

54TH ANNUAL
CONVENTION
+
TRADESHOW

EXHIBITOR & SPONSORSHIP PROSPECTUS

NOVEMBER 7–9, 2018
HILTON CONVENTION CENTER
BRANSON, MISSOURI



The Missouri Community College Association's annual convention is the state's only professional development event dedicated exclusively to community college professionals.

As a partner, this is your opportunity to meet with Missouri's community college decision-makers to build awareness for your brand among executive leaders and their staff. Additionally, you will enjoy strong branding and enhanced visibility in a focused environment.

Last year we had over **500 attendees, 70 sessions, and 50 sponsors**. We expect 2018's event will be even bigger and better, and we hope you will join us. We offer a variety of opportunities designed to maximize your experience and exposure, including packages, event hosts, and program/event app advertising. **Space is limited** – reserve your opportunity today.

TO REAP THE BEST ROI...

- 1 Attend sessions and networking events on and off the show floor
- 2 Offer tangible products that attendees can interact with
- 3 Use a demo kiosk structure or bring a professionally built exhibit structure
- 4 Promote involvement in the events and invite your clients and prospects to attend



Branson's Entertainment District has been awarded USA Today's 10Best Missouri Attractions Readers' Choice Award

TRADESHOW FLOOR PLAN





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This was my first time to attend the convention — I enjoyed meeting the vendors.

This is my first time attending the MCCA annual convention. I was really inspired.

Every breakout session I attended was informative and worthwhile.

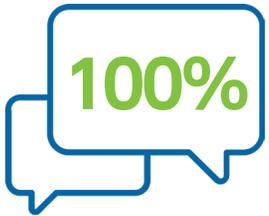
The announcement of the sponsors at each event was very good.

This was one of best conventions that I have attended in a long time.

It was fabulous. Everyone was very polite and courteous, the tables and room were set up nicely, and the food was delicious.

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ACCORDING TO 2017 EXHIBITORS AND SPONSORS...



received quality booth traffic



met business objective goals



will sponsor convention in 2018



ATTENDEES BY JOB FUNCTION

- Academic Exploration and Advising Services
- Advancement
- Athletics
- Campus Facilities
- Career and Job Placement
- Classified
- Civil Rights and Title IX
- Dining Services
- Enrollment Management
- Faculty
- Finance
- Human Resources (HR)
- Information Technology (IT)
- Institutional Research (IR)
- International Studies
- Marketing, Communications and Public Relations
- Online Learning
- President and Chancellor
- Student Affairs
- Trustee
- Faculty

\$15,000 SPONSORSHIP

EXCLUSIVE CONNECTIONS

- Present to the Presidents and Chancellors Council during their Wednesday business meeting
- Present to two additional committee and council business meetings on Wednesday

HIGHEST VISIBILITY

- Prominent recognition with organization's logo included in relevant pre-event marketing materials (email, social, flyers, direct mail, etc.)
- Logo, name, and description (300 words) in prominent position on convention website, with hyperlink to designated URL
- Logo on splash screen of event app
- Rotating banner ad on the homepage of event app
- Rotating banner ad on the schedule section of event app
- A highlighted listing in event app
- Direct access to your sponsor listing in the event app to modify and update content
- Logo to appear exclusively on all convention signage
- Full color ad on the back cover of convention program
- Logo at the top of the sponsorship list in the convention program
- On-screen recognition during all convention ceremonies
- Logo to appear on convention tote bags

BROADEST REACH

- Opportunity to speak for five minutes to all attendees during Thursday evening's awards ceremony
- The only 10' x 12' exhibit booth, located near the registration desk (*for details, see pg. 10*)
- Opportunity to present a breakout session
- Your promotional items in every attendee's registration packet
- Four complimentary convention registrations
- Access to the attendee list before and after convention
- Wireless internet sponsorship with organization name as password

\$5,000 SPONSORSHIP

HIGH VISIBILITY

- Rotating banner ad on the homepage of the event app
- A highlighted listing in the event app
- Direct access to your sponsor listing in the event app to modify and update content
- Full page, full-color in the convention program
- Your logo on the list of sponsors in the convention program
- On screen recognition during all convention ceremonies

