

6th Annual MPA-IMAG Independent Magazine Conference



May 17-19, 2009 | St. Julien Hotel & Spa | Boulder, Colorado

Sponsorship Opportunities

As of March 17th, 2009

MPA-IMAG Independent Magazine Conference
May 17-19, 2009
St. Julien Hotel & Spa, Boulder, Colorado

This two-day event, in its sixth year, is the premier conference for independent magazines. Hosted by MPA's Independent Magazine Group (MPA-IMAG), the program is designed for the senior team at independent companies that face operational and strategic challenges. The conference is known for open, peer-to-peer exchanges that help independents build connections and community. Today, much of the excitement, experimentation and innovation in the magazine industry comes from independent publishers.

As a sponsor of this event you will have unprecedented access to over 75 decision-makers, who are CEOs, Presidents and day-to-day operators, keen to partner with companies that will:

- ✓ **reduce costs and increase their profitability**
- ✓ **make them more efficient**
- ✓ **keep them abreast of the latest innovations**

You will also have the opportunity to:

- ✓ **Build and increase brand loyalty** among high-potential, up and coming media companies.
- ✓ **Generate company or product awareness and visibility** via wide exposure prior, during and after the event.
- ✓ **Drive lead generation and sales.**

ALL SPONSORSHIPS INCLUDE:

- ✓ One complimentary Conference registration that includes evening functions
- ✓ Company name, logo and link on Conference website homepage
- ✓ Company name, logo and link on Conference Sponsor page
- ✓ One full-page advertisement in the comprehensive Conference binder/program
- ✓ Prominent logo placement on signage throughout event
- ✓ Mention of sponsorship from the stage during the General Session
- ✓ Access to the list of Conference attendees with addresses and emails

Fax signed sponsorship agreement to Jennifer Broadbin at 212.888.4217.

Category-Exclusive Sponsorship Opportunities

<input type="checkbox"/> Pre-Conference Activity	\$7,500
✓ Prominent logo placement on Official Activity Premium (tbd by nature of the activity)	
<input type="checkbox"/> Sunday Welcome Reception	\$5,000
✓ Prominent signage placement at the function	
✓ Opportunity to speak for 2-3 minutes/Mention of sponsorship during Reception	
<input type="checkbox"/> Sunday Opening Dinner	\$10,000
✓ Prominent signage placement at the function	
✓ Opportunity to speak for 2-3 minutes/Mention of sponsorship during Dinner	
SOLD <input type="checkbox"/> Monday Lunch	\$10,000
✓ Prominent signage placement at the function	
✓ Opportunity to speak for 2-3 minutes/Introduce Luncheon Speaker	
<input type="checkbox"/> Monday Reception and Dinner (2nd night)	\$20,000
✓ Prominent signage placement at the function	
✓ Opportunity to speak for 5-8 minutes/Mention of sponsorship during evening	
SOLD <input type="checkbox"/> Conference Breakfasts (Two Days)	\$10,000
✓ Prominent signage placement at the function both days	
SOLD <input type="checkbox"/> Conference Breaks (Two Monday and one Tuesday)	\$7,500
✓ Prominent signage placement at the function both days	
<input type="checkbox"/> Tote Bag	\$7,500
✓ Prominent logo placement on Official Conference Bag	
✓ Company media kit or other collateral materials to be included in Conference bag	
<input type="checkbox"/> Lanyards	\$5,000
✓ Prominent logo placement on Official Conference Lanyards	

Fax signed sponsorship agreement to Jennifer Broadbin at 212.888.4217.

MPA-IMAG Independent Publishers Conference SPONSORSHIP FORM

Please make your selection and sign below to activate your sponsorship today.

More Information: Call MPA Sponsorships at 212.872.3734 or email sponsorships@magazine.org or visit www.magazine.org/imagconference for the latest updates.

First Name <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Last Name
Name for Badge <i>(if different from above)</i>	Business Title
Company/Magazine	
Address	
City/State/Zip Code	
Telephone	Fax
E-mail Address <i>(required for updates and confirmations)</i>	

Please join us for this exciting event. Your opportunities are:

PLEASE NOTE: Due to space restrictions, non-publishing companies will be limited to one registration per company and subject to availability

- | | |
|---|-----------------|
| <input type="checkbox"/> Pre-Conference Activity | \$7,500 |
| <input type="checkbox"/> Sunday Welcome Reception | \$5,000 |
| <input type="checkbox"/> Sunday Opening Dinner | \$10,000 |
| SOLD <input type="checkbox"/> Conference Breakfasts (Two Days) | \$10,000 |
| SOLD <input type="checkbox"/> Conference Breaks (Two Monday and one Tuesday) | \$7,500 |
| SOLD <input type="checkbox"/> Monday Lunch | \$10,000 |
| <input type="checkbox"/> Monday Reception and Dinner (2nd night) | 20,000 |
| <input type="checkbox"/> Tote Bag | \$7,500 |
| <input type="checkbox"/> Lanyards | \$5,000 |

METHOD OF PAYMENT (check one)

- Check Enclosed—Payable to Magazine Publishers of America, Inc. Total Payment: \$ _____
(Please include attendee's name and MPA-IMAG Conference on check and attach form)
- American Express (15 digits) MasterCard (16 digits) Visa (16 digits)

Card Number	Expiration Date (month/year)
Cardholder's Name (please print)	Signature
	Date

Mail this form with payment to:
MPA-IMAG Independent Publishers Conference
Magazine Publishers of America
810 Seventh Avenue, 24th Floor, New York, NY 10019
Or FAX completed form to 212.888.4217

Payment must accompany this form for your sponsorship to be processed. You will receive confirmation for your sponsorship by e-mail.

REGISTRATION INFORMATION: MPA Events, PHONE: 212.872.3755, FAX: 212.371.3165, EMAIL: mpaevents@magazine.org.
Amounts paid to MPA may be deducted as a business expense, but are not deductible as a charitable contribution. FEIN: 13-1087160.

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