

2012

PARTNERSHIP

PROSPECTUS



PARTNERSHIP OPPORTUNITIES

For organizations in the meetings industry, there is no better audience than PCMA Professional Members, and no better chapter to capture the highest quality meetings-related business than from within the Greater Midwest Chapter. Multiple opportunities for sponsorship are available.

The GMC PCMA Sponsorship Committee recently developed new sponsorship packages to suit every type of budget, and to maximize exposure and return on investment. Whether your organization has ample or few sponsorship dollars to allocate, there is a sponsorship opportunity for you with the Greater Midwest Chapter of PCMA.

What you need to know about the Greater Midwest Chapter

With more than 1,200 members, the Greater Midwest Chapter of PCMA is the 2nd largest chapter of PCMA serving Illinois, Indiana, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin. Professional members of this chapter hail primarily from the Chicagoland market with sizeable factions of Professional members located in Wisconsin and Minnesota.

ASSOCIATION MEETING PLANNERS: The majority of Chapter members are **association meeting planners**. And, according to Association Forum of Chicagoland, below are some compelling statistics about the Chicagoland association and association meetings market:

- Annually, Chicagoland associations hold more than 30,000 meetings, seminars, education programs, staff gatherings, conventions and trade shows that span the globe.
- Chicagoland associations have combined budgets of **more than \$9 billion**.

Additionally, as cited by Association Forum of Chicagoland, the Chicagoland association market is:

- The nation's number 1 health care association market
- The nation's number 2 association headquarters city
- Home to nearly 2,000 Chicago associations and nonprofits

CORPORATIONS: Meeting professionals from the GMC chapter come from **corporations** including:

- | | |
|------------------------------|----------------------------------|
| Blue Cross/Blue Shield | Ace Hardware |
| CVS/Caremark | OMS National Insurance Company |
| Walgreens | Baxter Healthcare |
| McDonalds | Sara Lee |
| Lia Sophia | Baker & McKenzie Global Services |
| True Value Company | Jones Lang LaSalle |
| Allstate Insurance | Malt-O-Meal |
| Mutual Trust Financial Group | Josten Inc. |
| Pampered Chef | Deluxe Corporation |

ASSOCIATION MANAGEMENT COMPANIES: The GMC Chapter is home to, and includes Professional members from the largest and most notable **Association Management companies** in the country, including:

- | | |
|-------------------------------|---------------------|
| SmithBucklin | Bostrom Corporation |
| Association Management Center | The Sherwood Group |

PARTNERSHIP INVESTMENT - \$15,000

TOTAL PARTNERSHIP OPPORTUNITIES AVAILABLE AT THIS LEVEL: 4

PARTNERSHIP PROGRAM INCLUDES:

EXCLUSIVES

- **EXCLUSIVE Private Dinner with 10 Executive Level Planners at a GMC PCMA Partner Restaurant** - Invitation for two (2) Partner company staff to attend
- **EXCLUSIVE Quarterly Education Session Recognition** - Exclusive Recognition as a Platinum Partner at one of the Quarterly Chapter meetings (choice provided for the March, June, September or November session in the order that the Platinum Partner commitments are received) – recognition includes:
 - distribution of company-branded materials/small gift item on tables
 - 5 minutes of podium time with the option to show a promotional video (not to exceed 5 minutes in length).



EVENTS

- **PCMA Annual Meeting GMC Chapter Reception**
 - **Event Invitation Logo Placement** – Your company will be identified as a Chapter Platinum Partner through logo placement on the event invitation for the Annual Meeting Chapter Reception (online with hyperlinked logo & printed)
 - **Specialty Drink** – your company name incorporated into a unique specialty drink served at the event
- **Annual Awards Luncheon** –
 - **Reserved Company Table for 8 people at the Annual Chapter Awards Luncheon** – January 2012 luncheon
 - Platinum sponsor recognition via signage/verbal/badge ribbon
- **ALL Quarterly Education Sessions** –
 - **Display Table for your Company** - to distribute your branded promotional literature and/or small gift items
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Platinum Partner
 - **One (1) Pre- and one (1) Post-Event Attendee List**
 - **One (1) question of your choosing added to the post-event survey**
- **GMC PCMA Bowl-A-Thon** – Guaranteed first time-slot placement of your company's bowling team (if applicable)