WIDE REACH

- Opportunity to speak for five minutes to all attendees at Friday's networking breakfast
- 1- 8' x 10' premium exhibit booth (*for details, see pg. 10*)
- Opportunity to present a breakout session
- Your promotional items in every attendee's registration packet
- Two complimentary convention registrations
- Access to the attendee list before and after convention (upon request)



This prospectus is a starting point of sponsorship options that MCCA offers for our annual convention. **Have an idea you would like to discuss? Feel free to contact our convention team at admin@mccatoday.org.**



\$3,500 SPONSORSHIP

VISIBILITY

- Rotating banner ad on the homepage of the event app
- A highlighted listing in the event app
- Direct access to your sponsor listing in the event app to modify and update content
- Half-page greyscale ad in the convention program
- Your logo on the list of sponsors in the convention program
- On screen recognition during all convention ceremonies

REACH

- 1- 8' x 8' standard exhibit booth (*for details, see pg. 10*)
- Opportunity to present a breakout session
- Your promotional items every attendee's registration packet
- One complimentary convention registration
- Access to the attendee list before and after convention (upon request)

\$2,500 SPONSORSHIP

VISIBILITY

- A highlighted listing in the event app
- Direct access to your sponsor listing in the event app to modify and update content
- Your logo on the list of sponsors in the convention program
- Recognition during all convention ceremonies

REACH

- 1- 8' x 8' standard exhibit booth (*for details, see pg. 10*) -or- the opportunity to present a breakout session
- Your promotional items in every attendee's registration packet
- One complimentary convention registration
- Access to the attendee list before and after convention (upon request)

RELAXATION LOUNGE \$2,500

1 AVAILABLE

This will be a spot for attendees to sit and have casual conversations about best practices or just catch up with their peers. Sponsoring this area will be a great opportunity to mingle with attendees, make new partners, and promote your organization. Associate your brand with rest and relaxation while collecting qualified leads.

Sponsors can provide massage therapists or massage chairs.

RECHARGE LOUNGE \$2,500

1 AVAILABLE

A quiet place for attendees to rest their feet, recharge their phones or other portable devices, and catch up on email. This is a great space to increase visibility of your brand in a way that attendees are sure to thank you for.



Our lounges provide havens for attendees to relax, recharge themselves and their devices, and provide opportunities to meet and network with industry peers while enjoying complimentary food and drinks. **Is your organization interested in hosting a lounge of your own? Contact our convention team at admin@mccatoday.org for more info.**

LOUNGE PERKS

- Provide your organization's flyers and giveaways throughout lounge
- Special sponsorship signage in area
- Recognition during all convention ceremonies and in convention program
- Have a representative on hand to interact with attendees
- Coffee, tea, and water station in area
- Your promotional items in the registration packet
- One complimentary convention registration
- Access to the attendee list before and after convention (upon request)



OPENING RECEPTION \$1,000

1 AVAILABLE

Be the exclusive sponsor of the Wednesday evening event that kicks off the MCCA Annual Convention. Energy is at a high during this reception where all attendees are welcomed. Be the sponsor of this event to increase branding and visibility, interact with attendees, and most importantly, let attendees know you are there! You'll also have the opportunity to provide (at your cost) promotional item(s), gifts, or handouts.

BREAKFAST \$1,000

2 AVAILABLE

We're offering two breakfasts this year at convention, which will be served buffet style in the main ballroom Thursday and Friday. By sponsoring one of the breakfasts, your logo will appear on signage near the buffet lines and on the main screens during the meal.

NETWORKING LUNCH \$1,000

1 AVAILABLE

Thursday's networking lunch in the main ballroom will be served buffet style. With your sponsorship, your logo will appear on signage near the buffet lines and on the main screens during the meal.

TRADESHOW BREAK \$1,000

1 AVAILABLE

On Thursday morning, attendees will break for 30 minutes for a coffee break and the opportunity to mingle with exhibitors. You may provide coffee cups as well as beverage napkins with your logo. We will provide signage at the coffee stations.

