout rooms must include teleconference capabilities for the board meeting.
- Provide soft drinks and coffee in either the registration or program area for up to 150 attendees from 5:30 PM - 6:00 PM.
- Provide a program meeting room with theatre style seating for 150 attendees from 6:00 PM - 7:15 PM. Program meeting room must include a podium on a 16x24' riser, and space in the back/side for a tech table. Because of the added production of this event, AMPs will have access to this room for set-up by 2:00pm.
- Provide a reception style meeting space with hosted hors d'oeuvres and bar (beer, wine and soft drinks) for 150 attendees from 7:15 PM - 8:30 PM (or at least 75 minutes in length from the time the program ends). The menu is up to the discretion of the venue host. The theme is optional and up to the discretion of the venue host, unless otherwise requested by AMPs.
- Provide complimentary or discounted parking for 150 attendees.
- Audio Visual Support: The host venue is to work directly with AMPs to manage and coordinate all A/V needs, including providing tech support for the event. The Annual Meeting has more production for the stage set than traditional monthly meetings – please block space for a 2:00 p.m. AV move-in.

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Special Event Sponsorship Opportunities

(Only available for Annual Meeting, Holiday Reception and Summer Bash)

PLATINUM \$3,000

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by AMPs and published the same month as your hosted meeting; 400 – 450 words in length and may include a photo): **Materials due to AMPs by the 20th of the month prior to your meeting**
- One full-page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 10", color, JPG or PDF preferred): **Materials due to AMPs by the 13th of the month of your meeting; Summer Bash sponsor ads will be published in the September Newsletter**
- Acknowledgement at the next Annual Meeting in September
- Opportunity to display your organization's materials during your sponsored Special Event
- 5 minutes during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (5) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

GOLD \$2,000

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- One ½ page color ad in AMPs online Newsletter (sent monthly to 2,000+ meeting professionals and published the month after your hosted meeting; 7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by the 20th of the month of your meeting; Summer Bash sponsor ads will be published in the September Newsletter**
- Acknowledgement at the next Annual Meeting in September
- Opportunity to display your organization's materials during your sponsored Special Event
- 3 minutes during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (3) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

SILVER \$1,000

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September
- 1 minute during your sponsored Special Event program to give a few words of welcome and highlight your organization
- (2) free registrations to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

PARTNER \$500

- Free posting of your logo and link on AMPs web site (logo and link to your web site listed directly on your sponsored Special Event page; JPG or PDF preferred): **Materials due to AMPs upon signing of this contract**
- Acknowledgement at the next Annual Meeting in September
- (1) free registration to your sponsored Special Event
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for your sponsored Special Event (name, organization, type, and email address)

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In-Kind Sponsorship Opportunities

For in-kind sponsorship opportunities (such as signage providers, AV companies, printers, promotional product companies, etc.), you will be asked to outline the goods/ services to be donated and their estimated value. The estimated value must meet one of the sponsorship giving levels as outlined above.

Advertising Opportunities

Online Newsletter Advertisement (monthly newsletter sent to over 2,000)

\$350	¼ page Ad (Specifications 3.5" X 4.75", color, JPG or PDF preferred)
\$500	½ page Ad (Specifications 7.5" X 4.75", color, JPG or PDF preferred)
\$1000	Full page Ad (Specifications 7.5" X 10", color, JPG or PDF preferred)

Online Membership Directory Advertisement

\$75	¼ page Ad (Specifications 3.5" X 4.75", color, JPG or PDF preferred)
\$100	½ page Ad (Specifications 7.5" X 4.75", color, JPG or PDF preferred)
\$200	Full page Ad (Specifications 7.5" X 10", color, JPG or PDF preferred)