

# MIDWEST MULTIFAMILY CONFERENCE SPONSORSHIP OPPORTUNITIES

INDIANA CONVENTION CENTER | INDIANAPOLIS, IN

**OCTOBER 12 - 13, 2021**

JOIN US FOR THE  
**P R E M I E R**  
MIDWEST CONFERENCE  
FOR THE APARTMENT INDUSTRY

**3,900**  
MULTIFAMILY  
HOUSING INDUSTRY  
PROFESSIONALS

NATIONALLY RENOWNED  
KEYNOTE SPEAKERS  
AND MORE THAN  
30 BREAKOUT SESSIONS

SPONSORSHIP  
OPPORTUNITIES  
TO FIT YOUR GOALS  
WITHIN THE INDUSTRY

# SPONSORSHIP LEVELS



"I ENJOYED THE TRADE SHOW FLOOR AND THE VENDORS OFFERING NEW SOLUTIONS"

## PLATINUM

\$8,500

- WEBSITE, E-BLAST, MAGAZINE, APP & SOCIAL MEDIA RECOGNITION AS PLATINUM SPONSOR
- PLATINUM SPONSOR CARPET DECAL
- RECOGNITION ON STAGE DURING AWARDS DINNER
- LOGO ONSITE SIGNAGE

## GOLD

\$5,500

- WEBSITE, E-BLAST, MAGAZINE APP & SOCIAL MEDIA RECOGNITION AS GOLD SPONSOR
- RECOGNITION ON STAGE DURING AWARDS DINNER
- LOGO ONSITE SIGNAGE

## SILVER

\$3,000

- WEBSITE, E-BLAST, MAGAZINE APP & SOCIAL MEDIA RECOGNITION AS SILVER SPONSOR
- RECOGNITION ON STAGE DURING AWARDS DINNER

## BRONZE

\$1,000

- RECOGNIZED ON MMC WEBSITE, INSITES MAGAZINE, & IAA APP AS BRONZE SPONSOR

# AWARDS OF EXCELLENCE

**\$8,000**

- EXCLUSIVE POSTCARD WITH LOGO SENT TO ALL MEMBERS ADVERTISING THE AWARD NOMINATIONS ARE OPEN
- 30-SECOND COMMERCIAL SPOT DURING THE AWARDS DINNER
- COMPLIMENTARY TABLE OF 10 AT AWARDS DINNER
- ACKNOWLEDGMENT IN ON-SITE DINNER MATERIAL
- LOGO ON AWARDS SLIDES
- OPTION TO INCLUDE GIFT IN SWAG BAG (QUANTITY 900)

# PRODIGY AWARDS

**\$8,000**

- EXCLUSIVE POSTCARD WITH LOGO SENT TO ALL MEMBERS ADVERTISING THE AWARD NOMINATIONS ARE OPEN
- 30-SECOND COMMERCIAL SPOT DURING THE AWARDS DINNER
- COMPLIMENTARY TABLE OF 10 AT AWARDS DINNER
- ACKNOWLEDGMENT IN ON-SITE DINNER MATERIAL
- LOGO ON AWARDS SLIDES
- OPTION TO INCLUDE GIFT IN SWAG BAG (QUANTITY 900)

# AWARDS DINNER

(LIMIT 3)

**\$8,000**

- COMPANY RECOGNITION ON DINNER MENU CARD AT EACH PLACE SETTING
- 30-SECOND COMMERCIAL SPOT DURING THE AWARDS DINNER
- COMPLIMENTARY TABLE OF 10 AT AWARDS DINNER
- ACKNOWLEDGMENT IN ON-SITE DINNER MATERIAL
- LOGO ON AWARDS SLIDES
- OPTION TO INCLUDE GIFT IN SWAG BAG (QUANTITY 900)
- TWO-MINUTE VIDEO ABOUT YOUR COMPANY DURING DINNER

# CONFERENCE LANYARD

(LIMIT 1)

*ATTENDEES WEAR YOUR LOGO THROUGHOUT CONFERENCE*

**\$8,000**



- SPONSOR PROVIDES LANYARDS FOR ATTENDEES AND EXHIBITORS (QUANTITY 2,200)
- COMPLIMENTARY TICKETS FOR TWO TO THE AWARDS SHOW

# CONFERENCE BAG

(LIMIT 1)

*ATTENDEES WILL CARRY AROUND YOUR LOGO THROUGHOUT THE CONFERENCE*

**\$8,000**

- SPONSOR LOGO ON CONFERENCE BAG
- COMPLIMENTARY TICKETS FOR TWO TO AWARDS SHOW



# BREAKFAST

(LIMIT 1)

*KICK OFF CONFERENCE BY SPONSORING BREAKFAST AT THE OPENING SESSION*

**\$5,000**

- TWO-MINUTE PRESENTATION ABOUT YOUR COMPANY FROM STAGE
- COMPLIMENTARY TABLE OF EIGHT AT BREAKFAST
- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 750+)

## LUNCH

(LIMIT 1)

