



M&M 2024
**MICROSCOPY &
MICROANALYSIS**
July 28-August 1 • Cleveland, OH

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL BENEFITS

BENEFITS	PLATINUM \$17,000+	GOLD \$12,000+	SILVER \$8,000+	BRONZE \$5,000+
Attendee mailing list	Pre- and Post-show	Pre- and Post-show	Pre-show only	Pre-show only
Complimentary conference registrations	3	2	1	
8 1/2" x 11" easel back sign acknowledging sponsor level	•	•	•	•
Sponsor listing and recognition on mobile app	•	•	•	•
Sponsorship recognition on conference website	•	•	•	•
Sponsorship recognition in advance and on-site printed promotion	•	•	•	•
Sponsorship acknowledgment at Opening Session	•	•	•	•
Sponsorship recognition on main sponsorship signage and at booth	•	•	•	•
Sponsor ribbons for booth personnel	•	•	•	•
Priority Points for 2025 booth assignment	6	5	4	3





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PROMOTIONAL SPONSORSHIPS

MEETING BAG • \$17,000

Each attendee will receive a tote bag with your company's logo on it, filled with registration material. This bag will be used throughout the conference to gather information from the exhibit floor and long after the conference has concluded. Benefits include your company logo imprinted on attendee bags and one complimentary tote bag insert. Exclusive sponsorship.

FILL IT FORWARD REFILL PROGRAM • \$10,000

When you sponsor this program at M&M, your organization is helping to keep single-use items out of landfills and gives back to charity projects. With the Fill it Forward technology, we will track the collective environmental impact of M&M attendees and be able to report back on the waste diverted.

Your benefits include the base recognition package, plus:

- Complimentary M&M registration for three (3) representatives.
- Custom design on distribution cards.
- Logo recognition in M&M private group on Fill It Forward tracking app.
- Option to distribute the bottle tags/stickers from your booth as a traffic driver.

HOTEL KEYCARD SLEEVES/ENVELOPES • \$10,000

Be the last name attendees see as they leave their rooms for the conference, and the first name they see when they return for the evening. Your company artwork will be printed on the keycard sleeve handed to attendees at registrations. Must include the M&M logo on each key card sleeve. This will provide thousands of impressions. Design includes both sides. Exclusive sponsorship.

CONFERENCE NOTEPADS • \$10,000

The notepads provide a unique promotional opportunity beyond the conference. Attendees will use the 8 ½ x 11" notepads in sessions, keynote and then back at the office. Your company artwork will be prominently printed on the cover of each pad along with the M&M logo.

WATER BOTTLES • \$10,000

Keep attendees hydrated during the conference. Water coolers will be available throughout the conference so attendees can fill and refill their water bottle daily. Sponsoring the sport water bottle will be a refreshing way to get your name out to all the conference attendees during and well after the conference. Your company one color logo will be printed on all M&M water bottles. Exclusive sponsorship.

LANYARDS • \$9,000

Gain visibility throughout the conference with your company's logo imprinted on each lanyard. Attendees are required to wear their name badges throughout the conference, giving your company thousands of impressions over the four days. Exclusive sponsorship.

HAND SANITIZER • \$8,000

Help attendees feel safe and clean at the live conference, and put your company's name on the free, mini hand sanitizer bottles given out at the event. Sponsoring the hand sanitizer giveaway will be a smart way to get your name out to all the conference attendees during and well after the conference. Exclusive sponsorship.

CONFERENCE PENS • \$5,000

Your company-branded pens will be distributed at registration and put to good use in the sessions used during the education portion of the conference. Always a popular promotional item, a great pen ensures your brand makes it home with M&M members! Exclusive opportunity.

TOTE BAG INSERT • \$3,000

Instantly deliver your company's message to all conference attendees. Limited availability allows for your message to stand out and helps increase your reach. Your insert can be up to 8 ½" x 11" or smaller, single or double sided, color or b/w and will be inserted into all conference bags distributed at registration. Only 8 tote bag inserts are available.



