MICHIGAN POTATOES

MICHIGAN POTATO INDUSTRY COMMISSION

MPIC SPONSORSHIP PROGRAM

The Michigan Potato Industry Commission (MPIC) 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 MPIC is proud to offer its sponsorship packages at the same rate as last year.

The sponsorship year is January 1 through December 31.
Sponsorship commitments are due by December 1 prior to sponsor year.

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 ($2,000 value)**
- **Four (4) sponsored content opportunities in Industry E-newsletter**
- Complimentary exhibit space at Winter Potato Conference ($650 value)
- Complimentary Montcalm Potato Field Day Exhibit Space ($300 value)
- 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
- One (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 ($500 value)**
- **Complimentary exhibit space at Winter Potato Conference ($650 value)**
- **Two (2) sponsored content opportunities in Industry E-newsletter**
- Complimentary Montcalm Potato Field Day Exhibit Space ($300 value)
- 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
- One (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 ($300 value)**
- **Further discounted exhibitor rates for Winter Potato Conference ($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
- One (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 ($300 value) and Montcalm Field Day ($100 value)
- Opportunity to be a Winter Potato Conference Standard Function Sponsor
- One (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)*			✓	✓
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.

2027 WINTER POTATO CONFERENCE EXHIBITOR OPPORTUNITIES

February 2-4, 2027 • Sheraton Grand Rapids Airport Hotel

- Exhibit spaces include 8' table, 6' table, and cocktail table options.
- Booths with electricity are available for an additional charge.
- Diamond and Platinum sponsors receive one (1) 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.

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

2027 WPC Function Sponsorships		
Function	**Day**	**Level**
Wi-Fi Internet	All Week	Diamond
Conference Registration	All Week	Diamond
Conference Program	All Week	Diamond
Stage	All week	Standard
Podium	All Week	Standard
Hydration Station	All Week	Standard
Reception & Open Bar: Tuesday	Tuesday	Standard
General Session: Morning	Wednesday	Standard
Breakfast	Wednesday	Standard
Morning Breakout Session	Wednesday	Standard
Morning Refreshment Break	Wednesday	Standard
Luncheon	Wednesday	Diamond
Afternoon Breakout Session	Wednesday	Standard
Afternoon Refreshment Break	Wednesday	Standard
General Session: Afternoon	Wednesday	Standard
Reception & Open Bar: Wednesday	Wednesday	Standard
Breakfast	Thursday	Standard
General Session	Thursday	Standard
Morning Breakout Session	Thursday	Standard
Morning Refreshment Break	Thursday	Standard
Luncheon	Thursday	Diamond

WPC Function Sponsorships

There are a variety of function sponsorships available for the 2027 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** receive a complimentary **Standard Function** as a part of their package.
- The remaining Standard Functions become available to **Gold** and **Silver** sponsors on December 1, 2026, 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.

MONTCALM POTATO FIELD DAY

Montcalm Potato Field Day exhibits 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.

Exhibiting:

Booths for Montcalm Field Day are $300 for non-MPIC sponsors. Diamond, Platinum, and Gold sponsors receive complementary booths. Silver level sponsors can purchase booths at a reduced rate of $200. Booths come with an 8-foot table and chair. Table coverings not provided.

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 (MSU), exhibiting products must in no way imply endorsement or recommendation for use by MSU.

Sponsorship Opportunities:

- **Lunch sponsorships - $550**
  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.
- **Tables and chairs sponsorships - $350**
  Sponsorship includes: Company signage at front of event/foodline; thank you mention in our opening comments and closing lunch comments.
- **People mover *or* tent sponsorships - $250**
  Sponsorship includes: Company signage on a people mover between tent stations, ***or*** signage at one of the tent stations; thank you mention in our opening comments and closing lunch comments.
- **Hydration Station sponsorships - $150**
  Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.
- **Morning refreshments sponsorships - $150**
  Sponsorship includes: Company signage at the station; thank you mention in our opening comments and closing lunch comments.

INDUSTRY E-NEWSLETTER SPONSORED CONTENT

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 mipotatoindustry.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

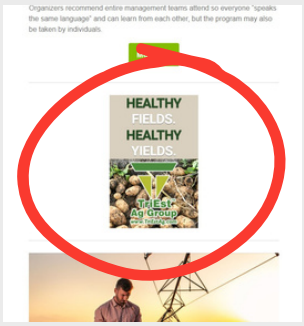
A Sponsor Spotlight in our Industry E-newsletter is a 50-word paragraph, company logo, and link to your website to highlight your organization. Each sponsor will receive one (1x) Sponsor Spotlight, regardless of sponsorship level.

DIGITAL ADVERTISING

Below are examples of our sponsorship digital advertising opportunities. To see which opportunities are available with the different levels of sponsorship, please refer to the MPIC SPONSORSHIP LEVELS AT A GLANCE page.

MICHIGAN POTATOES
MICHIGAN POTATO INDUSTRY COMMISSION

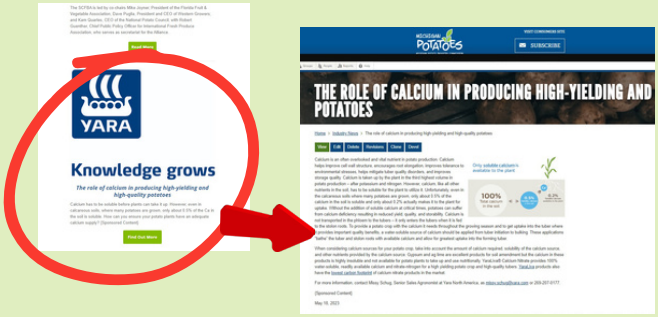
SPONSOR OPPORTUNITIES



DIGITAL E-NEWSLETTER AD

A clickable ad in our weekly Wednesday e-newsletter that is delivered to growers, processors, and other industry stakeholders. The link leads to your website (or another landing page of your choice).