**ATTENDEES ENJOY LUNCH &  
LEARN MORE ABOUT YOUR COMPANY**

**\$5,000**

- TWO-MINUTE PRESENTATION ABOUT YOUR COMPANY FROM STAGE
- COMPLIMENTARY TABLE OF EIGHT AT LUNCH
- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 750+)

## OPENING SESSION

(LIMIT 1)

**MAKE THE FIRST IMPRESSION BY SPONSORING  
THIS OPENING MOTIVATIONAL SPEAKER**

**\$5,000**

- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 750+)
- **OPPORTUNITY TO INTRODUCE KEYNOTE SPEAKER**
- TWO-MINUTE VIDEO ABOUT YOUR COMPANY

## CLOSING SESSION

(LIMIT 1)

**MAKE A LASTING IMPRESSION BY SPONSORING  
THIS CLOSING MOTIVATIONAL SPEAKER**

**\$5,000**

- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 750+)
- **OPPORTUNITY TO INTRODUCE KEYNOTE SPEAKER**
- TWO-MINUTE VIDEO ABOUT YOUR COMPANY

## APP SPONSOR

(LIMIT 1)

**MARKET YOUR BRAND**

**\$5,000**



- COMPANY LOGO ON TOP CORNER OF EVERY PAGE
- COLLABORATE WITH IAA TO GET YOUR LOGO PAIRED WITH THE MMC LOGO AS THE BACKGROUND OF APP

## ROOM BLOCK KEY CARDS

(LIMIT 1)

**GET YOUR LOGO IN THE HANDS OF ATTENDEES**

**\$5,000**

- OPPORTUNITY TO HAVE YOUR LOGO ON THE KEY CARDS OF EVERYONE WHO STAYS WITHIN THE ROOM BLOCK AT THE INDIANAPOLIS MARRIOTT DOWNTOWN

## GUEST ROOM DOOR HANGERS

(LIMIT 2)

**GET YOUR BRAND ON ATTENDEE'S MINDS BEFORE THEY  
GET TO THE CONVENTION CENTER**

**\$4,000**

- YOUR MESSAGING ON ALL DOOR HANGERS (ONE DAY) OF THE ROOM BLOCK AT THE INDIANAPOLIS MARRIOTT DOWNTOWN. SCHEDULE ON ONE SIDE, YOUR COMPANY LOGO, MESSAGE AND BOOTH NUMBER ON THE OTHER

## LATE NIGHT AT AWARDS

### DINNER

(LIMIT 1)

**ATTENDEES WILL ENJOY YOUR SPONSORED LATE-NIGHT  
SNACKS**

**\$2,500**

- SIGNAGE RECOGNIZING YOU AS THE SPONSOR

## PASTRY SPONSOR

(LIMIT 2)

**ATTENDEES START DAY 2 OF MMC RIGHT BY ENJOYING  
YOUR SPONSORED PASTRIES**

**\$2,500**

- SPONSOR MAY PROVIDE NAPKINS WITH YOUR COMPANY NAME/LOGO
- SIGNAGE RECOGNIZING YOU AS SPONSOR

## ONLINE SURVEY SPONSOR

(LIMIT 1)  
**\$2,000**

- COMPANY LOGO ON POST-CONFERENCE SURVEY
- OPPORTUNITY TO PROVIDE TWO CUSTOM QUESTIONS
- GET THE RESULTS TO YOUR QUESTION
- REDIRECT SURVEY RESPONDENTS TO YOUR WEBSITE UPON SURVEY COMPLETION

## SOCIAL MEDIA PHOTO SPONSOR

(LIMIT 1)

*HAVE YOUR LOGO ON ALL EVENT PHOTOS SHARED ON SOCIAL MEDIA BY IAA*

**\$2,000**

- COMPANY LOGO ON ALL PHOTOS POSTED BY IAA ON FACEBOOK, INSTAGRAM AND LINKEDIN (EXCLUDING PROFESSIONAL PHOTOS AT AWARDS SHOW)

## "FOLLOW ME" CARPET DECALS

(LIMIT 3)

*GUIDE EXHIBIT HALL ATTENDEES TO YOUR BOOTH WITH THESE DECALS*

**\$1,500**

- FOUR DIRECTIONAL CARPET DECALS WITH YOUR COMPANY LOGO AND BOOTH NUMBER

## SOCIAL MEDIA CONTEST

(LIMIT 1)

*AFTER CONFERENCE, BE A PART OF THE LASTING MEMORIES BY ANNOUNCING THE SOCIAL MEDIA CONTEST WINNER*

**\$1,500**

- FEATURED ON IAA SOCIAL MEDIA PAGES AND MMC WEBSITE
- SPONSOR TO PROVIDE GIFT TO WINNERS

## MESH (MAINTENANCE EXECUTIVE SOCIAL HOUR)

*DEMONSTRATE YOUR SUPPORT OF MAINTENANCE PROFESSIONALS*

**\$1,400**

- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 200+)
- COMPLIMENTARY TICKETS FOR FIVE TO EVENT
- ACKNOWLEDGEMENT IN SIGNAGE

