



**EXPANDING  
OPPORTUNITY**

*What's Next*

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OPPORTUNITY:  
WHAT'S NEXT**

Marketing Prospectus

Missouri Community College Association  
59th Annual Convention & Tradeshow

November 8 - 10, 2023



# WHY #MCCA23?

The Missouri Community College Association 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's convention was a huge success with more than 560 attendees and 60 educational sessions. For the first time, we even had community college staff members from neighboring states join us! We expect 2023's event to 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 sponsor packages, program and event app advertising and more. Space is limited – reserve your sponsorship today!

SPONSORSHIP PACKAGE

## SILVER: \$5,000 - \$9,999

### VISIBILITY

- Half-page, full-color ad in the convention program
- Your logo on the list of sponsors in the convention program
- Sponsor listing in the mobile event app
- On screen recognition during all convention ceremonies

### REACH

- 8' x 10' premium exhibit booth
- 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

*\*\*Dependent on breakout room availability*

SPONSORSHIP PACKAGE

# BRONZE: \$3,500

## VISIBILITY

- Quarter-page color ad in the convention program
- Your logo on the list of sponsors in the convention program
- Sponsor listing in the mobile event app
- On screen recognition during all convention ceremonies

## REACH

- 8' x 10' premium exhibit booth
- 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

*\*\*Dependent on breakout room availability*

SPONSORSHIP PACKAGE

# MCCA SUPPORTER: \$2,500

## VISIBILITY

- Your logo on the list of sponsors in the convention program
- Sponsor in listing the mobile event app
- On-screen recognition during all convention ceremonies

## REACH

- 8' x 10' premium exhibit booth 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)

*\*\*Dependent on breakout room availability*

# SPONSORSHIP OPPORTUNITIES

## OPENING RECEPTION: \$1,500

1 AVAILABLE

Be the exclusive sponsor of Wednesday evening's event that kicks off the MCCA Annual Convention! 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 items, gifts, or handouts. Your logo will also appear on the schedule in the convention program.

## NETWORKING BREAKFAST: \$1,500

2 AVAILABLE

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

## NETWORKING LUNCH: \$1,500

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, on the main screens during the meal, and on the schedule in the convention program.

# SPONSORSHIP OPPORTUNITIES

## TRADESHOW BREAK: \$1,000

2 AVAILABLE

On Thursday morning and afternoon, attendees will break for 30 minutes for coffee and the opportunity to mingle with exhibitors. You may provide coffee cups as well as beverage napkins with your logo. MCCA will provide signage at the coffee stations and include your logo on the schedule in the convention program.

## KEYNOTE SPEAKER & LUNCHEON: \$5,000

1 AVAILABLE

Support this year's keynote speaker and luncheon with the opportunity to provide (at your cost) promotional items, gifts, or handouts. MCCA will provide signage and give a special shoutout at the start of the event. Your logo will also appear on the schedule in the convention program.

# À LA CARTE OPTIONS

*Each open to only one organization to guarantee exclusive exposure*



## CULTURAL EXCURSION: \$2,000

Sponsor a cultural excursion in Kansas City! Mingle with attendees as they experience the sights and sounds of the city. Your logo at the event location and on the convention website as well as a thank you in the mobile event app.

## BREAKOUT SESSION: \$1,050

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

**\*\*Limited slots available\*\***

## PROFESSIONAL HEADSHOT STATION: \$2,500

Signage at photo location, logo on email correspondence to the attendees, and your logo on the convention website.

## LANYARDS: \$1,500

Your company logo on the official lanyard worn by all convention attendees and on the convention website.



# EXHIBIT OPPORTUNITIES



## THE PERKS

- Access to attendees at three no-conflict events
- Enhanced opportunities to interact with attendees, including prize giveaways
- Listing of all convention attendees sent in electronic format two weeks in advance and after the event, including registrant's name, job title, organization and email address
- Exhibitor ribbon for name badge
- Organization listing in convention program and mobile event app
- Online exhibitor resource access, which puts all the necessary forms and deadlines at your fingertips

## EXHIBITOR NOTES

- Drawings, raffles and games are welcome and encouraged to take place within the exhibitor's booth during tradeshow hours
- Bite size snacks and alcoholic beverages are permitted to be served at the exhibitor's booth during tradeshow hours. All catering options must be coordinated through Kansas City Marriott Downtown. You will be notified in September when the catering menu is available.
- Exhibitors are responsible for ordering additional furniture, electricity, internet (if a direct line is required), equipment, etc.