COMPLIMENTARY REGISTRATIONS

- **Planner Registrations** – Twenty (20) registrations for your company to give to planners as your invited guests at GMC PCMA quarterly meetings – in allocations of 5 complimentary registrations per quarterly event in 2012
- **Partner Registrations** – Twelve (12) registrations for your staff for GMC PCMA Quarterly Education programs – in allocations of 3 registrations per quarterly event in 2012

ONLINE

- **GMC's blog - The Pulse** – Year-long recognition including logo with hyperlink on the sponsorship page
- **Selected Quarterly Education Session** - Hyperlinked logo recognition in the email, web and event registration site promotions of your selected quarterly event
- **GMC-PCMA Website**- Listing as a Platinum Partner with link to your website at www.gmcpdma.org

OTHER

- **Create-A-Benefit** – opportunity to work with GMC to create a customized benefit of your choice (must be mutually agreed upon by GMC Sponsorship Chair and sponsoring company)

PARTNERSHIP INVESTMENT - \$10,000

PARTNERSHIP PROGRAM INCLUDES:

EVENTS

- **EXCLUSIVE January Leadership Session** - Exclusive recognition as the Diamond Partner – recognition includes:
 - **Display table** - for distribution of company-branded materials/small gift item on tables
 - **3 minutes of podium time** - with the option to show a promotional video (not to exceed 3 minutes in length)
 - **One (1) Post-Event Attendee List**
- **Annual Awards Luncheon** –
 - **Diamond sponsor recognition** - via signage/verbal/badge ribbon
- **EXCLUSIVE March Member Celebration** –
 - **Display table** - for distribution of company-branded materials/small gift item on tables
 - **Specialty Drink** – your company name incorporated into a unique specialty drink served at the event
 - **One (1) Pre- and one (1) Post-Event Attendee List**
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Diamond Partner
- **GMC PCMA Bowl-A-Thon** – Guaranteed first time-slot placement of your company's bowling team (if applicable)

COMPLIMENTARY REGISTRATIONS

- **Planner Registrations** – Eight (8) registrations for your company to give to planners as your invited guests at GMC PCMA quarterly meetings – in allocations of a maximum of 2 complimentary registrations per quarterly event.
- **Partner Registrations** – One (1) registration for your staff for each GMC PCMA Quarterly Education program
- **Annual Awards Luncheon Registrations** – Two (2) planner or partner (or one of each)
- **March Member Celebration** – Four (4) complimentary registrations

ONLINE

GMC-PCMA Website- Listing as a Diamond Partner with link to your website at www.gmcpcma.org



PARTNERSHIP INVESTMENT - \$5,000

PARTNERSHIP PROGRAM INCLUDES:

EVENTS

- **EXCLUSIVE PRIVATE EVENT** – Option to host a private post-event in conjunction with the Annual Awards Luncheon, or the June Education Program or September Education Program (choose one). Partner will have the option to send their invitation to the entire GMC PCMA mailing list. *(All costs associated with the event are the responsibility of the Partner.)*
- **Annual Awards Luncheon** –
 - **Gold sponsor recognition** - via signage/verbal/badge ribbon
- **GMC PCMA Bowl-A-Thon** – Guaranteed first time-slot placement of your company's bowling team (if applicable)
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Gold Partner

COMPLIMENTARY REGISTRATIONS

- **Planner Registrations** – Four (4) registrations for any of the four GMC PCMA Quarterly Education programs – to be allocated to planners at one per event
- **Partner Registrations** – One (1) registration for your staff for each GMC PCMA Quarterly Education program
- **Annual Awards Luncheon Registrations** – Two (2) planner or partner (or one of each)