## COFFEE BREAK

*ATTENDEES START THEIR MORNING BY ENJOYING YOUR SPONSORED COFFEE*

**\$1,000**



- SPONSOR MAY PROVIDE CUPS, NAPKINS OR COFFEE SLEEVES WITH YOUR COMPANY NAME/LOGO BOTH DAYS OF CONFERENCE
- SIGNAGE AT BREAK RECOGNIZING YOU AS THE SPONSOR

## TRADE SHOW BAR

*ATTENDEES START THEIR AFTERNOON BY ENJOYING YOUR SPONSORED BEVERAGES*

**\$1,000**

- SPONSOR MAY PROVIDE CUPS, NAPKINS, SIGNAGE, ETC. AT BAR WITH YOUR COMPANY NAME/LOGO
- SIGNAGE AT BAR RECOGNIZING YOU AS SPONSOR

## TUESDAY AFTERNOON REFRESHMENT BREAK

*ATTENDEES START THEIR AFTERNOON BY ENJOYING YOUR SPONSORED DESSERTS*

**\$1,000**

- SIGNAGE RECOGNIZING YOU AS SPONSOR
- RECOGNIZED BY TRADE SHOW FLOOR EMCEE

## WEDNESDAY AFTERNOON REFRESHMENT BREAK

ATTENDEES START THEIR AFTERNOON BY ENJOYING YOUR  
SPONSORED DESSERTS

**\$1,000**

- SIGNAGE RECOGNIZING YOU AS SPONSOR
- RECOGNIZED BY TRADE SHOW FLOOR EMCEE

## ALERT TEXT

HAVE SOMETHING TO PROMOTE?



**\$1,000**

- SEND A TEXT DIRECTLY TO ATTENDEES THROUGH CONFERENCE MOBILE APP

## NOTEPAD

(LIMIT 1)

ATTENDEES WILL BE TAKING NOTES ON YOUR LOGO  
PAPER

**\$750**

- SPONSOR PROVIDES NOTEPADS FOR ATTENDEES (1,500)

## PEN

(LIMIT 1)

ATTENDEES WILL TAKE NOTES WITH YOUR LOGO PEN

**\$750**

- SPONSOR PROVIDES PENS FOR ATTENDEES (1,500)

## EDUCATION SESSION

SPONSOR ONE OF THE 30 EDUCATION SESSIONS AND  
POSITION YOUR COMPANY AS A LEADER SUPPORTIVE OF  
LEARNING

**\$500**

- OPPORTUNITY TO INTRODUCE THE SPEAKER
- TWO-MINUTE PRESENTATION ABOUT YOUR COMPANY FROM THE STAGE
- OPPORTUNITY FOR PLACEMENT OF COMPANY-PROVIDED COLLATERAL/GIVEAWAYS (QUANTITY 200+)

## "KNOW BEFORE YOU GO"

### EMAIL

(LIMIT 5)

CAPTURE ATTENDEES' ATTENTION WITH YOUR MARKETING  
MESSAGE

**\$500**

- OPPORTUNITY TO PROVIDE ONE-MINUTE VIDEO TO BE EMBEDDED WITHIN AN EMAIL
- OPPORTUNITY TO SHOWCASE YOUR COMPANY LOGO, PROMOTE BOOTH NUMBER AND INVITE ATTENDEES TO STOP BY

## "KNOW BEFORE YOU GO" SOCIAL MEDIA

(LIMIT 5)

CAPTURE ATTENDEES' ATTENTION WITH YOUR MARKETING  
MESSAGE

**\$500**

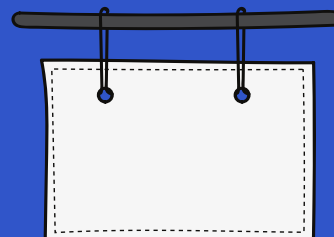
- OPPORTUNITY TO PROVIDE ONE-MINUTE VIDEO TO BE EMBEDDED WITHIN FACEBOOK AND INSTAGRAM
- OPPORTUNITY TO SHOWCASE YOUR COMPANY LOGO, PROMOTE BOOTH NUMBER AND INVITE ATTENDEES TO STOP BY

## EXHIBIT HALL AISLE SIGNS

(LIMIT 6)

FILL THE EXHIBIT HALL WITH YOUR COMPANY'S LOGO,  
PLACING IT ON TWO SIGNS IN ONE AISLE

**\$500**



- AISLE SIGNS HUNG ABOVE THE BOOTHS OF THE TRADE SHOW FLOOR





**YOUR  
AD  
HERE**

**PRE/POST SHOW ATTENDEE  
LIST**

**LEAD RETRIEVAL FOR ATTENDEES  
PRE AND POST SHOW**

**\$350**

## **ON-SITE GUIDE ADVERTISING OPTIONS**

### **FULL PAGE**

**\$525**

- COLOR
- SIZE 8.5 X 5.25 INCHES

### **HALF PAGE**

**VERTICAL OR HORIZONTAL**

**\$400**

- COLOR
- SIZE 5.25 X 4.25 INCHES OR 8.5 BY 2.625

### **HALF PAGE**

**VERTICAL OR HORIZONTAL**

**\$350**

- BLACK AND WHITE
- SIZE 5.25 X 4.25 INCHES OR 8.5 BY 2.625