



**MEMS & Sensors
Industry Group®**

2017 Event Sponsorship Opportunities

MEMS & SENSORS TECHNICAL CONGRESS

A blue-tinted background image of a microchip or circuit board, showing intricate patterns of lines and structures.

connect

Pricing—2017 MEMS & SENSORS TECHNICAL CONGRESS SPONSORSHIPS

Type	Price	Quantity Available
Platinum	\$19,000	1
Gold	\$15,000	2
Silver	\$11,000	3
Bronze	\$6,500	3
Lunch	\$5,000	Per event
Reception	\$5,000	1
Panel	\$8,500	Per event
Breaks	\$3,000	Per event
Giveaway	\$4,000	1
Program Advertiser	\$1,000	Unlimited

- Customization and/or bundling of sponsorships available

Platinum

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017web site(s)
- Full-color ad (5inx 8in) in event 2017program(s) valued at average price of \$1250
- Company name listed on all pre and post-event press releases and media alert
- Identified as Platinum Sponsor on signage at the event
- Company feature in newsletter prior to event
- Opportunity to write guest blog
- Opportunity to provide quote for pre-event press release and media advisory
- Three guaranteed tweets pre, during and post-event

Marketing to a targeted audience

- Opportunity to introduce opening keynote with a 5 minute,5 slide presentation to the entire audience
- Pre-registration attendee list with contact information at 2 weeks prior and one-week prior, day before, post-event
- Opportunity to display company trade show booth or banner. (any additional costs for A/V, etc. will be borne by sponsor)
- Opportunity to bring giveaways and marketing materials for conference attendees

PR/Media Exposure

- Two PR passes to each of the three events
- First access to registered press list
- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- Four passes to each of the three events

Gold

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Full-color ad in event 2017 program(s) valued at average price of \$1250
- Company name listed on all pre and post-event press releases and media alert
- Identified as Gold Sponsor on signage at the event
- Company feature in newsletter prior to event
- Opportunity to provide quote for pre-event press release and media advisory
- Three guaranteed tweets pre, during and post-event

Marketing to a targeted audience

- Opportunity to introduce speaker of your choice with a three-minute, three-slide presentation
- Pre-registration attendee list with contact information at one-week prior, day before, post-event
- Opportunity to display company trade show booth or banner. (any additional costs for A/V, etc. will be borne by sponsor)
- Opportunity to bring giveaway and marketing materials to conference attendees

PR/Media Exposure

- One PR pass to each of the three events
- First access to registered press list
- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- Three passes to each of the three events

Silver

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Full-color ad in event 2017 program(s) valued at average price of \$1250
- Company name listed on all post-event press releases and media alert
- Identified as Silver Sponsor on signage at the event
- Company feature in newsletter prior to event
- Opportunity to provide quote for pre-event press release and media advisory
- Three guaranteed tweets pre, during and post-event

Marketing to a targeted audience

- Pre-registration attendee list with contact information at one day before, post-event
- Opportunity to display company trade show booth or banner. (any additional costs for A/V, etc. will be borne by sponsor)
- Opportunity to bring giveaway and marketing materials to conference attendees

PR/Media Exposure

- One PR pass to each of the three events
- First access to registered press list
- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- Two passes to each of the three events

Bronze

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Half-page full-color ad in event 2017 program(s) valued at average price of \$750
- Company name listed on all post-event press releases and media alert
- Identified as Bronze Sponsor on signage at the event
- Opportunity to provide quote for pre-event press release and media advisory

Marketing to a targeted audience

- Pre-registration attendee list with contact information post-event
- Opportunity to display company trade show booth or banner. (any additional costs for A/V, etc. will be borne by sponsor)
- Opportunity to bring giveaway and marketing materials to conference attendees

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- One pass to each of the three events

Lunch Sponsor

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Company name listed on all post-event press releases and media alert
- Identified as Lunch Sponsor on signage at the event
- Opportunity to do additional branding at lunch (napkins/glasses, etc.)
- Naming rights –“Lunch courtesy of ___company name___”

Marketing to a targeted audience

- Opportunity to provide marketing materials to conference attendees during the dinner that company is sponsoring

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- One pass to each of the three events

Panel Sponsor

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Company name listed on all post-event press releases and media alert
- Identified as Panel Sponsor on signage at the event

Marketing to a targeted audience

- Opportunity to provide marketing materials to conference attendees during the breakfast that company is sponsoring
- Opportunity to introduce panel and panelists for one panel with a three-minute introduction and three slides

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- Two passes to each of the three events

Evening Reception

Benefits

Visibility and Brand exposure

- Naming rights – “Please join us at the (company name) reception!”
- Company logo and description on event 2016 web site(s)
- Company name listed on all post-event press releases and media alert
- Naming rights – “Post-dinner cocktail reception courtesy of ___ company name___”
- Identified as reception Sponsor on posters at the event

Marketing to a targeted audience

- Opportunity to provide marketing materials to conference attendees during opening post-dinner cocktail reception

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- One pass to each of the three events

Break Sponsor

Benefits

Visibility and Brand exposure

- Naming rights – “Break courtesy of (company name)!”
- Company logo and description on event 2017 web site(s)
- Company name listed on all post-event press releases and media alert
- Identified as Break Sponsor on signage at the event

Marketing to a targeted audience

- Opportunity to provide marketing materials to conference attendees during the break that company is sponsoring

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- One pass to each of the three events

Giveaway Sponsor

Benefits

Visibility and Brand exposure

- Company logo and description on event 2017 web site(s)
- Company name listed on all post-event press releases and media alert
- Co-branding on giveaway with your logo and event logo

Marketing to a targeted audience

- Opportunity to provide the main giveaway to conference attendees (see above)

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site

Registration Cost and Time savings

- One pass to each of the three events

Program Advertiser

If budget is a challenge or you just want a complementary branding opportunity for your sales and marketing efforts, an advertisement in the Event Programs is an affordable opportunity. (Full color)

Benefits

Visibility and Brand exposure

- Dedicated space in event program—will work with you for preferred location if available

Marketing to a targeted audience

- Every attendee receives copy of program—these are your customers/partners
- Digital copy of program posted on website for permanent reference

PR/Media Exposure

- Company name and/or logo on any news or announcements published on MEMS & Sensors Industry Group and/or event news site
- Members of press rely on the program for reference; MSIG events attract dozens of trusted and prolific members of the tech and trade press