

VISIBILITY IN THE SMPS COMMUNITY YIELDS:

# STRONG. BUSINESS. RESULTS.

Advertise—Exhibit—Sponsor

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org)  
or 571.328.2251 to discuss sponsorship opportunities.

**smps**<sup>®</sup>  
Society for Marketing  
Professional Services

SMPS is the premier organization to reach thousands of marketers and business developers in the A/E/C industries. Join these companies in supporting SMPS and Build Business.

**DODGE**  
DATA & ANALYTICS

**Deltek**  
Know more. Do more.®

**ENR**  
Engineering News-Record

**COSENTIAL**<sup>®</sup>  
CRM and Proposal Generation for AEC



**SMPS is the only organization dedicated to creating business opportunities in the A/E/C industries. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.**



SMPS VISION:

# **BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.**

[www.smps.org](http://www.smps.org)

**"Our Build Business experience was an exceptional one! This conference allowed us to solidify relationships with existing connections and also provided the opportunity for us to introduce our brand to firms that had been on our radar for quite some time. The excellent content and ample opportunities to network with a group of such intelligent and progressive professionals will definitely bring us back next year."**

**—Brett Read, One North**

At the end of the 2017-2018 fiscal year, SMPS had

**7,121**  
members

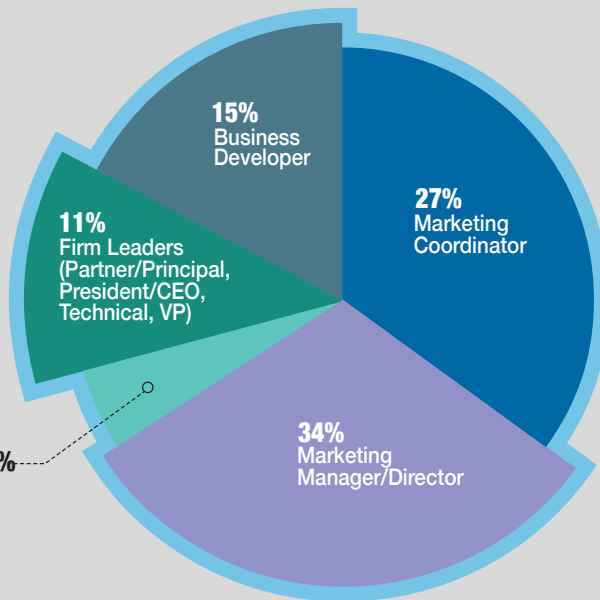
**58**  
chapters

# Member Statistics

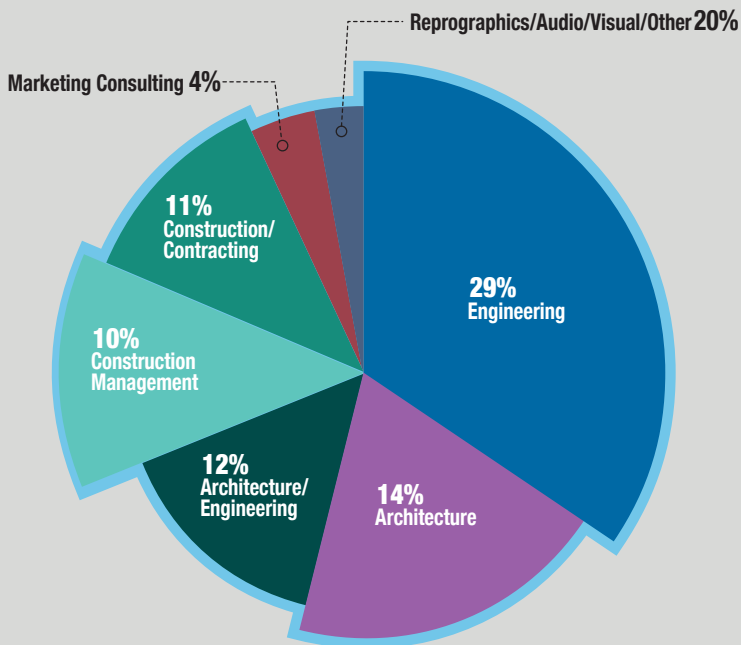
FUNCTION  
JOB TITLE:

TOP  
FOUR  
BENEFITS  
OF  
MEMBERSHIP

- 4
- Networking
  - Professional Development
  - Chapter/Regional Involvement and Events
  - Industry Resources



FIRM  
DISCIPLINE:



## PURCHASING AUTHORITY

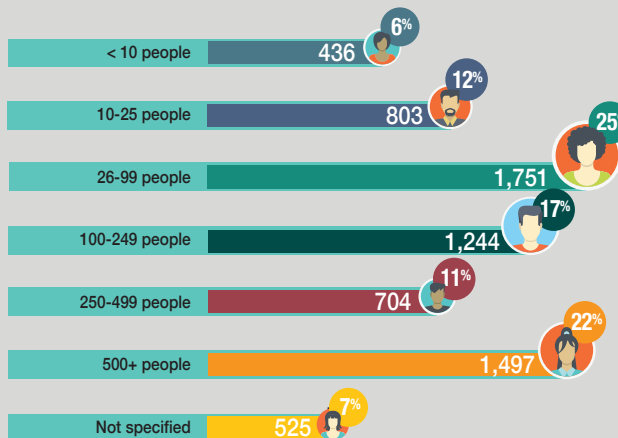
67%

of Build Business attendees are authorized to make purchases.

60%

of Build Business attendees recommend products/vendors.

BREAKDOWN OF  
MEMBERSHIP  
BY FIRM SIZE:





# Build Business

## SPONSOR BENEFITS PACKAGES

### Are You Ready to Build Business?

Reach 800+ firm leaders, marketers, and business developers at this highly interactive networking conference. Our team will work with you to customize a package that supports your business goals and includes both sponsorship and advertising. Please contact us to discuss your needs.

## FRIEND OF BUILD BUSINESS

### INVESTMENT: \$800

Sign up early and save \$200!

#### ALL SPONSOR BENEFITS PACKAGES INCLUDE:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ likes)
- Company logo/name, 50-word description, and web link on Build Business website
- Company logo in program guide distributed to conference attendees
- Company logo in event signage
- Company logo in slideshow and verbal acknowledgment from the podium during keynote addresses
- Sponsor ribbons to wear on your Build Business badge
- Opportunity to attend Build Business at a discounted rate (see page 9)

## SUPPORTER INVESTMENT: \$1,600

Sponsorship includes the Friend of Build Business sponsor benefits package plus:

- One pre- and one post-show attendee mailing list (email addresses are not available)
- One invitation to the SMPS President's Thank You Reception (TBD)

#### Top Products and Services Sought by Members:

- |                                       |                                    |                                      |
|---------------------------------------|------------------------------------|--------------------------------------|
| ■ Accounting software                 | ■ Email software                   | ■ Printing services                  |
| ■ Binding equipment                   | ■ Graphic design services/software | ■ Professional development           |
| ■ Books and trade publications        | ■ Market research                  | ■ Promotional items and client gifts |
| ■ Consulting services                 | ■ Office equipment                 | ■ Shipping services                  |
| ■ CMS software                        | ■ Online and distance learning     | ■ Tradeshow displays                 |
| ■ CRM software                        | ■ Photography services             | ■ Training                           |
| ■ Digital media software and services | ■ Presentation equipment           | ■ Web design services/software       |



# GOLD INVESTMENT: \$11,500

## Sponsorship includes the Supporter sponsor benefits package plus:

- Two complimentary full registrations (includes admission to all breakout sessions and the Evening of Excellence)
- Company logo and link to website included on pre- and post-show emails (sent to prospective and registered attendees)
- Complimentary full-page, four-color recognition in the October 2019 edition of *Marketer*
- One opportunity to introduce the speaker(s) during a breakout session (unless there is an exclusive session sponsor)
- Opportunity to present a 20-minute Learning Session in the Networking Lounge or host a hospitality suite for demos or networking (opportunities limited; available on a first-come, first-served basis)
- Complimentary tabletop or discounted pod section display in the Networking Hall
- One pre- and post-show attendee mailing list (email addresses are not available)
- One piece of collateral inserted into conference bags
- Four invitations to the SMPS President's Thank You Reception (TBD)
- Exclusive sponsorship of the conference event/activity/giveaway of your choice from list below:
  - Conference Mobile App
  - Conference Signage
  - Dessert for the Evening of Excellence Dinner
  - Entertainment for Evening of Excellence After Party\*\*\*
  - Hotel Room Keys\*\*
  - Lanyards\*\*
  - Massage Chair in the Networking Lounge\*
  - Refreshment Breaks/Meals\*\*
  - Mobile Device Charging Station\*\*
  - Specialty Coffee Cart\*\*
  - Wine for the Evening of Excellence Dinner

“Build Business is hands down the most successful event we participate in, and contains the smartest and nicest people we deal with. They are the real deal, very organized and get you in front of the right people in the right frequency. The sessions are spot on. This is everything a conference should be. Everyone enjoys it, genuinely wants to be there, and networks with other attendees and vendors.”

