



2022 SPONSORSHIP PROGRAM

The Michigan Potato Industry Commission 2022 Sponsorship Program is a great way to get your business in front of key decision makers in the potato industry. With a number of sponsorship opportunities available, there's a sponsorship level perfect to fit your advertising budget. Your 2022 MPIC sponsorship is designed to provide lasting recognition for your business at all our industry events throughout the year plus, multiple digital advertising opportunities.

The 2022 Sponsorship year will run January 1, 2022 - December 31, 2022
2022 Sponsorship commitments are due by December 1, 2021

2022 MPIC SPONSORSHIP LEVELS

DIAMOND | \$3,500 *Green text denotes sponsorship level upgrades

- ***Rotating banner ad on mipotatoindustry.com website**
- ***Full double page ad in 2022 Winter Potato Conference Program**
- ***Banner ad placement in Weekly e-newsletter appearing a minimum of 12 times annually**
- ***Complimentary Elite Function Sponsorship at Winter Potato Conference (A \$2000 Value!)**
- Complimentary exhibit space at Winter Potato Conference
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including:
 - 2022 Winter Potato Conference
 - 2022 Montcalm Potato Field Day
 - 2022 Presque Isle and Upper Peninsula Potato Field Days
 - 2022 Potato Day at the Capitol
- Recognition on sponsor page of mipotatoindustry.com website
- Discounted exhibitor rates for 2022 Winter Potato Conference

PLATINUM | \$2,500 *Green text denotes sponsorship level upgrades

- ***Rotating square ad placement on mipotatoindustry.com**
- ***Square ad placement in Weekly E-Newsletter Update appearing a minimum of 8 times annually**
- ***Full page ad in 2022 Winter Potato Conference Program**
- ***Complimentary Standard Function Sponsorship at Winter Potato Conference (A \$500 Value!)**
- ***Complimentary exhibit space at Winter Potato Conference (A \$650 Value!)**
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including:
 - 2022 Winter Potato Conference
 - 2022 Montcalm Potato Field Day
 - 2022 Presque Isle and Upper Peninsula Potato Field Days
 - 2022 Potato Day at the Capitol
- Recognition on sponsor page of mipotatoindustry.com website
- Discounted exhibitor rates for 2022 Winter Potato Conference

GOLD | \$1,000 *Green text denotes sponsorship level upgrades

- ***Square ad placement in Weekly E-Newsletter Update appearing a minimum of 4 times annually**
- ***Complimentary Montcalm Potato Field Day Exhibit Space (A \$200 Value!)**
- ***Further discounted exhibitor rates for 2022 Winter Potato Conference (A \$350 Value!)**
- Sponsorship banner recognition at all major events, including:
 - 2022 Winter Potato Conference
 - 2022 Montcalm Potato Field Day
 - 2022 Presque Isle and Upper Peninsula Potato Field Days
 - 2022 Potato Day at the Capitol
- Recognition on sponsor page of mipotatoindustry.com website
- Opportunity to be a 2022 Winter Potato Conference Standard Function Sponsor

SILVER | \$500

- Sponsorship banner recognition at all major events, including:
 - 2022 Winter Potato Conference
 - 2022 Montcalm Potato Field Day
 - 2022 Presque Isle and Upper Peninsula Potato Field Days
 - 2022 Potato Day at the Capitol
- Recognition on sponsor page of mipotatoindustry.com website
- Discounted exhibitor rates for 2022 Winter Potato Conference (A \$300 Value!)
- Opportunity to be a 2022 Winter Potato Conference Standard Function Sponsor

2022 MPIC Sponsorship Levels At-A-Glance

	Silver	Gold	Platinum	Diamond
Discounted 2022 WPC Exhibitor Rate	✓	✓	✓	✓
mipotatoindustry.com Sponsor Recognition	✓	✓	✓	✓
Winter Potato Conf. Recognition	✓	✓	✓	✓
Montcalm Field Day Recognition	✓	✓	✓	✓
Presque Isle Field Day Recognition	✓	✓	✓	✓
Potato Day at the Capitol Recognition	✓	✓	✓	✓
Montcalm Field Day Exhibit Space		✓	✓	✓
Weekly E-Newsletter Update Ads (4x)		✓	✓	✓
WPC Exhibit Space*			✓	✓
WPC Standard Function Sponsorship			✓	✓
Winter Potato Conference Full Page Ad			✓	✓
Weekly E-Newsletter Update Ads (8x)*			✓	✓
Industry Website Square Ad			✓	✓
WPC Elite Function Sponsorship*				✓
Weekly E-Newsletter Update Ads (12x)*				✓
WPC Double Page Ad*				✓
Industry Website Banner Ad*				✓

*Denotes sponsorship level upgrade.