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BRANDING SPONSORSHIPS

HEADSHOT STUDIO • \$9,000

Just landed a new job, looking for a new job? Still using your high school prom photo on LinkedIn? Help everyone level up their professional brand by sponsoring an executive photo studio, with headshots taken by M&M's official conference photographers. Sponsorship includes your company logo on counters and signage, plus recognition on all promotional materials. The Headshot Studio will be featured in the M&M Event Scheduler, and the Mobile App giving your company maximum exposure for sponsoring this hot new conference feature. Your logo will also be included in the online gallery where all images will be posted for review and downloading.

AISLE SIGNS • \$9,000

Increase awareness of your company by exclusively displaying your company logo on all aisle signs throughout the exhibit hall floor. Attendees will see your logo each time they look for any aisle number. Exclusive sponsorship.

WATER STATIONS • \$8,500

Place your eye-catching company graphics on water stations located in the exhibit hall and outside of the session rooms. Attendees appreciate the simple availability of water. Exclusive sponsorship.

DIRECTIONAL SIGNAGE • \$8,000

It's easy to get lost in the space as large as the Huntington Convention Center, which is why attendees regularly seek out directional signs that help them navigate the conference to find the registration desk, session rooms, exhibit hall and more. Add your logo and booth number to these signs and add a reminder to stop by your booth with each glance.

REGISTRATION KIOSKS • \$7,500

Your company branding will be placed at the M&M Registration area, offering you high branding visibility as attendees arrive at the conference! Your company artwork will be placed on the kiosk panels on the registration units and surrounding signage. Exclusive sponsorship.

SUSTAINABILITY SPONSOR • \$7,500

Put your company message on recycling bins located throughout the convention and let your message be seen repeatedly as attendees dispose of their cups and other items. Your company-designed artwork will be placed on the 40 gallon, 4 sided corrugated recycle bins, placed strategically throughout the exhibit hall and session rooms. This includes seven (7) recycle bins.

CHARGING LOUNGE • \$7,000

Charging stations help attendees power up their phones, laptops and other devices without leaving the conference. The charging tables will prominently display your company logo and message and be placed in the M&M Mega Booth.

CONFERENCE AGENDA WELCOME SIGNAGE • \$5,000

Place your company graphics below the Conference agenda signage. Centrally located in the M&M registration area so attendees cannot miss. This is a tremendously popular sign that attendees refer to daily.

STANDING SIGN BOARDS • \$3,000

Placed in high traffic areas, the Standing Sign Boards are an excellent way to promote your company's product or service. Standing signs are approximately 3'W x 8'H, double-sided and freestanding, giving you double the visibility.

FLOOR DECALS • \$3,000

Direct attendees to your booth with creative custom floor stickers that are strategically placed in the exhibit hall to lead attendees directly to your booth. This package includes five (5) 3' x 3' floor decals, Custom designed.

ADDITIONAL DIGITAL AND PRINT GRAPHICS • PRICING VARIES

Minneapolis Convention Center offers additional digital and print branding throughout the M&M conference space. Please contact Mary Michalik at Mary@corcexpo.com for branding locations and pricing.



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EVENTS & EXPERIENCES

GENERAL SESSION SPONSOR • \$10,000

Make your mark by sponsoring the most highly attended sessions of the conference. Your brand will be front and center at the morning's keynote address. Benefits include event recognition in conference materials, your company logo branded on the main stage and signage at the entrances to the ballroom, as well as a video message of your CEO welcoming attendees. Two opportunities available.

ACTIVATIONS & FUN AT THE SUNDAY EVENING WELCOME PARTY • \$

Add to the energy at the Sunday night kickoff party with exposure to more than 1,500 attendees! You'll help make memories with branded activation areas.