—Bobby Hollis, VP Marketing, Cosential



Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship opportunities. SMPS sponsors and exhibitors are entitled to a **20% discount on *Marketer* and online advertising rates.**

\*\*Please note that SMPS will work with you on production deadlines. Cost of items and shipping to be covered by sponsor and may be added to sponsorship amount. To recognize your sponsorship, SMPS will print your company's logo on event/activity signage, directly on the item (if applicable), and/or on an item to be used during the event (e.g., napkins, cups).

\*\*\*To be selected/approved by conference committee. All sponsorship packages are subject to change and available on a first-come, first-served basis.

# Build Business

## SPONSOR BENEFITS PACKAGES



# SILVER INVESTMENT: \$6,000

Sponsorship includes the Supporter sponsor benefits package plus:

- One complimentary full registration (includes admission to all breakout sessions and the Evening of Excellence)
- One opportunity to introduce the speaker(s) during a breakout session (unless there is an exclusive session sponsor)
- Complimentary tabletop or discounted pod section display in the Networking Hall (or the option to display a pop-up banner in the Networking Hall throughout the conference)
- One piece of collateral inserted into conference bags
- Opportunity to add registrants or upgrade exhibit space at a discounted rate
- Two invitations to the SMPS President's Thank You Reception (TBD)
- Exclusive sponsorship of the conference event/activity/giveaway of your choice from list below:
  - Evening of Excellence After Party
  - Evening of Excellence Quiet Room
  - Evening of Excellence Centerpieces
  - Conference Notebooks\*\*
  - Conference Photography
  - CPSM Forum
  - Engagement Lounge
  - MAX Sessions (includes logo in video)
  - Name Badges
  - President's Thank You Reception
  - Printing of Program Guide
  - Printing of Pocket Guide
  - Registration Bags\*\*
  - Program Track Sponsorship
  - Welcome or Closing Reception
  - Water bottles\*\*



### Marketing and Promotional Opportunities

Looking for Ways to Maximize Your Visibility at Build Business? Here are some ideas:

- Attendee mailing lists (no emails) \$500
- Discounted ads in *Marketer* Save 20%—see p. 16–17
- Discounted online ads Save 20%—see p. 14
- Registration bag collateral \$500
- Attendee email sponsorship \$500
- Blurb or ad in *e-newsletter* Save 20%—see p. 14





# BRONZE INVESTMENT: \$2,900

Sponsorship includes the Supporter sponsor benefits package plus:

- One complimentary full registration (includes admission to all breakout sessions and the Evening of Excellence)
- Non-exclusive sponsorship of the conference event/activity/giveaway of your choice from list below:
  - Evening of Excellence After Party Photo Booth
  - Chapter Presidents' Leadership Symposium
  - Fellows' Symposium
  - Refreshment Break—4 available.
  - Striving for Excellence Awards Gallery
  - Breakout session including company literature in session room and opportunity to introduce speaker

## A LA CARTE SPONSORSHIPS

### MAX Sponsorship:

- Video Sponsorship \$10,500
- 1 MAX Video with 15 second ad \$2,500



Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship opportunities. SMPS sponsors and exhibitors are entitled to a **20% discount on Marketer and online advertising rates.**

\*\*Please note that SMPS will work with you on production deadlines. Cost of items and shipping to be covered by sponsor and may be added to sponsorship amount. To recognize your sponsorship, SMPS will print your company's logo on event/activity signage, directly on the item (if applicable), and/or on an item to be used during the event (e.g., napkins, cups).

\*\*\*To be selected/approved by conference committee.

All sponsorship packages are subject to change and available on a first-come, first-served basis.

# Build Business

## NETWORKING HALL/DISPLAY PACKAGES

### Where does the networking happen? In the Networking Hall.

Meet the conference attendees in the Networking Hall and offer solutions to their biggest business challenges during the popular Welcome Reception; breakfasts, lunches, and breaks; Closing Reception; and other activities (subject to change).

In addition to being co-located with food and beverage, the Networking Hall may feature the MARKENDIUM: LIVE bookstore and other SMPS displays.



### Networking Hall/Display Packages

Tabletop display:	\$2,100
Pod section display:	\$3,000++
Tabletop Display with two (total) full registrations:	\$2,700

