



## **2011-2012 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 400 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 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). This special multi-tiered sponsorship program is only available to AMPs members.

AMPs monthly meetings typically have over 150 in 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 150-175 people with all AV included, a registration area, coffee break and a hosted reception with light food and beer/wine hosted bar.

Payment is required up front to secure your sponsorship. AMPs reserves the right to sell multiple sponsorships for each meeting.

### **2011-2012 Meeting Dates**

September 13, 2011 (Annual Meeting) **	March 13, 2012 (Monthly Meeting)
October 11, 2011 (Monthly Meeting, AMPs and ASAE Joint Program and Networking Reception)	April 17, 2012 (Monthly Meeting)
November 8, 2011 (Monthly Meeting)	April 18, 2012 (Golf Tournament)
December 5, 2011 (Special Event, Holiday Reception) **	May 8, 2012 (Monthly Meeting)
January 17, 2012 (Monthly Meeting, Networking Event Only)	May 15, 2012 (Special Event, Top Golf) **
February 14, 2012 (Monthly Meeting)	June 26, 2012 (Special Event, Summer BBQ & Picnic) **

**\*\* See Special Event Sponsorship Opportunities \*\***

**For inquiries or to secure your sponsorship today, please contact Meredith Young at 202-367-2396 or email [myoung@smithbucklin.com](mailto:myoung@smithbucklin.com).**



### **Monthly Meeting Sponsorship Opportunities**

(Only available for 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 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**
- A full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by a PR Committee Member 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 20<sup>th</sup> of the month prior to your meeting**
- One-time free 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 20<sup>th</sup> of the month of your meeting**
- Free ½ page color ad in the AMPs online Membership Directory (7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by September 30<sup>th</sup> or April 15<sup>th</sup>**
- Acknowledgement at the Annual Meeting (Sep), New Member Reception (May) and Summer BBQ (Jun)
- One tabletop for your display materials during the meeting you host
- 5 minutes at the beginning of the meeting program to give a few words of welcome (please notify AMPs of speaker within 7 days of meeting)
- 10 FREE registrations to the meeting you host (3 registrations must be used for planners)
- Acknowledgement on meeting signage and invitations
- Pre- and post-meeting attendee lists (name, organization, type, and email addresses) for two email blasts

#### **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-time free 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 10", color, JPG or PDF preferred): **Materials due to AMPs by the 20<sup>th</sup> of the month of your meeting**
- Free ½ page color ad in the AMPs online Membership Directory (7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by September 30<sup>th</sup> or April 15<sup>th</sup>**
- Acknowledgement at the Annual Meeting (Sep), New Member Reception (May) and Summer BBQ (Jun)
- 5 FREE registrations to the meeting you host (2 registrations must be used for planners)
- Acknowledgement on meeting signage and invitations
- Pre- and post-meeting attendee lists (name, organization, type, and email addresses) for two email blasts

#### **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 Annual Meeting (Sep), New Member Reception (May) and Summer BBQ (Jun)
- 3 FREE registrations to the meeting you host (1 registrations must be used for planners)
- Acknowledgement on meeting signage and invitations
- Pre- and post-meeting attendee lists (name, organization, type, and email addresses) for two email blasts



## **Special Event Sponsorship Opportunities**

(Only available for Top Golf, Summer BBQ & Picnic, Annual Meeting, and Holiday Reception)

### **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**
- A full-page feature article in the AMPs online Newsletter (submitted by sponsor and edited by a PR Committee Member 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 20<sup>th</sup> of the month prior to your meeting**
- One-time free 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 20<sup>th</sup> of the month of your meeting**
- Free ½ page color ad in the AMPs online Membership Directory (7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by September 30<sup>th</sup> or April 15<sup>th</sup>**
- Acknowledgement at the Annual Meeting (Sep)
- Opportunity to display your organization's materials during the Special Event you sponsor
- 5 minutes during the Special Event program you sponsor to give a few words of welcome and highlight your organization
- (5) free registrations to the Special Event you sponsor
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for the Special Event you sponsor (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-time free 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 10", color, JPG or PDF preferred): **Materials due to AMPs by the 20<sup>th</sup> of the month of your meeting**
- Free ½ page color ad in the AMPs online Membership Directory (7.5" X 4.75", color, JPG or PDF preferred): **Materials due to AMPs by September 30<sup>th</sup> or April 15<sup>th</sup>**
- Acknowledgement at the Annual Meeting (Sep)
- Opportunity to display your organization's materials during the Special Event you sponsor
- 3 minutes during the Special Event program you sponsor to give a few words of welcome and highlight your organization
- (3) free registrations to the Special Event you sponsor
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for the Special Event you sponsor (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 Annual Meeting (Sep)
- 1 minute during the Special Event program you sponsor to give a few words of welcome and highlight your organization
- (2) free registrations to the Special Event you sponsor
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for the Special Event you sponsor (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 Annual Meeting (Sep)
- (1) free registrations to the Special Event you sponsor
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for the Special Event you sponsor (name, organization, type, and email address)

### **SPONSOR \$300**

- 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 Annual Meeting (Sep)
- Acknowledgement on your sponsored Special Event meeting signage and invitations
- Post-meeting attendee list for the Special Event you sponsor (name, organization, type, and email address)

### **SUPPORTING SPONSOR \$100**

- 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 Annual Meeting (Sep)
- Acknowledgement on your sponsored Special Event meeting signage and invitations



### **In-Kind Sponsorship Opportunities**

For in-kind sponsorship opportunities (such as signage providers, AV companies, printers, promotional product companies, etc.), please submit a written proposal which outlines the goods/ services to be donated and their estimated value. The estimated value must meet one of the sponsorship giving levels as outlined above.

***For inquiries or to secure your sponsorship today, please contact Meredith Young at 202-367-2396 or email [myoung@smithbucklin.com](mailto:myoung@smithbucklin.com).***

### **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)

***For inquiries or to purchase an advertisement, please contact Meredith Young at 202-367-2396 or email [myoung@smithbucklin.com](mailto:myoung@smithbucklin.com).***