THE PERKS

- Your logo on signage in the area
- Recognition during the convention ceremonies
- Recognition in the convention schedule on the website before and during the event
- Recognition in the convention program and in the event app

KEYNOTE SPEAKER & LUNCHEON \$5,000

1 AVAILABLE

Support this year's keynote and luncheon on Friday with signage at the event, and an introduction and photo opportunity with the keynote speaker. Additionally, your logo in the convention program.

TRADESHOW FINALE \$1,000

1 AVAILABLE

In the afternoon on Thursday, attendees will break for 30 minutes for coffee and dessert while we give out prizes from the tradeshow. By sponsoring the break, your logo will appear on signage in the area, and we'll recognize you before we draw the prizes. You may provide coffee cups and beverage napkins with your logo.

À LA CARTE OPPORTUNITIES

These sponsorships are each open to only one organization, guaranteeing exclusive exposure.

LANYARDS \$5,000

Your company logo on the official lanyard which worn by all convention attendees, a thank you in the event app, and your logo on the convention website.

SECRET EVENT \$2,000

Your logo at the hush-hush event location and the opportunity to speak for five minutes with attendees. A thank you in the event app—after the event, *it is a secret after all*—and your logo on the convention website.

PROFESSIONAL HEADSHOT STATION \$2,500

Signage at photo location, logo on email correspondence to the attendee regarding the headshot stations, thank you in the conference mobile app and your logo with the link to your company website on the MCCA Convention website.

LOGO ON THE VENDOR PRIZE PUNCHCARD \$1,000

Your company logo on the official vendor punchcard that all attendees must have stamped at each booth in order to enter prize drawing, along with a verbal thank you at the tradeshow finale when we draw the winning card. Additional thank you in the conference event app and your logo on the convention website.

WELLNESS EVENT \$1,000

Sponsor this new attendee health and wellness initiative and receive company visibility on site and in event promotion. You may provide any sort of wellness giveaway (water bottle, yoga mat, etc.) and company literature.

PARTNER PROGRAMMING (BREAKOUT SESSION) \$750

Share your knowledge or industry research through a session or workshop.