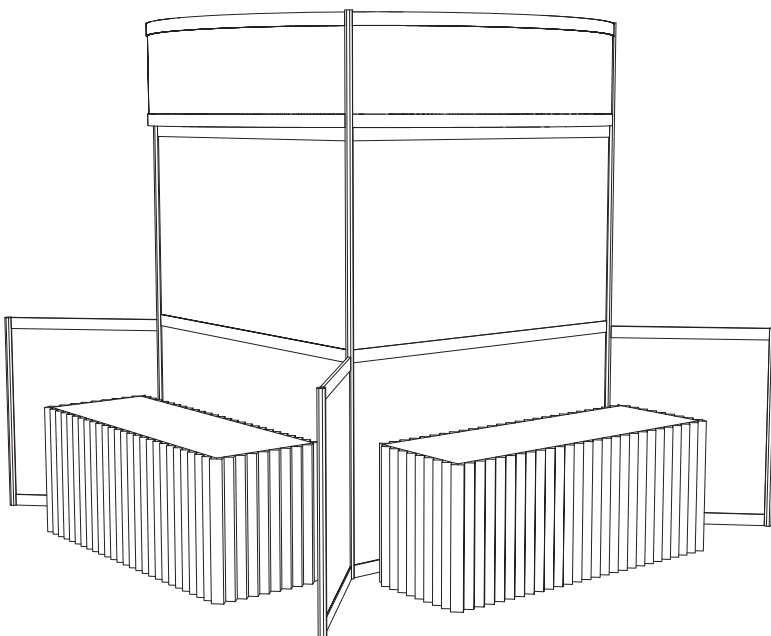
(Silver and Gold Sponsors, please inquire about upgrade discount.)

++Cost of branding/graphics to be added, TBD.

Space will be assigned on a first-come, first-served basis. Exhibit hall configuration is subject to change; SMPS reserves the right

### All packages include Supporter Sponsor Benefits Package plus:

- One six-foot skirted table and two chairs
- Free Wi-Fi
- Power and a dedicated internet connection available (if desired) for an additional charge
- 6+ hours of non-competing face time with 800+ attendees including Welcome Reception, two breakfasts, four breaks, and one lunch
- Full registration for one company representative (includes one ticket to the Evening of Excellence)
- One invitation to the SMPS President's Thank You Reception (TBD)
- Exhibitor ribbon to wear on Build Business badge



Rendering of customizable pod display.



# Build Business

## NETWORKING HALL HOURS



**“Build Business exceeded our expectations. Access to our target audience was well provided, the attendees were engaged, and the support team was great to work with.”**

—David Hutchinson,  
SAGlobal

### Wednesday, July 31

9:00 am – 5:00 pm     Tabletop Setup  
6:30 – 8:30 pm        Welcome Reception

### Thursday, August 1

8:00 am – 5:00 pm     Networking Hall Open  
8:00 – 9:00 am        Breakfast  
10:30 – 10:45 am     Break  
Noon – 1:30 pm        Lunch  
2:45 – 3:15 pm        Break

### Friday, August 2

8:00 am – 3:30 pm     Networking Hall Open  
8:00 – 9:00 am        Breakfast  
10:30 – 10:45 am     Break  
Noon – 1:30 pm        Lunch  
2:45 – 3:15            Break  
3:15 – 5 pm            Move Out  
(must be completed by 5 pm)

*Show hours are subject to change.*



## EXHIBITOR PACKAGE UPGRADES+

**\$850/person full registration**  
or additional representatives of your company  
(includes one ticket to the Evening of Excellence)

**\$325/person registration**  
for additional exhibitor-only registrations  
(includes one ticket to the Evening of Excellence)

**\$175/person registration**  
for additional exhibitor-only registrations  
(no Evening of Excellence ticket)

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship and exhibit opportunities. SMPS sponsors and exhibitors are entitled to a **20% discount on Marketer and online advertising rates.**

Tabletop assignments are made on a first-come, first-served basis and will be confirmed upon receipt of payment. Exhibitors must be pre-registered by June 1, 2019, to be included on the attendee roster distributed to all participants. Show hours are subject to change.

# SMPS Awards Sponsorship

Each year, SMPS honors excellence in its members, chapters, and member firms. This year's Awards Sponsorship will be associated with three distinct events during Build Business, offering your firm greater exposure throughout the conference.

- Wednesday General Session: Striving for Excellence communication and program awards, and Certified Professional Services Marketers will be honored
- Thursday Honors Lunch: Striving for Excellence Grand Prize, Chapter President of the Year, and Marketing Achievement Awards will be announced
- Thursday Evening of Excellence\*: Marketing Communications Awards, Striving for Excellence chapter awards, and SMPS Fellows will be announced and honored during a sit-down dinner, followed by an After Party

As an Award Sponsor, you will have the attention of:

- Thousands of potential participants in the competitions
- 800+ attendees of Build Business, the premiere experience for A/E/C marketers and business developers, where the winning entries will be on display
- 800+ professionals attending the Wednesday General Session, Thursday Honors Lunch, and Thursday night Evening of Excellence.
- 100+MCA jurors during online judging event
- Winning A/E/C firms who will be recognized for their expertise, creativity, and business savvy
- Hundreds of participants

