



MPIC SPONSORSHIP PROGRAM

The Michigan Potato Industry Commission 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 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 sponsorship year will run January 1, through December 31.
Sponsorship commitments are due by December 1.

MPIC SPONSORSHIP LEVELS

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

- Rotating banner ad on mipotatoindustry.com website
- Full double page ad in Winter Potato Conference Program
- Banner ad placement in Industry E-newsletter appearing twelve (12) times annually
- Complimentary Diamond Function Sponsorship at Winter Potato Conference (A \$2000 Value)
- Four (4) sponsored content opportunities in Industry E-newsletter
- Complimentary exhibit space at Winter Potato Conference
- Winter Potato Conference “Tater Talk” Opportunity
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- 1 Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

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

- Rotating square ad placement on mipotatoindustry.com
- Square ad placement in Industry E-newsletter appearing eight (8) times annually
- Full page ad in 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)
- Two (2) sponsored content opportunities in Industry E-newsletter
- Winter Potato Conference “Tater Talk” Opportunity
- Complimentary Montcalm Potato Field Day Exhibit Space
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- 1 Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

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

- Square ad placement in Industry E-newsletter appearing four (4) times annually
- Complimentary Montcalm Potato Field Day Exhibit Space (A \$300 Value)
- Further discounted exhibitor rates for Winter Potato Conference (A \$350 Value)
- One (1) sponsored content opportunity in Industry E-newsletter
- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm, Presque Isle, and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- Opportunity to be a Winter Potato Conference Standard Function Sponsor
- 1 Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

SILVER | \$500

- Sponsorship banner recognition at all major events, including Winter Potato Conference, Montcalm Potato Field Day, Presque Isle and Upper Peninsula Potato Field Days
- Recognition on sponsor page of mipotatoindustry.com website
- Discounted exhibitor rates for Winter Potato Conference (A \$300 Value) and Montcalm Field Day (A \$100 Value)
- Opportunity to be a Winter Potato Conference Standard Function Sponsor
- 1 Sponsor Spotlight in Industry E-newsletter
- First opportunity to be a speaker at Winter Potato Conference

MPIC SPONSORSHIP LEVELS AT-A-GLANCE

	Silver	Gold	Platinum	Diamond
Discounted WPC and Montcalm Field Day Exhibitor Rates	✓	✓	✓	✓
mipotatoindustry.com Sponsor Recognition	✓	✓	✓	✓
Recognition at all MPIC Events	✓	✓	✓	✓
Sponsor Spotlight in Industry E-newsletter	✓	✓	✓	✓
WPC Speaker First Opportunity	✓	✓	✓	✓
Montcalm Field Day Exhibit Space		✓	✓	✓
Industry E-newsletter Ads (4x)*		✓	✓	✓
Sponsored Content Opportunity (1x)*		✓	✓	✓
Complimentary WPC Exhibit Space*			✓	✓
WPC Standard Function Sponsorship			✓	✓
Winter Potato Conference Full Page Ad			✓	✓
Industry E-newsletter Ads (8x)*			✓	✓
Industry Website Square Ad			✓	✓
Sponsored Content Opportunity (2x)*			✓	✓
Winter Potato Conf. "Tater Talk" Opportunity			✓	✓
WPC Diamond Function Sponsorship*				✓
WPC Diamond Function Sponsorship*				✓
Industry E-newsletter Ads (12x)*				✓
WPC Double Page Ad*				✓
Industry Website Banner Ad*				✓
Sponsored Content Opportunity (4x)*				✓

*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.

2023 WINTER POTATO CONFERENCE EXHIBITOR OPPORTUNITIES

February 1-3, 2023, Amway Grand Plaza, Grand Rapids, Michigan

- Exhibit spaces are 5' x 10' and include an 8' table and 2 chairs.
- Electricity is available for an additional 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

2023 WPC Function Sponsorships		
Function	Day	Level
Wi-Fi Internet	All Week	Standard
Conference Registration	All Week	Standard
Conference Program	All Week	Diamond
General Session	All Week	Standard
Breakfast	Thursday	Diamond
Morning Refreshment Break	Thursday	Standard
Luncheon	Thursday	Diamond
Potato University	Thursday	Standard
General Session	Thursday	Standard
Breakfast	Friday	Diamond
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	Diamond

WPC Function Sponsorships

There are a variety of function sponsorships available for the 2023 Winter Potato Conference.

Diamond Functions are available **exclusively** to Diamond level sponsors as a part of their sponsorship package. Diamond function sponsorship 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 as of December 1, 2023 are available to any **Silver** or **Gold** sponsors at a rate of \$500.

Winter Potato Conference Speakers

Previous and current year sponsors are the first to receive the call for speakers for Winter Potato Conference. The call for speakers goes out in September of each year and sponsors are the first to be able to submit applications to be a breakout session presenter. Presentations must not be a commercial for products or services but can contain contact information for the company or speaker at the end of the presentation. After all call-for-speaker applications are received and vetted, the call-for-speakers for non-sponsors will go out in October.

Winter Potato Conference “Tater Talks”

MPIC is pleased to announce that we were able to capture the Ambassador Ballroom at the Amway Grand to host the exhibitors for 2023. In addition, we will have a small stage with soft seating in the room and have blocked a 2-hour window where Diamond and Platinum sponsors can apply for a 10-15 minute time slot to present information on a topic of your choice. This provides an opportunity for sponsors to address the attendees in a relaxed atmosphere. The presenters will be selected prior to the conference and the schedule of “Tater Talks” will be posted prior to and during the event.



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.

Sponsorship Opportunities:

- **Lunch sponsorship - \$450**

Sponsorship includes: Table tents with company logo on each lunch table; 2 minutes at the podium at lunch; thank you mention in our opening comments and closing lunch comments.

- **People mover sponsorship - \$250**

Sponsorship includes: Company signage in each of the three people movers announcing sponsorship; thank you mention in our opening comments and closing lunch comments.

- **Hydration Station sponsorship - \$150**

Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.

- **Morning refreshments sponsorship - \$100**

Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.

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.

INDUSTRY E-NEWSLETTER SPONSORED CONTENT

New for 2023, we will be offering sponsored content in our Industry E-newsletter. Sponsored content is an effective way to highlight your company's expertise in a unique and informative way. Prior to your scheduled publish date, we will request your 200-300 word article to host on our website. Then, an approximately 50 word teaser paragraph will run in the newsletter directing readers to the published article at mipotatogrowers.com. Please note, sponsored content is NOT a hard sales pitch, it is to inform and educate our readers on a topic your company specializes in and have extensive knowledge to share. Contact information is encouraged for readers to follow up with questions. Sponsored content is available to Gold (1x), Platinum (2x), and Diamond (4x) sponsors only.

INDUSTRY E-NEWSLETTER SPONSOR SPOTLIGHT

A Sponsor Spotlight in our Industry E-newsletter is a 50 word paragraph and company logo highlighting your organization. We work hard to provide as many opportunities as possible for our sponsors to be seen and our Sponsor Spotlight is a great way to provide recognition for your business. Each sponsor will receive one (1x) Sponsor Spotlight regardless of sponsorship level.

DIGITAL ADVERTISING

MIPOTATOINDUSTRY.COM WEBSITE

The Michigan Potato Industry Commission 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 E-NEWSLETTER



Another key digital opportunity for our Diamond, Platinum, and Gold sponsors is to be featured in the MPIC Industry E-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!