

BE OUR PARTNER!

Cash/In-Kind Sponsorship Opportunities

Presidential Partners – \$20,000

- One booth at MACE! 2006
- 1 Additional Exhibitor Registration
- 10 Tickets to the Closing Extravaganza
- 1 full-page ad in the onsite program
- Website link on PMPI Strategic Partner webpage
- 4 sets of PMPI membership mailing labels
- Millennium ribbons for company name badges at all PMPI Events
- Company logo in monthly e-newsletter
- Enhanced recognition in our on-line membership directory
- Recognition on the Strategic Partnership page in *Potomac Memo*
- Podium recognition, signage recognition, and company logo at MACE! 2006

– All benefits outlined begin on the first available date after payment has been received and end 90 days after the conclusion of MACE! 2006 (Feb. 2, 2007) –

Capital Partners – \$15,000

- One booth at MACE! 2006
- 1 Additional Exhibitor Registration
- 5 Tickets to the Closing Extravaganza
- 2 sets of PMPI membership mailing labels
- 1 half-page ad in the onsite program
- Platinum ribbons for company employee name badges at all PMPI events
- Company logo in monthly e-newsletter
- Recognition on the Strategic Partnership page in *Potomac Memo*
- Podium recognition, signage recognition, and company logo at MACE! 2006 and at monthly programs
- Website link on PMPI Strategic Partner webpage

– All benefits outlined begin on the first available date after payment has been received and end 90 days after the conclusion of MACE! 2006 (Feb. 2, 2007) –

Potomac Partners - \$10,000

- One booth at MACE! 2006
- 1 Additional Exhibitor Registration
- 2 Tickets to the Closing Extravaganza
- 1 set of PMPI membership mailing labels

- 1 quarter-page ad in the onsite program
 - Diamond Ribbons for company employee name badges at all PMPI events
 - Company logo in monthly e-newsletter
 - Recognition on the Strategic Partnership page in *Potomac Memo*
 - Podium recognition, signage recognition, and company logo at MACE! 2006
 - Website link on PMPI Strategic Partner webpage
- All benefits outlined begin on the first available date after payment has been received and end 90 days after the conclusion of MACE! 2006 (Feb. 2, 2007) –

Monumental Partners - \$5,000

- 1 Non-Exhibitor Registration
 - 1 set of PMPI membership mailing labels
 - 1 quarter-page ad in the onsite program
 - Gold Ribbons for company employee name badges at all PMPI events
 - Company logo in monthly e-newsletter
 - Recognition on the Strategic Partnership page in *Potomac Memo*
 - Podium recognition, signage recognition, and company logo at MACE! 2006
 - Website link on PMPI Strategic Partner webpage
- All benefits outlined begin on the first available date after payment has been received and end 90 days after the conclusion of MACE! 2006 (Feb. 2, 2007) –

Senate Partners - \$1,000

- 1 Non-Exhibitor Registration
 - 1 set of PMPI membership mailing labels
 - Bronze Ribbons for company employee name badges at all PMPI events
 - Company logo in monthly e-newsletter
 - Recognition on the Strategic Partnership page in *Potomac Memo*
 - Podium recognition, signage recognition, and company logo at MACE! 2006
 - Website link on PMPI Strategic Partner webpage
- All benefits outlined begin on the first available date after payment has been received and end 90 days after the conclusion of MACE! 2006 (Feb. 2, 2007) –

Congressional Partner - \$500

- 1 set of PMPI membership mailing labels
- PMPI Friend Ribbons for company employee name badges at all PMPI events
- Recognition on the Strategic Partnership page in *Potomac Memo*

– All benefits begin on the first available date after payment is received and end 90 day after the end of MACE! 2006 (Feb. 2, 2007) –



Additional Sponsorship Opportunities

Sponsorship opportunities are limited and available on a first-come, first-served basis.

1. Lunch Sponsorship:

(located in the Exhibit Hall) \$20,000

Treat all attendees to lunch and get heightened exposure as the MACE! 2006 luncheon sponsor. Additional signage at the lunch areas and the ability to pass out one piece of literature within the seating area. Literature item must be approved by PMPI, any shipment and production costs of literature item are not included in sponsorship price.