## Friend Level: \$500

Benefits include\*

- Company logo and link to your website on the awards pages, including the MCA Gallery and Online Judging Portal ([www.smeps.org/mcagallery](http://www.smeps.org/mcagallery))
- Company logo in event signage at Build Business
- Company logo in slideshow and verbal acknowledgment from the podium during Wednesday General Session, Thursday Honors Lunch, and Thursday night Evening of Excellence.
- Company recognition on Twitter (7,300+ followers) and Facebook (2,700+ followers)

## Supporter Level: \$1,500

Includes Friend Level benefits plus:

- Company logo on promotional MCA postcard mailing to 8,000 (depending on production schedule)
- Company logo on promotional ads in *Marketer*, mailing to over 7,000 per issue (depending on production schedule)

## Bronze Level: \$2,500

Benefits include all Supporter Level benefits plus choice of:

- Floral arrangement sponsor at the Evening of Excellence at Build Business
- Exclusive branded online MCA gallery/judging portal sponsor
- Place card or tent card sponsor at the Evening of Excellence at Build Business
- Photo booth sponsor for the Evening of Excellence After Party—**SOLD!**

## Silver Level: \$5,000

Benefits include all Supporter level benefits plus choice of:

- Crystal awards presented to winners during the Evening of Excellence at Build Business
- Evening of Excellence video sponsor

Other Opportunities (please inquire):

- Overall Evening of Excellence sponsorship
- Entertainment sponsor for the After Party
- Evening of Excellence program printing
- Wine or dessert sponsor for the Evening of Excellence Dinner



---

Contact Christine Chirichella at [christine@smeps.org](mailto:christine@smeps.org) or 571.328.2251 to discuss sponsorship packages and bundling discounts for sponsoring Build Business and the awards programs.. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**

# Professional Development SPONSORSHIP OPPORTUNITIES



Generate business for your firm in front of the SMPS audience of 7,200 influential marketers and business developers. SMPS is pleased to announce opportunities to sponsor new virtual education programs designed to help attendees get ahead in their career and in their firm. Gain visibility and knowledge for your firm while you help support the growth of cutting-edge education.

## Virtual Workshops

This new virtual program launched with a proposal course that attracted hundreds of virtual participants. Future courses will consist of four weekly instructor-led online classes, take-home materials and assignments, module-related questions and group discussions, and group interaction with the instructors outside the classroom.

**Exclusive Course Sponsorship: \$2,500**

**Non-Exclusive Course Sponsorship: \$1,500**

Sponsor Benefits:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ followers)
- Company logo/name, website link, 75-word description on course web platform
- Company logo/name on all course materials, including presentation slides, handouts, and additional resources
- Company logo/name on all course promotional materials including emails and print advertisements in *Marketer*\*
- Complimentary 6-month web banner ad (Exclusive only)
- Two complimentary course registrations (one for non-exclusive)

*\*Depending on production deadlines*

---

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**



# Professional Development

## SPONSORSHIP OPPORTUNITIES [continued]

### **BUSINESS DEVELOPMENT FOR TECHNICAL PROFESSIONALS (Seller-Doer Training)**

This year-long virtual course is designed to help principals create sustainable growth for their firms by building a firm-wide business development culture. The course will consist of a 101-level course geared towards technical professionals, a 201-level geared towards project managers, and a 301-level geared toward senior level management.

**Exclusive Sponsorship: \$5,000**  
**Non-Exclusive Sponsorship: \$2,500**

Sponsor Benefits:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ followers)
- Company logo/name, and web link on course web platform
- Company logo/name on all course materials, including presentation slides, handouts, and additional resources
- Company logo/name on all course promotional materials including emails and print advertisements in *Marketer*\*
- Complimentary web banner ad (Exclusive only)
- One complimentary course registration

*\*Depending on production deadlines*

### **ROADMAP TO CERTIFICATION: CPSM IMMERSION COURSE**

This two-day course to helps participants plan and practice for the CPSM through a comprehensive study program led by seasoned instructors.

**Exclusive Sponsorship: \$1,500**  
**Non-Exclusive Sponsorship: \$500**

Sponsor Benefits:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ followers)
- Company logo/name and website link
- Company logo/name on all course materials, including presentation slides, handouts, and course guide
- Complimentary half-page ad in course guide
- On-site literature distribution
- Acknowledgement at happy hour held in conjunction with course on site
- Company logo/name on all course promotional materials including emails and print advertisements in *Marketer* (Exclusive only)
- Complimentary full-page ad in course guide (Exclusive only, versus half page)
- Opportunity to introduce the course on site (Exclusive only)
- One complimentary course registration and invitation to happy hour (Exclusive only)

---

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**



## SMPS WEBINARS—SOLD!

These popular monthly online learning courses offer the opportunity to gain visibility among attendees and the membership. Each webinar is an interactive, 90-minute seminar hosted by industry experts covering industry hot topics, best practices, and special interests.

