

2024 Midwest Coaches Conference Sponsor, Exhibitor and Ad Options



Sponsors	Premier	Advantage	Standard
Location	Highest traffic	Premium table placement ⁴	Choice based on time of payment
Tables	Three (3) six-foot	Two (2) six-foot	One (2) six-foot
Conference Website Advertising	Priority listing as "attending premier sponsor" with logo, link, and paragraph of description on Sponsor page*	Listing as "attending advantage sponsor" with logo, link, and paragraph of description on Sponsor page**	Listing as "attending exhibitor sponsor" with logo and link on Sponsor page*
Video Advertising	One (1) 2-minute at a main gathering ²	One (1) 1-minute at a main gathering ²	
Conference Visibility	Introduce one (1) keynote speaker ³	At (1) meal or break place collateral material on tables ^{2,4}	Registration area signage
	Priority prominent signage throughout the dedicated conference floor	Prominent signage throughout the dedicated conference floor	
	Registration area signage	Registration area signage	
Conference Booklet Advertising	One full-page ad on back cover or inside front cover ³	One full-page ad (interior) ⁴	Additional advertising may be purchased separately
	Company description	Company description	
	Listing as "attending premier sponsor"	Listing as "attending advantage sponsor"	Listing as "attending exhibitor sponsor"
Registrations	Three (3) including meal packages and all sessions	Two (2) including meal packages and all sessions	Two (2) including meal packages and all sessions
	Additional Registrations may be purchased separately through conference registration site		
	Additional exhibitors with meal package only - \$250		
Included	Skirt, Electricity and Wireless Internet		
	Establish mutual connections via Facebook and LinkedIn		
	All sponsors will be listed/mentioned in the Conference App		
	Use of ICF MWCC logo to promote participation		
Specs	Graphics for print should be a minimum of 300 dpi, in .eps, .ai or .psd format.		
	* A 250 x 250 pixel logo with URL to link it to and 5-6 sentences description.	** A 175 x 175 pixel logo with URL to link it to and 3-4 sentences description.	** A 125 x 125 pixel logo with URL to link it to
	Banner: 1600 x 568 pixel with URL to link it to on home page.	Banner: 1400 x 600 pixel banner with URL to link it to Page choices are: • Conference Schedule • Keynote Speakers • Breakout Presenters • Special Events	
	\$5,997	\$3,547	\$1,597
	Limit 2	Limit 5	Limit 23
Deadline	June 15, 2024	June 15, 2024	July 1, 2024

¹ with full payment and submitted artwork

² sponsor to produce and provide

³ first paid gets first choice

⁴ placement preference based on time of payment

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Optional	Technology Demonstration—NEW!!
	An add-on for those purchasing a Premier, Advantage, or Full Table Sponsorship
Location	Choice based on time of payment ⁵
Specs	30-minute demonstration or presentation in a separate room - presenter can speak to a product or process and/or demonstrate a computer program, software or an app. You are responsible for advertising this. Advertisements in conference communications may be purchased separately.
	\$525

⁵first paid gets first choice on schedule

Conference Booklet Advertising	Full PageHalf Page HorizontalQuarter Page HorizontalQuarter Page Vertical			
	Color Ads			
Dimensions	8.5" x 11"	7.25" X 4.875"	4.875" X 3.325"	3.325" X 4.875"
Specs	Graphics for print should be a minimum of 300 dpi, in .jpeg, .eps, .ai or .psd format.			
	No bleed			
	3/16" margin			
	\$525	\$357	\$247	\$247
Deadline for Submission	July 30, 2024			
After approval of your online application, submit ads to admin@icf-midwest.com. Please include the following: Company Name Contact Name Contact phone number If you are working with a Graphic Designer and are willing to allow the Marketing Team to speak with them directly regarding change requests or questions, please include their contact information. If you have questions, please send them to admin@icf-midwest.com.				

Go to our website or click here to fill out an application: www.icf-midwest.com

All items in this document are subject to the 2024 Midwest Coaches Conference's full Terms and Conditions, available by emailing admin@icf-midwest.com.