Presidential Partner Benefits Apply

2. Closing Night Extravaganza:

“The Closing Night Extravaganza will prove to be the PREMIER event of MACE! 2006. You will play host to the MACE! 2006 attendees as they wind down after a wonderful day filled with amazing educational programs and business-to-business networking. This is your opportunity to “wine and dine” each attendee by providing them an evening of networking filled with food, beverages and entertainment that are indicative to your brand. As the official sponsor of this event, you will have the opportunity to meet and network with all MACE! 2006 attendees. You will also be afforded the opportunity to provide product literature and/or a giveaway to each attendee. Additionally, your company logo will be prominently displayed throughout the event.

The following is the anticipated cost breakdown for this event (note that this sponsorship can be shared):

Entertainment:	\$20,000
Food & Beverage:	\$30,000 (based on \$100 inclusive per person / 300 attendees)
Venue Sponsorship:	\$20,000 (this is if you decide to take this off site from the Washington Convention Center)

Presidential Partner Benefits apply for Venue and Entertainment Sponsorship

Capital Partner Benefits apply for Catering and Beverage Sponsorship

3. Advertising in the Pre-Conference Guide:

Advertising in the official *Pre-Conference Guide* will allow your company instant recognition. As a resource to every attendee, the *Pre-Conference Guide* will include information regarding registration and housing as well as an overall convention schedule (outlining all educational sessions and events). The *Pre-Conference Guide* will be mailed to over 5,500 potential conference attendees. All advertisements will be PMS 321 (teal) and black, or black ink only (same price) and company will be referred to as Advertiser in any printed materials.

Advertising & Covers:

- Inside front cover\$1,500
- Inside back cover\$1,500
- Back cover\$1,500
- Full page advertisement\$1,200
- 1/2 Horizontal advertisement\$900
- 1/4 page advertisement\$500

Senate Partner Benefits apply for cover ad space

Congressional Partner Benefits apply for inside ad space

4. Advertising in the On-Site Program:

Advertising in the official *On-Site Program* will allow your company instant recognition with all conference attendees. The On-Site Program will prove to be the ultimate convention guide by including detailed information regarding each educational session and/or event available. This program will be a valuable resource carried by each conference attendee and kept, afterwards, as a reference guide. All advertisements will be PMS 321 (teal) and black, or black ink only (same price) and company will be referred to as Advertiser in any printed materials.

Covers:

- Inside front, inside back and back\$1,500
First-come, First-served
- Full page advertisement\$1,200
- Half page advertisement\$900

Senate Partner Benefits apply for cover ad space

Congressional Partner Benefits apply for inside ad space

5. Badge Holder: \$850

Each attendee will wear your logo! Sponsoring company logo will appear on the badge holder along with the MACE! logo. *Congressional Partner Benefits Apply*

6. MACE! 2006 Pens: \$2,500

What better way than to have your company name at the fingertips of every convention attendee? Your company logo will be printed (one-color) on every pen and inserted into the Convention Bag. Each pen will also incorporate the MACE! 2006 logo.”

Senate Partner Benefits Apply

7. MACE! 2006 Bag: \$3,000

Your company logo will appear, along with the MACE! 2006 logo, on the front of the conference bag the each MACE! 2006 attendee will receive at registration. As part of this sponsorship you are invited to have one literature piece or premium item inserted into the bag. MACE! 2006 will determine bag size and type, logo size and placement.

Senate Partner Benefits Apply

8. Lanyards: \$600

Each attendee badge is attached to the lanyard so that the badge can be worn around the neck. Approximately 5/8” wide, these convenient cords are distributed to all convention attendees and offer your company great exposure. The lanyards are printed double-sided with your company logo and will be worn by everyone.

Congressional Partner Benefits Apply

9. Literature Insert: \$500 per insert

Limit 5 items will be placed in bag

There is no better way to guarantee that every attendee receives your information than by having your material inserted into the official MACE! 2006 Bag. Literature Inserts must be no larger than 8 1/2” x 11”, one-page – double sided or one small premium item. MACE! 2006 must approve ALL inserts in advance. In addition to these inserts, MACE! 2006 has several inserts that are placed in the MACE! 2006 Bag as well. (Note: Premium item cannot duplicate any MACE! 2006 sponsored item, i.e., pen/lanyard etc).

Congressional Partner Benefits Apply

10. Continental Breakfast: \$14,000

Greet arriving attendees to start MACE! 2006 (with a caffeine break and continental breakfast). One (1) company representative permitted to pass out literature.

Potomac Partner Benefits Apply

11. Water Cooler Wraps and Water Bottles: \$5,000

Stand-alone water coolers will be stationed outside meeting rooms. Each will be wrapped with your company logo and booth number. Number of coolers and placement to be determined by PMPI. Water Cooler Wraps will be designed and supplied by MACE! 2006 and sized to fit the container. When replacement jugs are used – two replenishments are included – additional replenishments at your cost. Water Bottles will be distributed to all attendees. Your logo will be placed on the reusable bottle.