**Exclusive Year-Long Webinar Program Sponsorship: \$2,500**  
**Individual Program Sponsorship (12 available): \$500**

Sponsor Benefits:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ likes)
- Company logo/name and web link on webinar main and program web pages
- Company logo/name on presentation slides
- Company logo/name on all course promotional materials including emails and e-newsletters
- Complimentary web banner ad (Exclusive only)
- One complimentary webinar registration

## LUNCHTIME LEARNING LABS

This popular, FREE bi-monthly educational series features great topics and respected speakers who help members build skills to work smarter, advance their career, and build business.

**Exclusive Year-Long Webinar Program Sponsorship: \$2,500**  
**Individual Program Sponsorship (6 available): \$500**

Sponsor Benefits:

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ likes)
- Company logo/name and web link on learning lab main and program web pages
- Company logo/name on presentation slides
- Company logo/name on all course promotional materials including emails and e-newsletters
- Complimentary web banner ad (Exclusive only)

---

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**

# SMPS Online Advertising

## Marketer QuickLook Advertising

### Ad Sizes:

1200 x 450 pixels  
(effective size 600 x 225 pixels)

Rate: \$500/2x run



## Build Business Web Advertising



**PRODUCT  
SHOWCASE  
BOX**

Size: 125 x 125 pixels  
Rate: \$500

Placement Options and Rates (per 30 days)

**TOP BANNER**

Size: 728 x 90 pixels  
Rate: \$500

**SKYSCRAPER/SIDEBAR**

Size: 320 x 240 pixels  
Rate: \$500

\*All ads should be 72 dpi resolution and .jpg or .gif format.

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss advertising packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**



## SMPS Online Advertising

**Web Traffic:** Unique pageviews from September 1, 2017, through August 31, 2018 - 178,797

Unique pageviews on the new website from September 1, 2018, through November 1, 2018 - 46,516

Placement Options and Rates (per 30 days)

<b>SMPS Career Center</b>	<b>\$500</b>
<b>SMPS Member Login</b>	<b>\$500</b>
<b>SMPS Home Page</b>	<b>\$500</b>
<b>SMPS Interior Pages</b>	<b>\$350</b>

Inquire about new ad size options

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss advertising packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**

# SMPS Marketer Advertising



## Marketer Magazine

*Marketer*, the bimonthly journal of SMPS, is regularly cited as the top benefit of membership. *Marketer* provides original, knowledge-based content on innovative marketing, management, and leadership strategies; case studies; and lessons learned for marketing and business development professionals.

**Average Monthly Circulation: 7,300 SMPS Members • Pass-along Circulation: 12,000 (primarily CEOs)**

## Specifications and Mechanical Requirements

Size	Width	Depth
Trim Size	8.5"	11"
Full Page, live area	7.5"	10"
Full Page, w/ .125 bleed	8.625"	11.125"
Three-Quarter Page Back	8.5"	8.25"
Three-Quarter Back w/ bleed	8.625"	8.375"
Half-Page Horizontal	7.5"	4.75"
Half-Page Vertical	3.5"	10"
Third-Page Horizontal	7.5"	3"
Third-Page Vertical	2.5"	10"
Quarter Page	3.53"	4.75"

SMPS prefers to receive ad submissions electronically as high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded, and all files must use CMYK high-resolution images. Please include bleed and crop marks in your high-resolution PDF. Unacceptable file formats: Quark, Adobe Photoshop PSD, Adobe Illustrator, Microsoft PowerPoint, Microsoft Word, RGB color, Index color.

SMPS members enjoy a **5% discount**, recognized advertising agencies receive a **15% discount**, current SMPS sponsors or exhibitors receive a **20% discount**. No combination discounts.

