

## Attendee Information



May 5, 2020 • Grand Rapids

Planning is underway for the 2020 MFG Forum. Help us make it another successful event!

## About the MFG Operations Conference

- ⚙️ Built on 14 years of momentum, the MFG Forum delivers vital and timely information to grow Michigan-based businesses with an exceptional learning experience.
- ⚙️ This full-day program focuses on emerging issues impacting Michigan's manufacturing sector by providing real-world best practices presented by a mix of industry leaders, panel, presentations and interactive components.
- ⚙️ Attendees walk away with information to grow their Michigan-based business
- ⚙️ Open networking and interactive activities let you take the conversation to a deeper level for an exchange of insightful information.
- ⚙️ Past Attendees report information at the MFG Forum helped them to *understand new concepts* and *begin trying to use new skills with 93% likely to turn the information learned into action* within 30 days of the event

## MMA Event Sponsorship

Manufacturers are driving Michigan from a state on the brink to one of incredible economic success. With thousands of businesses in communities all across the state, sponsoring MMA events can connect you with countless potential partners. Contact MMA's Sarah Martin, at 517-487-8521 or martin@mimfg.org, to build a sponsorship strategy that works for you.

### Five Reasons to Sponsor MMA Events

- 1 MMA events are member-driven — your sponsorship investment will always reach a *readily attentive audience*.
- 2 *Choose your level of engagement* and how your sponsorship dollars are used.
- 3 All MMA events have networking time built in — ensuring you every opportunity to *connect with future clients*.
- 4 Sponsors are part of the event program; *share your expertise* with manufacturers wanting to hear from you.
- 5 Every MMA event captures the sheer awesomeness of manufacturing — let your brand to *be a part of the excitement!*



### Register Today

- ⚙️ MMA Members \$150
- Future Members \$250



### Early Registration

Save \$25/person when you register by 4/1/20

Call 517-487-8521!

### Sponsorship Opportunities

	Value	Tickets	Speaking Time	Mention	Table	Attendee List	Advertisement in Event Program (Full Page)	Logo on Pre-Event Mktg (Internal)	Logo on Website	Event Signage
Platinum*	\$5,000	2	Yes	Yes	Yes	Yes	Yes		Yes	Yes
Wireless	\$800	0		Yes		Yes			Yes	Yes
Breakfast	\$750	0		Yes		Yes			Yes	Yes
Lunch	***** SOLD *****									
Reception	***** SOLD *****									
Registration	\$1,000	1		Yes		Yes	Yes		Yes	Yes
Event Program	\$2,500	1		Yes		Yes	Yes (front cover logo, back cover ad)		Yes	Yes
Digital Marketing (Broadcasts)	***** SOLD *****									
Videography	\$10,000	4		Yes	Yes	Yes	Yes		Yes	Yes
Swag (multiple)	\$1,000	1		Yes		Yes	Yes		Yes	Yes
Evaluation	\$350	0		Yes					Yes	Yes
Morning Keynote	\$1,500	1	Yes	Yes		Yes	Yes		Yes	Yes
Afternoon Keynote	\$1,500	1	Yes	Yes		Yes	Yes		Yes	Yes
Session 1	***** SOLD *****									
Session 2	***** SOLD *****									
Session 3	***** SOLD *****									
Session 4	\$1,000	1	Yes	Yes		Yes	Yes		Yes	Yes
Networking Break	\$750	1		Yes		Yes			Yes	Yes
Event Signage	***** SOLD *****									
Interactive Technology	\$1,000	1		Yes		Yes	Yes		Yes	Yes

\*multiple opportunities available

### Program Advertising

	Value	Specs
Full Page	\$300	8 1/2" x 11" (add 1/2" bleed)
Half Page	\$200	8" x 5 1/8"
Quarter Page	\$100	5 1/8" x 3 7/8"





Advertising File Deadline: April 8, 2020

Advertising File Specifics: .jpg, .eps, .tif, .pdf, .gif  
300 dpi minimum

### Event Details

Date	May 5, 2020
Location	L.V. Eberhard Center Grand Rapids
Registration	MMA Members: \$175 Future Members: \$275

### Options to Participate

-  Contribute an article
-  Support with sponsorship
-  Promote and share
-  Register to attend

Build a Sponsorship Strategy  
that Works for You

Sarah Martin  
MMA Event Coordinator  
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517-487-8521