ONLINE

- **GMC's blog - The Pulse** – Year-long recognition including logo with hyperlink on the sponsorship page
- **GMC-PCMA Website**- Listing as a Gold Partner with link to your website at www.gmcpcma.org

OTHER

One (1) Post-Event Attendee List for the GMC Quarterly education event of Partner's choice



SILVER PARTNER

PARTNERSHIP INVESTMENT - \$2,500

PARTNERSHIP PROGRAM INCLUDES:

EVENTS

- **Annual Awards Luncheon** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Silver Partner
- **GMC PCMA Bowl-A-Thon** – Guaranteed first time-slot placement of your company's bowling team (if applicable)
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Silver Partner

COMPLIMENTARY REGISTRATIONS

- **Partner Registrations** – One (1) registration for your staff for each GMC PCMA Quarterly Education program
- **Annual Awards Luncheon Registrations** – Two (2) planner or partner (or one of each)

ONLINE

- **GMC's blog - The Pulse** – Year-long recognition including logo with hyperlink on the sponsorship page
- **GMC-PCMA Website**- Listing as a Silver Partner at www.gmcpcma.org

BRONZE PARTNER

PARTNERSHIP INVESTMENT - \$1,500

PARTNERSHIP PROGRAM INCLUDES:

EVENTS

- **Twenty (20) Planner Registrations for Planners** – To be provided to planners in maximum increments of 5 per Quarterly Education Session (change in allocation of registrations per event are available upon request). Passes not provided for Awards Luncheon, March Networking Reception or Bowl-A-Thon. Passes will be printed with your logo and you will provide these to the planners of your choice for free attendance at quarterly events.
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 Bronze Partner

COMPLIMENTARY REGISTRATIONS

- **Partner Registrations** – One (1) registration for your staff for each GMC PCMA Quarterly Education program

ONLINE

- **GMC's Blog - The Pulse** – Year-long recognition including logo with hyperlink on the sponsorship page
- **GMC-PCMA Website**- Listing as a Bronze Partner with link to your website at www.gmcpcma.org

BOWL-A-THON PARTNER

PARTNERSHIP INVESTMENT - \$12,500

PARTNERSHIP PROGRAM INCLUDES:

Please note, this sponsor will receive right of first refusal on the subsequent future year sponsorship for Bowl-A-Thon.

EVENTS

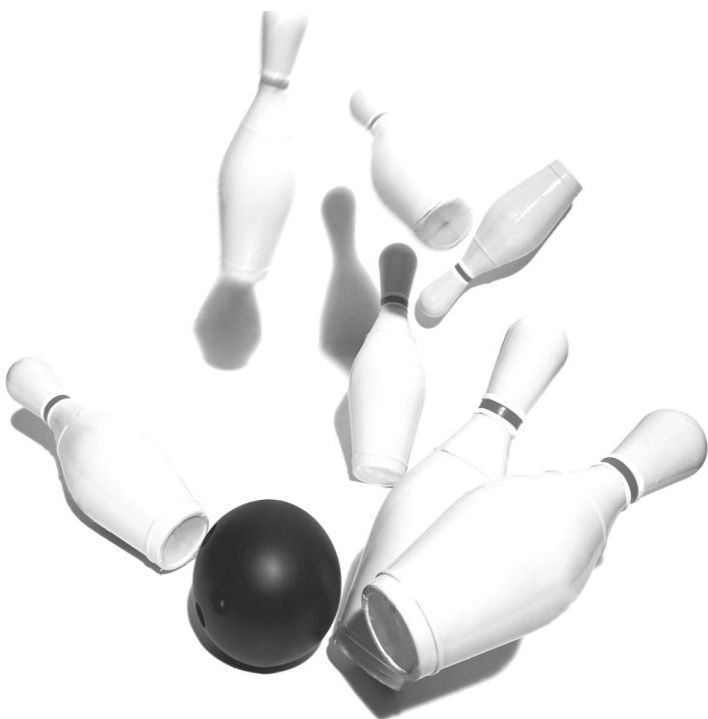
- **GMC PCMA Bowl-A-Thon** – One complimentary lane at the Chapter's best-attended event
- **Bowl-A-Thon Signage Recognition**
- **Bowl-A-Thon Display Table**
- **Annual Awards Luncheon** – Podium recognition during this event as the exclusive Bowl-A-Thon Partner
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as the 2012 Bowl-A-Thon Partner