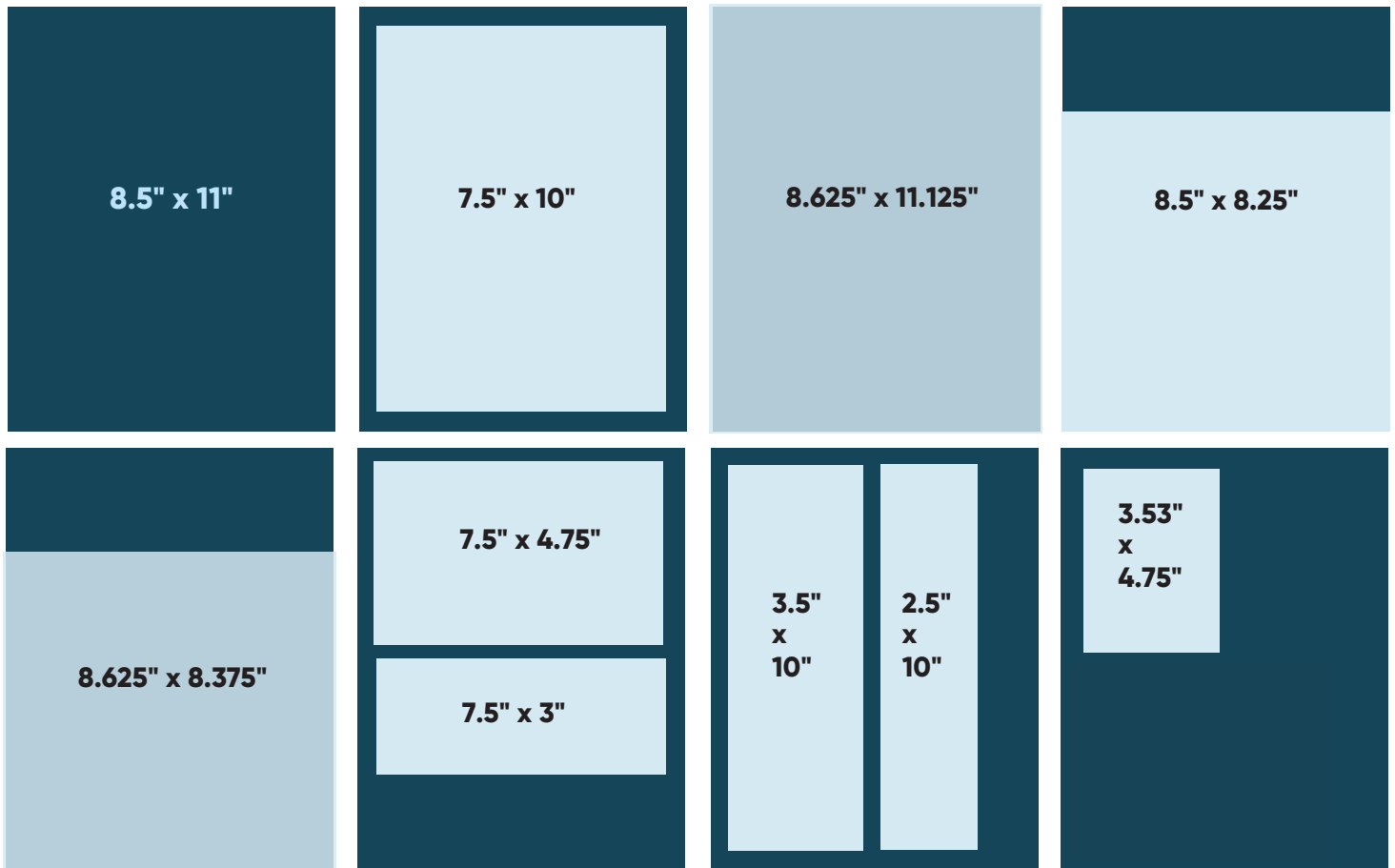
## Advertising Rates

Position	1X	2X	3X	6X
Inside front cover	\$ 2,000	\$ 1,725	\$ 1,630	\$ 1,450
Inside back cover	\$ 1,900	\$ 1,675	\$ 1,600	\$ 1,420
Three-quarter page back cover	\$ 2,200	\$ 1,855	\$ 1,785	\$ 1,715
Full page	\$ 1,800	\$ 1,500	\$ 1,415	\$ 1,260
Half page	\$ 1,230	\$ 1,025	\$ 995	\$ 855
Third page	\$ 1,000	\$ 925	\$ 855	\$ 785
Quarter page	\$ 890	\$ 740	\$ 710	\$ 630

## Marketer 2018 Editorial Calendar and Deadlines

Issue	Space Close	Art Due	Theme
February	12/15/18	1/1/19	Publicity
April	2/15/19	3/1/19	Build Business Preview
June	4/15/19	5/1/19	Leadership
August	6/15/19	7/1/19	Technology/Automation
October	8/15/19	9/1/19	SMPS Awards
December	10/15/19	11/1/19	2020 Vision Assessment

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251, to discuss advertising opportunities and packages. SMPS sponsors and exhibitors are entitled to a **20% discount on *Marketer* and online advertising rates.**