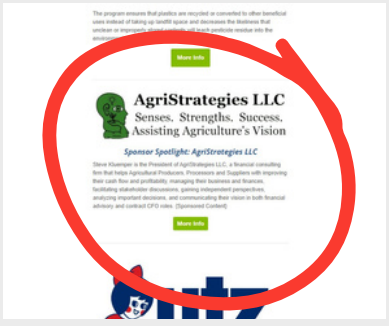
Specs: 200 pixels wide-by-300 pixels high at 72 dbi. Please include link to landing page.



SPONSORED CONTENT ARTICLE

A topical article (up to 300 words) submitted by your company that we post on www.mipotatoindustry.com. Accompanying photos or graphics are welcome.

We will post a teaser of up to 50 words in our Wednesday e-newsletter (see far left) along with your logo and link to the article.



SPONSOR SPOTLIGHT

A brief, 50-word message of your choice along with a logo and link to your website (or other landing page of your choice) that runs in our Wednesday e-newsletter.

Please email materials to **marketing@mipotato.com**

Thank you for your support!

2027 MPIC SPONSORSHIP COMMITMENT FORM

The Sponsorship year is January 1 - December 31
Sponsorship commitments are due by December 1 prior to sponsor year

Select One:

☐ DIAMOND | $3,500

Select 1st and 2nd choice for complimentary Winter Potato Conference Diamond function (please number):

___ WiFi
___ Conference Registration
___ Conference Program
___ Wednesday Luncheon
___ Thursday Luncheon

Do you want to purchase an additional Standard Function? (See list under Platinum for options.)
☐ Yes (Add $500)

☐ PLATINUM | $2,500

Please number your 1st and 2nd choices for complimentary Winter Potato Conference Standard function (please number):

___ Hydration Station
___ Stage
___ Podium
___ Breakout Session
___ Tuesday Night Reception/Open Bar
___ Wednesday Breakfast
___ Wednesday Morning Refreshment
___ Wednesday Morning General Session
___ Wednesday Afternoon Refreshment
___ Wednesday Afternoon General Session
___ Wednesday Night Reception/Open Bar
___ Thursday Breakfast
___ Thursday Morning Refreshment
___ Thursday General Session

☐ GOLD | $1,000

Do you want to purchase a Winter Potato Conference Standard function sponsorship? (Choices available after December 1)

Yes (Add $500)

Please number your preferred 1st and 2nd choices for Winter Potato Conference Standard Function:

___ Hydration Station
___ Stage
___ Podium
___ Breakout Session
___ Tuesday Night Reception/Open Bar
___ Wednesday Breakfast
___ Wednesday Morning Refreshment
___ Wednesday Morning General Session
___ Wednesday Afternoon Refreshment
___ Wednesday Afternoon General Session
___ Wednesday Night Reception/Open Bar
___ Thursday Breakfast
___ Thursday Morning Refreshment
___ Thursday General Session

☐ SILVER | $500

Do you want to purchase a Winter Potato Conference Standard function sponsorship? (Choices available after December 1)

Yes (Add $500)

Please number your preferred 1st and 2nd choices for Winter Potato Conference Standard Function:

___ Hydration Station
___ Stage
___ Podium
___ Breakout Session
___ Tuesday Night Reception/Open Bar
___ Wednesday Breakfast
___ Wednesday Morning Refreshment
___ Wednesday Morning General Session
___ Wednesday Afternoon Refreshment
___ Wednesday Afternoon General Session
___ Wednesday Night Reception/Open Bar
___ Thursday Breakfast
___ Thursday Morning Refreshment
___ Thursday General Session

Do you want to purchase a Montcalm Field Day booth?

☐ Yes (Add $200)

ADDITIONAL MONTCALM FIELD DAY OPPORTUNITIES

Montcalm Field Day lunch sponsorships
☐ Yes (Add $550)

Montcalm Field Day tables and chairs
☐ Yes (Add $350)

Montcalm Field Day people mover OR tent sponsorships
☐ Yes (Add $250)

Montcalm Field Day hydration station sponsorships
☐ Yes (Add $150)

Montcalm Field Day morning refreshments sponsorships
☐ Yes (Add $150)

MICHIGAN POTATO LEGACY FUND
Rooted in legacy. Growing the future.

WOULD YOU LIKE TO ADD A DONATION TO THE **MICHIGAN POTATO LEGACY FUND?**

☐ Yes **$** _____ ☐ No

TOTAL $ _____

2027 MPIC SPONSOR INFORMATION

Billing Option (Select one)

☐ December 2026 ☐ January 2027

☐ Immediately Upon Receipt

How would you like to pay? (Select one)

☐ Check

☐ Credit Card (Plus 3% processing fee)

TOTAL $_____

Contact Information

Primary Contact _____

Company _____

City _____

Website _____

Address _____

State/Zip _____

Work Phone _____

Cell Phone _____

Email _____

Additional Contact _____

2nd Contact Cell _____

2nd Contact Email _____

_____
Signature

Billing Information (If different from above)

Contact _____

City _____

Phone _____

Website _____

Address _____

State/Zip _____

Email _____

For questions or additional information,
email sheila@mipotato.com or call 517-253-7370

This form and payment can be mailed to:

Michigan Potato Industry Commission
3515 West Road, Suite A
East Lansing, MI 48823