

WINTER POTATO CONFERENCE SPONSORSHIPS

ELITE FUNCTION | \$2,000

Elite Functions are available exclusively to Diamond Level sponsors as a part of their sponsorship package. Diamond level sponsors will receive one (1) complimentary Elite Function with sponsorship. Diamond Level Sponsors will receive one complimentary Elite Function.

FUNCTION	DAY
Conference Program	All Week
Breakfast	Thursday
Luncheon	Thursday
Breakfast	Friday
Awards Luncheon	Friday

STANDARD FUNCTION | \$500

Platinum Level sponsors will receive one (1) complimentary Standard Function Sponsorship as a part of their sponsorship.

FUNCTION	DAY
Wi-Fi Internet	All Week
Conference Registration	All Week
General Session	Wednesday
Morning Refreshment Break	Thursday
Afternoon Breakout	Thursday
Afternoon Refreshment Break	Thursday
General Session	Thursday
MSU Potato Variety Evaluation Session	Friday
First Morning Breakout Session	Friday
Morning Refreshment Break	Friday
Second Morning Breakout Session	Friday
Third Morning Breakout Session	Friday

Any remaining Standard Function Sponsorships are available to Silver or Gold sponsors at a rate of \$500/ea.

Function Sponsorships will include:

- Recognition on mipotato.com Winter Potato Conference page
- Discounted exhibitor rate for conference
- Winter Potato Conference sponsor recognition in printed materials (signs, power-point, slide show, conference materials, and podium recognition)

Remaining functions not sponsored by June 1, 2020 will be available for sale on an individual basis.



2020-2021 Michigan Potatoes Sponsorship Program

The 2020-2021 Sponsorship year will run July 1, 2020 - June 30, 2021
Deadline to become a 2020-21 sponsor is June 1, 2020
Additional advertising opportunities are available throughout the year.
Please see media for more information.

2020-2021 MICHIGAN POTATOES SPONSORSHIP PROGRAM

DIAMOND | \$4,000

- Rotating banner ad on mipotato.com site
- Full two page ad in 2021 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
- All benefits of Platinum Sponsorship (with exception of upgrades)

PLATINUM | \$2,500

- Skyscraper ad placement on mipotato.com industry page alternating with other Platinum sponsors
- Skyscraper ad placement in Weekly E-Newsletter Update appearing a minimum of 8 times annually
- Full page ad in 2021 Winter Potato Conference Program
- Complimentary exhibit space at Winter Potato Conference
- Complimentary standard Function Sponsorship at Winter Potato Conference
- All benefits of Gold Sponsorship

GOLD | \$1,000

- Square ad placement in Weekly Update E-Newsletter a minimum of two (2) times annually.
- Complimentary exhibit space at Montcalm Potato Field Day
- All benefits of Silver Sponsorship

SILVER | \$500

- Recognition at all major events, including:
 - August 6, 2020 Montcalm Potato Field Day
 - August 2020 Presque Isle and Upper Peninsula Potato Field Days
 - June 18, 2020 Potato Day at the Capitol
 - January 2021 Michigan Welcome Reception at Potato Expo
 - February 8-10, 2021 Winter Potato Conference
- Recognition on sponsor page of mipotato.com industry website
- Discounted exhibitor rates for 2021 Winter Potato Conference
- Opportunity to be a 2021 Winter Potato Conference Standard Function Sponsor



EVENT EXHIBITOR DETAILS

MONTCALM POTATO FIELD DAY

Our goal for the Montcalm Potato Field Day from an exhibit standpoint 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:

- Exhibit space will be limited to MPIC sponsors at the Gold, Platinum, or Diamond levels as of June 1, 2020 and table space in sheltered areas is limited.
- 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.

WINTER POTATO CONFERENCE

February 8-10, 2021 at the Firekeepers Casino Hotel Battle Creek, MI.

Exhibit Space is 5’ x 10’ and includes 8’ table, chairs and electric and *ONE* complimentary registration. Complimentary spaces must be reserved prior to the event.

Request for larger exhibit spaces can be coordinated at a discounted rate for the additional space.

Exhibit space will include *ONE* individual registration for the Winter Potato Conference for each exhibit space from annual sponsorship.

Additional exhibitor attendees will need to register at full conference rate.

Exhibitor	Rate
Full Exhibitor Rate (non-sponsor)	\$650.00
Additional Space Discount	\$450.00
Silver Sponsor Rate	\$350.00
Gold Sponsor Rate	\$350.00
Platinum Sponsor Rate	Complimentary
Diamond Sponsor Rate	Complimentary

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.

Please contact Camelia Webb, MPIC Business Manager, at:
517-253-7370 or camelia@mipotato.com for all sponsorship inquiries.