# SMPS ANNUAL CORPORATE SPONSORSHIPS



## **\$500 Friend of SMPS: BASIC SPONSOR BENEFITS PACKAGE (all levels)**

- Company acknowledgment by SMPS on Twitter (7,300+ followers) and Facebook (2,700+ followers)
- Company logo/name, 50-word description, and web link on SMPS sponsorship web pages including Build Business
- Company logo in slideshow and verbal acknowledgment from the podium during keynote addresses at Build Business, the SMPS annual conference
- Sponsor ribbons at Build Business

## **\$1,500 Corporate Supporter Sponsorship**

Includes Friend of SMPS benefits plus\*:

- One complimentary annual SMPS individual new membership or renewal
- One week complimentary online ad on SMPS web page (see p. 14) OR
- One complimentary electronic ad in SMPS e-newsletter (subject to availability)
- Opportunity to attend Build Business at a discounted rate

## **\$2,500 Corporate Bronze Sponsorship**

- Two complimentary annual SMPS individual new memberships or renewals
- Two weeks complimentary online ad on SMPS web page (see p. 14) OR
- Two complimentary electronic ads in SMPS e-newsletter (subject to availability)
- Opportunity to attend Build Business at a discounted rate

## **\$5,000 Corporate Silver Sponsorship**

- Three complimentary annual SMPS individual new memberships or renewals
- Three weeks complimentary online ad on SMPS web page (see p. 14) OR
- Three complimentary electronic ads in SMPS e-newsletter (subject to availability)
- Opportunity to attend Build Business at a discounted rate

## **\$10,000 Corporate Gold Sponsorship**

- Three complimentary annual SMPS individual new memberships or renewals
- Three weeks complimentary online ad on SMPS web page (see p. 14) OR
- Three complimentary electronic ads in SMPS e-newsletter (subject to availability)
- One complimentary registration to Build Business, the SMPS annual conference
- Acknowledgement as Supporter Level Build Business sponsor (see p. 4) OR
- One Exhibitor Package at Build Business (see p. 8)

Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 571.328.2251 to discuss advertising packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**

# SMPS Sponsorship and Advertising Order

## Sponsor Information

Company \_\_\_\_\_  
Company URL \_\_\_\_\_  
Contact Name \_\_\_\_\_ Contact Phone \_\_\_\_\_  
Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Email \_\_\_\_\_

## 2019 Sponsorships

(Please select your program and level below.)

Type of sponsorship (circle all that apply) Build Business, MCA, Education, Corporate

Level of sponsorship \_\_\_\_\_

Sponsored event/item \_\_\_\_\_

Sponsorship amount \_\_\_\_\_

## Marketer Space Reservation Information

Frequency and Rate: \_\_\_\_\_ 1x \_\_\_\_\_ 2x \_\_\_\_\_ 3x \_\_\_\_\_ 6x  
Issue Date(s): \_\_\_\_\_ February \_\_\_\_\_ April \_\_\_\_\_ June \_\_\_\_\_ August \_\_\_\_\_ October \_\_\_\_\_ December  
Size Ad: \_\_\_\_\_ Back Cover \_\_\_\_\_ Inside front cover \_\_\_\_\_ Inside back cover  
\_\_\_\_\_ Full page \_\_\_\_\_ Half page \_\_\_\_\_ Third Page \_\_\_\_\_ Quarter page

*For best value, please inquire about package discounts combining multiple sponsorships and/or advertising!*

## Online Advertising Space Reservation Information

Specify page, rate, and month(s): \_\_\_\_\_

## Payment

Check enclosed (payable to SMPS) in the amount of \$ \_\_\_\_\_

Charge \$ \_\_\_\_\_ to my:  AMEX  Visa  MasterCard

Balance Due: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name as it Appears on Credit Card: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Email receipt to: \_\_\_\_\_ CW#: \_\_\_\_\_

Note: CW# is the last three digits in the signature line on the back of the card; for Amex, the four digits on the card's front.

**Fax or mail this signed contract with payment to:**

**SMPS, Attn: Christine Chirichella**

**123 N Pitt Street, #400, Alexandria, VA 22314**

**Fax: 703.549.2498**

**Phone: 703.684.2264**

**christine@smps.org**

## Sponsorship Payment Schedule and Terms

Sponsor indemnifies the Association against losses or liabilities arising from this sponsorship. Payment is due upon receipt of invoice. No refunds will be issued.

## Sponsor Logo/Description Instructions

Please send a 300 dpi, .eps vector file of your company logo and 50-word company description to christine@smps.org as soon as possible. Inclusion of logos in promotions depends upon receipt of art

# SMPS thanks our sponsors and exhibitors.

Below are a few of our current and past sponsors.



**BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.**

123 N. Pitt Street, Suite 400, Alexandria, VA 22314-3133

703.549.6117

[smps.org](http://smps.org)