COMPLIMENTARY REGISTRATIONS

- **Complimentary Planner Cheerleader Registrations** – Five (5) PLANNER cheerleader registrations at this event

ONLINE

- **Link to Your Web Site on the Bowl-A-Thon Registration Page** – *your logo will link to the page of your choice on your web site*
- **GMC's Blog - The Pulse** – *Year-long recognition including logo with hyperlink on the sponsorship page*
- **GMC-PCMA Website** - *Listing as the exclusive Bowl-A-Thon Partner with link to your website at www.gmcpcma.org*



ANNUAL AWARDS LUNCHEON PARTNER

PARTNERSHIP INVESTMENT - \$8,500

PARTNERSHIP PROGRAM INCLUDES:

Please note, this sponsor will receive right of first refusal on the subsequent future year sponsorship for the Annual Awards Luncheon.

EVENT

- **Annual Awards Luncheon**
 - Recognition at the Luncheon to include five (5) minutes of podium time and the option to show a video (maximum video length: 5 minutes)
 - Sponsorship signage at the event
 - One (1) complimentary table for eight (8) people
 - Option to station your staff at the door as greeters
 - Information display table provided in the Registration area
 - Sponsor ribbons on the badges of all your attending staff
- **ALL GMC Events –**
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as the 2012 Awards Luncheon Partner

ONLINE

- **Link to Your Web Site on the Annual Awards Luncheon Registration Page** – your logo will link to the page of your choice on your web site
- **GMC's Blog - The Pulse** – Year-long recognition including logo with hyperlink on the sponsorship page
- **GMC-PCMA Website**- Listing as the exclusive Annual Awards Luncheon Partner with link to your website at www.gmcpcma.org

OTHER

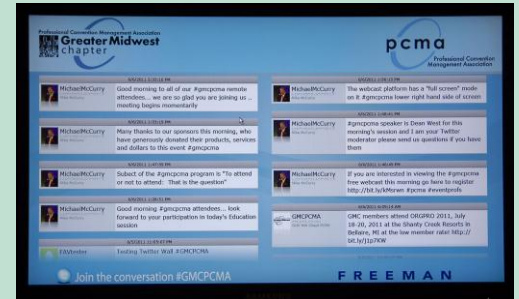
One (1) Post-Event Attendee List



IN-KIND PARTNERSHIPS

PARTNERSHIP INVESTMENT – *Donate your services to help us execute GMC PCMA Chapter and related events. Service providers include but are not limited to (and based on applicability/need):*

- Audio/Visual Services providers
- Production companies
- Photography
- Signage
- Hotels/Resort Properties/Convention Centers
- Speakers Bureau
- Airline/Transportation companies
- Web Services/Broadcasting
- Catering companies/Restaurants
- Decorators
- Other



PARTNERSHIP PROGRAM INCLUDES:

EVENTS

- One (1) complimentary Partner Registration for the event at which your In-Kind Partner services are rendered
- Recognition as an In-Kind Partner at the event at which you're providing in-kind services
- Recognition at the Annual Awards Luncheon as an In-Kind Partner
- **ALL GMC Events** –
 - **Sponsor Ribbons** – for the badges of all your attending staff
 - **Signage Recognition** – as a 2012 In-Kind Partner

ONLINE

- **Link to Your Web Site on the Registration Page of Your In-Kind Event** – *your logo will link to the page of your choice on your web site*
- **GMC's Blog - The Pulse** – *Year-long recognition including logo with hyperlink on the sponsorship page*
- **GMC-PCMA Website**- *Listing as an In-Kind Partner with link to your website at www.gmcpdma.org*

GMC