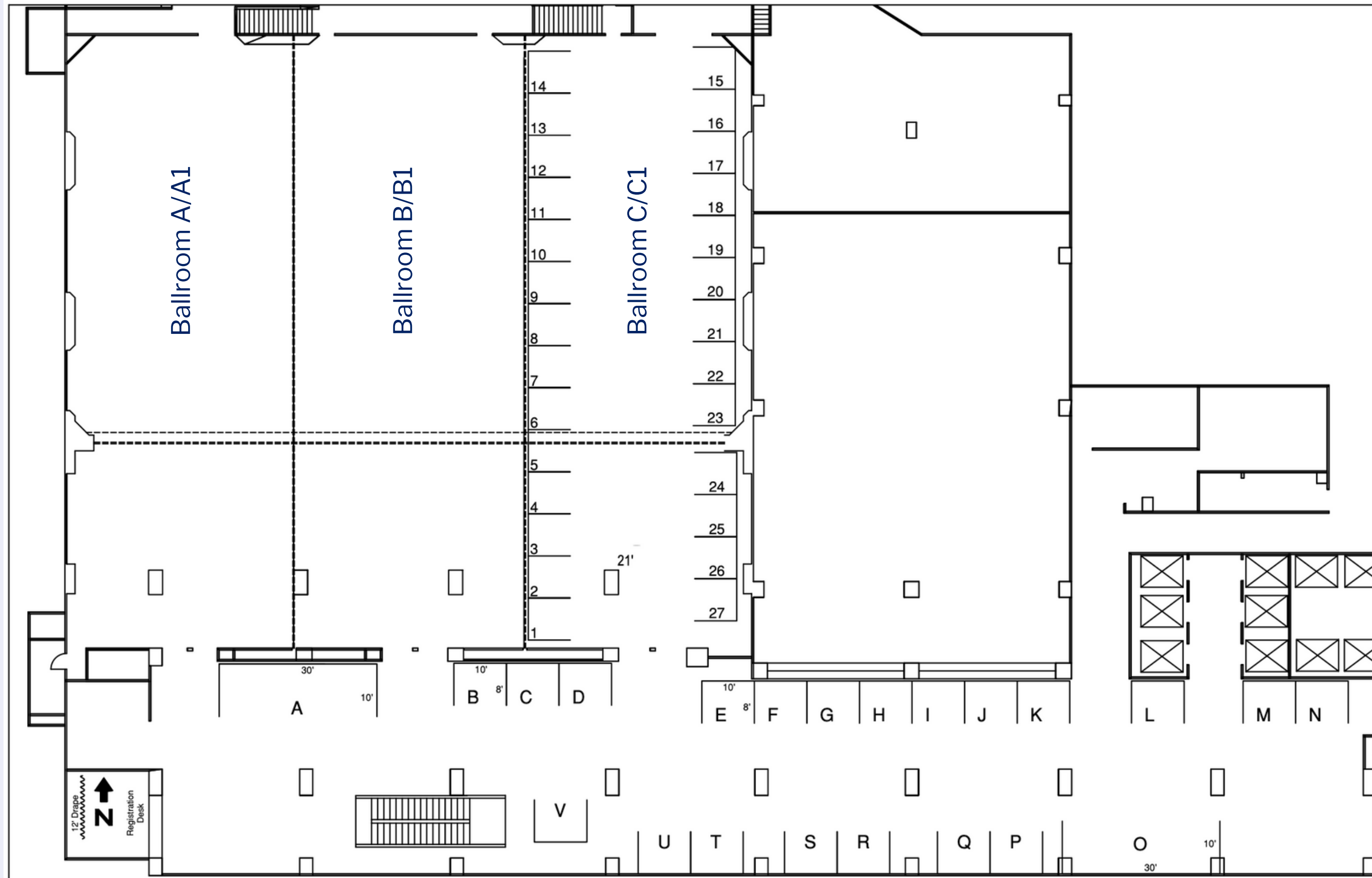
## STANDARD EXHIBIT: \$1,050

- 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
- Opportunities to interact with attendees and prize giveaways
- Access to the attendee list before and after the event
- Listing in the convention program and mobile event app