Examples: Industry Website Banner Ad REPLACES Industry Website Square Ad & 8x ad replaces 4x ad.

Function sponsorships are assigned on a first come first serve basis.

EVENT EXHIBITOR DETAILS

2022 WINTER POTATO CONFERENCE

February 2-4, 2022, Amway Grand Plaza, Grand Rapids, Michigan

- Exhibit spaces are 5' x 10' and include an 8' table and 2 chairs. Electricity is available for a small charge.
- Diamond and Platinum sponsors receive **ONE** complimentary registration with each booth space.
- Complimentary booth spaces must be reserved prior to the event and will be honored on a first-come first-serve basis.
- Additional exhibitor attendees will need to register at the full conference rate.
- Additional exhibit spaces can be purchased at a discounted rate.

<u>Exhibitor</u>	<u>Rate</u>
Diamond Sponsor Rate	Complimentary (\$650 value!)
Platinum Sponsor Rate	Complimentary (\$650 value!)
Gold Sponsor Rate	\$300.00 (\$350 value!)
Silver Sponsor Rate	\$350.00 (\$300 value!)
Additional Booth Space	\$450.00 (\$200 discount)
Full Exhibitor Rate (non-sponsor)	\$650.00

2022 WPC Function Sponsorships		
Function	Day	Level
Wi-Fi Internet	All Week	Standard
Conference Registration	All Week	Standard
Conference Program	All Week	Elite
General Session	All Week	Standard
Breakfast	Thursday	Elite
Morning Refreshment Break	Thursday	Standard
Luncheon	Thursday	Elite
Afternoon Breakout	Thursday	Standard
General Session	Thursday	Standard
Breakfast	Friday	Elite
MSU Potato Variety Session	Friday	Standard
First Morning Breakout Session	Friday	Standard
Morning Refreshment Break	Friday	Standard
Second Morning Breakout Session	Friday	Standard
Third Morning Breakout Session	Friday	Standard
Awards Luncheon	Friday	Elite

WPC Function Sponsorships

There are a variety of function sponsorships available for the 2022 Winter Potato Conference.

Elite Functions are available **exclusively** to Diamond level sponsors as a part of their sponsorship package. Elite function value is \$2,000.

Platinum Level sponsors will receive a complimentary **Standard Function Sponsorship** as a part of their package.

The remaining Standard Function Sponsorships are available to any **Silver** or **Gold** sponsors at a rate of \$500.

Any functions not sponsored by December 1, 2021 will be available for sale individually at the rate of \$1,000 each.

Additional Sponsorship Opportunities

Speaker Gifts | \$250

- Opportunity to provide gifts to speakers that are branded with your business name.
- Purchase speaker gifts that cost between \$20-\$50 (Gifts must be approved by MPIC).

Attendee Gifts | \$400

- Opportunity to provide gifts to attendees that are branded with your business name.
- Purchase attendee gifts that cost between \$20-\$50 (Gifts must be approved by MPIC).

MONTCALM POTATO FIELD DAY

The goal for the Montcalm Potato Field Day exhibits is to provide growers with an opportunity to see first-hand equipment, tools, technologies, and products that are difficult to display at events like the Winter Potato Conference.

Exhibitor Notes:

Due to the nature of the event, there are several factors to consider as an exhibitor:

- Exhibitors are encouraged to bring outdoor equipment to display and demonstrate. We will need to coordinate this with you to ensure adequate space is available.
- Exhibit space will be made available in sheltered areas; however, it will be subject to breezes and other weather conditions beyond our control.
- Access to electricity is limited. Every effort will be made to accommodate needs.
- With the event held in cooperation with Michigan State University, exhibiting products must in no way imply endorsement or recommendation for use by the University.



DIGITAL ADVERTISING

MIPOTATOINDUSTRY.COM WEBSITE

The Michigan Potato Industry Commission industry website features a great opportunity to showcase your business to thousands of key audience members. Your mipotatoindustry.com ad will rotate each pageload, giving you the chance to be seen over 7,000 times a year!



MPIC INDUSTRY UPDATE E-NEWSLETTER



Another key digital opportunity for our Diamond, Platinum, and Gold sponsors is to be featured in the MPIC Industry Update Weekly newsletter. The newsletter is a key part of MPIC communications and is delivered to over 900 decision makers in the industry with your ad prominently displayed just below the lead story. This placement is one of our most popular offerings!