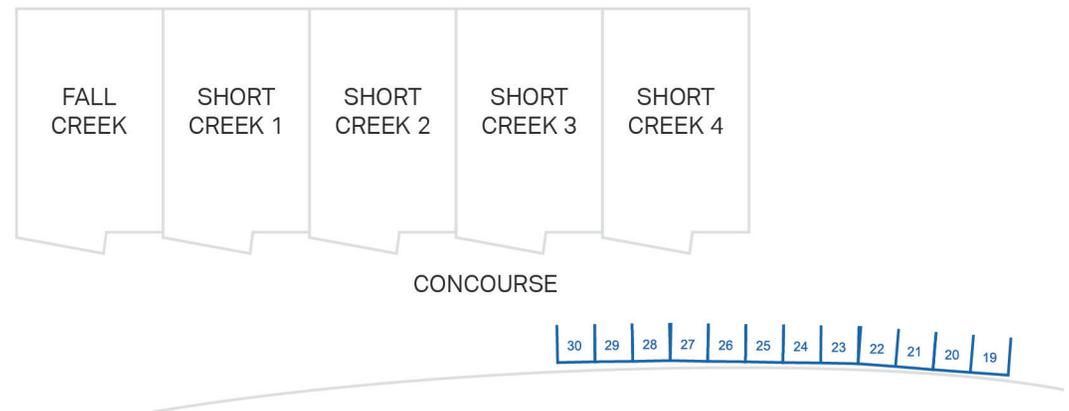
TRADESHOW FLOOR PLAN



STANDARD EXHIBIT SPACE



PREMIUM EXHIBIT SPACE



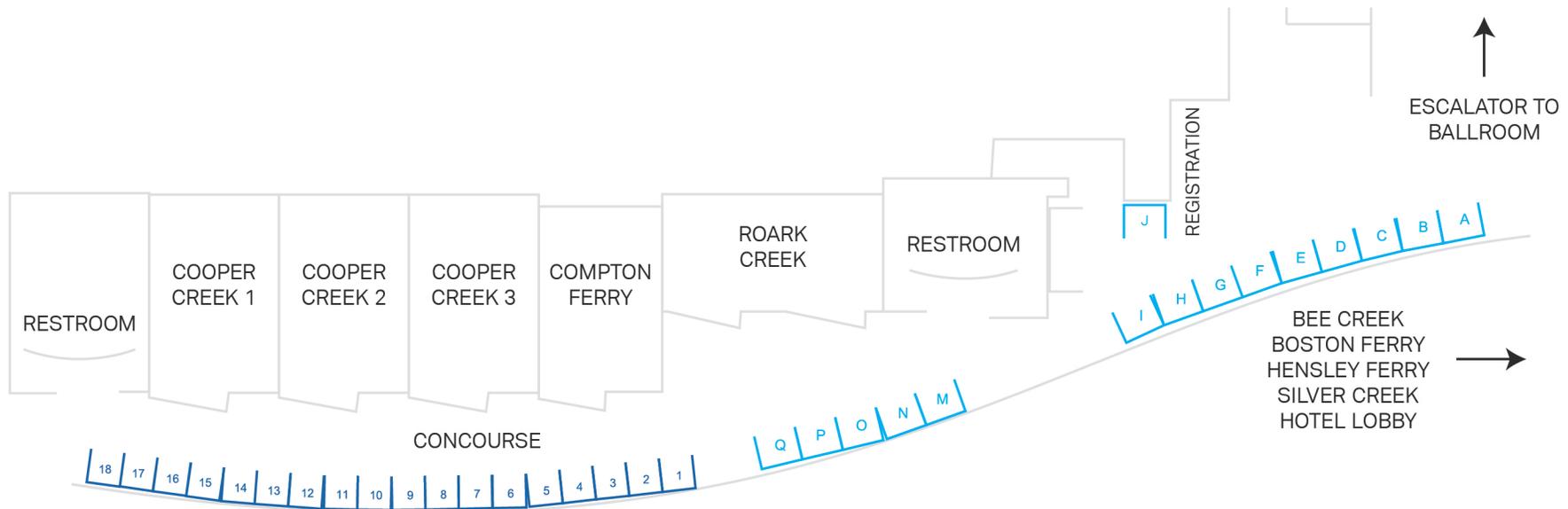
STANDARD EXHIBIT \$750

- 1- 8' x 8' booth with skirted table and two chairs
- Two meal tickets for Thursday breakfast and lunch
- Access to attendees at three no-conflict events beginning on Wednesday evening
- Added opportunities to interact with attendees and prize giveaways
- Access to the attendee list before and after the event (upon request)
- A listing in the convention program and event app

PREMIUM EXHIBIT \$1,050

- 1- 8' x 10' booth located in a high traffic area
- Skirted table, two chairs, pipe, and drape
- Two meal tickets for Thursday's breakfast and lunch
- Access to attendees at four no-conflict events beginning on Wednesday evening
- More opportunities to interact with attendees and prize giveaways
- Access to the attendee list before and after the event
- A listing in the convention program and event app

TRADESHOW FLOOR PLAN



Cancellations and Refunds All refunds and cancellations of exhibit booth fees and sponsorships must be received in writing to MCCA (via admin@mccatoday.org) by 5 p.m. CST on August 31, 2018. Note: Refunds and cancellations will incur a fee of 50% of total fees submitted. There will be no refunds after this date.

Hotel Accommodations and Travel Arrangements The convention and tradeshow will be at the Hilton Branson Convention Center. All conference attendees, exhibitors, and speakers are responsible for making their own travel and hotel reservations. Details on how to make hotel reservations will be posted on the convention website, MCCAconvention.com.

How do I become an exhibitor or sponsor? All contracts for exhibiting or sponsoring must be completed on the MCCA convention website, MCCAconvention.com. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained here. Online payments may be made by check or credit card. If paying by check, payment must be received within 30 days of the online registration. If any questions, please contact our convention team at admin@mccatoday.org.

Exposition Services Liberty Exposition Services can provide other items for your exhibit booth at an additional charge. To arrange this, please contact our convention team at admin@mccatoday.org.

mcca MISSOURI COMMUNITY
COLLEGE ASSOCIATION

mccaconvention.com