## PREMIUM EXHIBIT: \$1,350

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

# FLOORPLAN



PREMIUM BOOTHS: A - V  
STANDARD BOOTHS: 1 - 27

# THE FINE PRINT

## Cancellations and Refunds

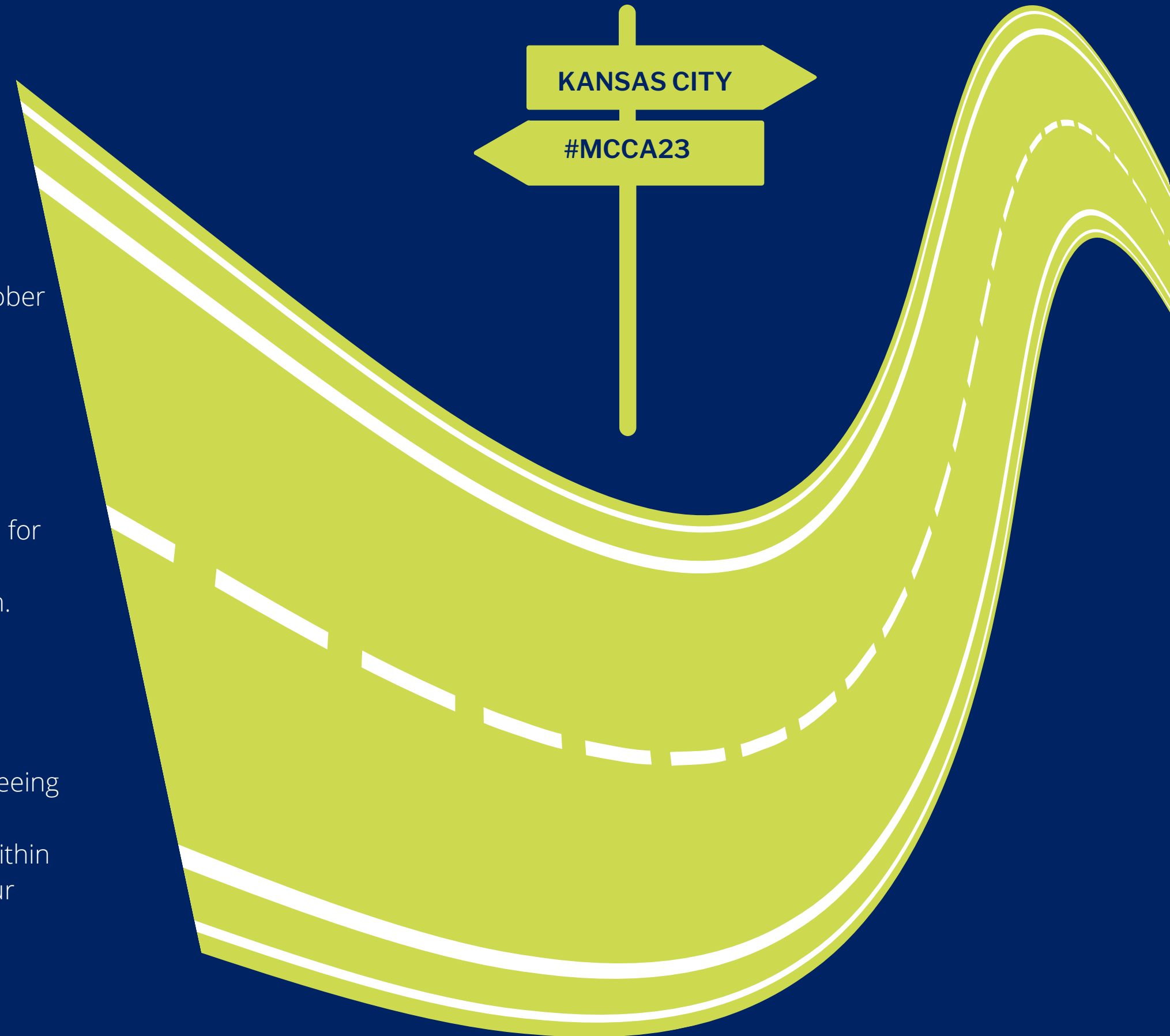
All refunds and cancellations of exhibit booth fees and sponsorships must be received in writing to MCCA (via [admin@mccatoday.org](mailto:admin@mccatoday.org)) by 5 p.m. CST on October 3, 2023. Note: Refunds and cancellations will incur a fee of 50% of total fees submitted. There will be no refunds after this date.

## Hotel and Travel Arrangements

This year's convention and tradeshow will be held at Kansas City Marriott Downtown. 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 at [mccaconvention.com](http://mccaconvention.com).

## How do I become a sponsor or exhibitor?

All contracts for exhibiting or sponsoring must be completed on the MCCA convention website. By completing the online registration, the company is agreeing to the exhibitor and sponsor contract rules contained here. 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 you have any questions, please contact our convention team at [admin@mccatoday.org](mailto:admin@mccatoday.org).



# CONTACT US

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[mccaconvention.com](http://mccaconvention.com)