Senate Partner Benefits Apply

12. Refreshment Break: \$3,000 per break

If you feed them they will come! Attendees will remember you as a refreshment break sponsor. Breaks will be located outside the main meeting room(s); placement to be determined. One (1) company representative permitted to pass out literature.

Senate Partner Benefits Apply

13. Wine and Cheese Reception: \$21,000

Help us wrap up a fabulous day with networking on the exhibit floor. A wine and cheese reception after a day of education will enable our attendees to relax and encourage them to spend additional time with our exhibitors. One (1) company representative permitted to pass out literature at each wine station.

Presidential Partner Benefits Apply

Important Information

Want to sponsor at MACE! 2006? Feel you can supply a quality product on your own? Then let us know which sponsorship you wish to provide, supply us with samples of the product, and we are on our way to a wonderful partnership. We look forward to working with you in supplying a sponsorship for MACE! 2006.

Response Information

After reviewing the opportunities, please submit the sponsorship contract with full payment by **September 1, 2006**.

You may submit your sponsorship contract (by email, mail or fax) to:

PMPI - Attn: Melissa Benowitz
18222 Flower Hill Way, Suite 270
Gaithersburg, MD 20879
PHONE: (301) 948-4600
FAX: (877) 332-5186
EMAIL: mace@mpmi.org

In order to be considered for a sponsorship, you must be a member in good standing with MPI.

Advertiser Order Form

We Would Like to Advertise in the Pre-Conference Registration Guide (Size 8½ x 11)

- Inside front cover @ \$1,500
- Inside back cover @ \$1,500
- Back cover @ \$1,500
- Interior page ad @ \$1,200
- ½ page horizontal ad @ \$900
- ¼ page ad @ \$500

All ads are in PMS 321 (teal) and black, or black ink only (same price). Trim size of the publication is 8-1/2" by 11". Full-page ads can bleed and should be 8-3/4" by 11-1/4" (1/8" excess all around).

Half-page ads do not bleed, must be horizontal in format and should be 8" wide by 5" deep. Quarter-page ads do not bleed and should be 3-3/8" wide by 5" deep.

TWO-COLOR ADS: Quark 5.0 or higher for MAC, accompanied by PDF or hard copy proof.

BLACK & WHITE ADS: Quark 5.0 or higher or high resolution (300 dpi) PDF, TIF or JPEG. Submit to heather@fcscom.com or send disk to: FCS Communications Corporation, 255 North Stonestreet Ave., Rockville, MD 20850. Include a copy of this Order Form with your ad submission to FCS Communications.

IMPORTANT: Send your payment and a copy of this Order Form to PMPI, 18222 Flower Hill Way, #270, Gaithersburg, MD 20879.

We Would Like to Advertise in the On-Site Program (Size 4 x 9)

- Inside front cover @ \$1,500
- Inside back cover @ \$1,500
- Back cover @ \$1,500
- Interior full page ad @ \$1,200
- ½ page ad @ \$900

Cover ads are in PMS 321 (teal) and black. Interior page ads are in black ink only. Trim size of the publication is 4" by 9". Full-page ads, both cover ads and interior page ads, can bleed and should be 4-1/4" by 9-1/4" (1/8" excess all around).

Half-page ads do not bleed and should be 3" wide by 4" deep.

TWO-COLOR ADS: Quark 5.0 or higher for MAC, accompanied by PDF or hard copy proof.

BLACK & WHITE ADS: Quark 5.0 or higher or high resolution (300 dpi) PDF, TIF or JPEG. Submit to heather@fcscom.com or send disk to: FCS Communications Corporation, 255 North Stonestreet Ave., Rockville, MD 20850. Include a copy of this Order Form with your ad submission to FCS Communications.

IMPORTANT: Send your payment and a copy of this Order Form to PMPI, 18222 Flower Hill Way, #270, Gaithersburg, MD 20879.

Total \$ _____

Fully print-ready ads must be submitted in electronic files. Deadlines will be sent to you after acceptance of this order form.

Company: _____

Contact Name: _____

Contact Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Payment Information

Payment in full is required to process the contract.

- By check enclosed (U.S. Dollars only)
- By Credit Card (complete below)
 - VISA MasterCard American Express

Credit Card Number																			

Month

 Year

 CVV

Billing Address for this credit card

Address

City/State/Zip

Signature Date