

GOLD

LEADERSHIP VIDEO

[2 Options]

1

**MAIN STAGE :60 VIDEO
INTERSTITIAL**

Show your support and showcase your brand to 300+ magazine media leaders from the main stage of MAGAZINES WORK!:

- Work with MPA to produce :60 interstitial featuring a message from your top executive(s) supporting magazine media industry and your industry role
- Played 1X on the main stage between conference sessions
- MPA will work with sponsors to provide synergistic content adjacencies on a first come first served basis

2

MPA AWARDS 2017

MPA will be reinstating two significant industry awards in 2017, debuting at AMMC.

MPA Lifetime Achievement Award 2017

Recognizes an individual who has made significant and longstanding contributions to the magazine publishing industry and society

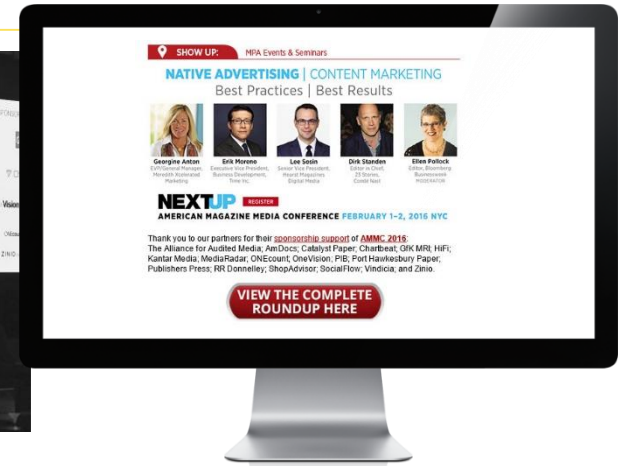
MPA Kelly Awards Honoring Outstanding Magazine Advertising

- Best Print Magazine Creative
- Best Magazine Media Campaign – Cross-platform
- Best Custom Magazine Media Program

Awards sponsorship to include:

- Prominent logo visibility on Kelly Awards materials including website and signage
- Spread ad in the Kelly Awards Program
- Sponsor logo on Kelly Awards emails pre- and post-conference

PACKAGE BENEFITS



ACCESS AND ENGAGEMENT

- 2 Complimentary AMMC registrations (Value \$4,790)
- Partner Salon
 - Table / 2 chairs (enhancement available for fee)
- Event attendee list provided (name/ title/company)
- Dedicated email blast before or after AMMC

BRANDING

- Premium signage onsite and all promotion materials
- AMMC Event App (Live for Full Year)
 - Premium app positioning and link to your website
 - Gold Sponsor advertising unit
 - Gold Sponsor listing with contact information
- AMMC Conference Program/Print run 400
 - Full-page advertisement
 - Premium signage onsite and all promo materials

- Ongoing thank-you for industry support from main stage
- Press release inclusion leading up to and post-conference
- MPA website exposure and hyperlink
- MPA Daily News Roundup e-Newsletter to 5,000+
 - Sponsor highlighted in conference coverage
 - Minimum 8+ weeks of brand exposure
 - Gold Sponsor to receive additional three weeks of exclusive advertising space (300x250)
- Regularly featured on MPA's social media accounts, including Twitter, with 7,000 followers/200k average impressions per month

POST CONFERENCE

- Post-event wrap-up report provided to support sponsorship ROI