- **360° Photo Booth:** A traditional selfie, with a spin! At this photo op, attendees will take a unique 360° image which is emailed or texted to them with your sponsor logo included. Receive recognition on area signage along with a table in the activation space.
- **Bags Tournament**
- **Dessert Station**

MICRO BREW NETWORKING POSTER SESSION • \$6,000

Reinforce your presence at the conference by placing your name and logo in front of attendees and presenters as they interact during the poster sessions. Held each afternoon, these highly attended sessions are accompanied by beverages and light refreshments and offer your company thousands of impressions. Sponsorship includes verbal recognition from the President before the awards presentation each day and the sponsor logo on signage and table tents in the Micro Brew areas. Exclusive sponsorship.

M&M STUDENT MIXER • \$5,000

Exclusive sponsorship of the Student Mixer at M&M2024. Your company logo will be placed on signage and table tents at the Student Mixer.

COFFEE/REFRESHMENT BREAKS • \$5,000

Place your company logo front and center as attendees relax and prepare for the next session. Located in the Exhibit Hall, these break stations will provide high traffic and exposure for your company! Sponsorship includes sponsor logo on signage and table tents with sponsor logo in all break areas.

SYMPOSIA SPONSORSHIPS • \$1,500 - \$3,800

As a sponsor you will have the opportunity to select from the list of symposia that is the best fit for your company. Your logo will be included in all signage outside the symposia meeting rooms in recognition of your support. 4 Symposia - \$3800, 3 Symposia - \$3000, 2 Symposia - \$2200, 1 Symposium - \$1500

PASSPORT TO COFFEE • \$2,500

Connect with your target market and develop qualified leads. Make your brand more meaningful by enhancing attendees conference experience with the simple pleasure of a \$5 Starbucks gift card, would be sure to improve their M&M2024 experience. Hand out \$5.00 Starbucks Gift Cards - Quantity of 50. Benefits include branded gift cards and a carpet decal in front of their booth recognizing that company as a Make My Day sponsor.

PASSPORT TO PRIZES • \$600

Drive traffic to your booth and create engagement opportunities with attendees by participating in the official M&M2024 Passport to Prizes. All attendees will receive a "passport" card with their registration materials. Attendees will be instructed to stop by all participating exhibitors to receive a stamp on their passport. Attendees must complete their entire passport cards to be eligible for the prize drawing that will be held on the final day of exhibits and must be present at the prize drawing to win. We will be giving away great prizes, including the latest tech products, Visa gift cards, and more! Prizes will be displayed in the MSA Megaboath during the Meeting.



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DIGITAL MARKETING & ADVERTISING

CUSTOM EMAIL MARKETING • \$7,000

Send your personalized company message to the 2024 pre-show attendee list. Direct email marketing to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads and enhance your company's exhibit experience. Only four (6) sponsorships are available.

REGISTRATION BANNER AD • \$6,500

Be the first to welcome attendees to M&M 2024! Your banner ad will be clickable from the final registration confirmation screen. Your company's banner ad will also be included near the top of registration confirmation emails and the platform access event reminder. Sponsorship includes one (1) banner ad with link to your preferred URL. Exclusive sponsorship.

KNOW BEFORE YOU GO EMAIL BANNER AD • \$5,000

An exclusive opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the return to the live conference. Your message can reach all the registered M&M attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL. Exclusive sponsorship.

M&M 2024 MOBILE APP SPONSOR • \$10,000

Mobile Apps are rapidly expanding your opportunities to drive brand awareness, engage and acquire new customers, and boost customer loyalty. Welcome attendees as the sponsor of the M&M 2024 mobile app! The mobile app will be available beginning one week prior to the conference and will be available for 2 months following the event. Exclusive sponsorship.

MOBILE APP BANNER AD • \$2,000

Put your company message in a banner ad at the top of the M&M conference mobile app screen. Your banner ad can link your URL or a special message for M&M attendees. Ads rotate at the top of the app dashboard page. A limited quantity of ads will be available.

MOBILE APP PUSH NOTIFICATION • \$1,500

Reach attendees directly with your message as a push notification, scheduled during the time of your choosing at the conference. Branded announcements are a highly interactive and flexible way for a company to promote their session, booth, or general message. Push notifications include 170 characters of text.

FOR MORE SPONSORSHIP INFORMATION, PLEASE CONTACT:

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