SMPS is the premier organization to reach thousands of marketers and business developers in the A/E/C industries. Join these companies in supporting SMPS and Build Business.

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship opportunities.
SMPS is the only organization dedicated to creating business opportunities in the A/E/C industries. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.

SMPS VISION:
BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.
www.smps.org

“Cosential has been working closely with SMPS, both regionally and nationally, for years. We love the fact that this organization gives a strong voice of leadership to the sales and marketing professionals within the A/E/C industries. The members are enthusiastic leaders within their firms, helping drive growth within their businesses while making huge contributions to the communities in which they operate. The Build Business conference is an excellent forum for learning and growth for all participants. The combination of compelling keynote speakers, industry leading best practices, and recognition for outstanding marketing achievements makes this a ‘must attend’ event for any marketing leader. We can’t wait to welcome all SMPS members to Cosential’s hometown of Austin in 2020!”

—Randy Reynolds, VP Marketing, Cosential
Why SMPS?

Reach A/E/C influencers and decision-makers to open doors for your products and services.

Supporting SMPS through its conferences, awards, publications, and programs connects your firm with 7,100+ leaders, marketers, and business developers in professional services firms.

If your goal is to develop business with the industry’s top A/E/C firms, you can’t afford to miss our premier conferences, highly interactive professional development, and networking opportunities.

Support SMPS to make personal contact with this exclusive audience and achieve results.

At the end of the 2018–2019 fiscal year, SMPS had 7,152 members and 58 chapters.

Top Products and Services Sought by Members:

- Accounting software
- Binding equipment
- Books and trade publications
- Consulting services
- CMS software
- CRM software
- Digital media software and services
- Email software
- Graphic design services/software
- Market research
- Office equipment
- Online and distance learning
- Photography services
- Presentation equipment
- Printing services
- Professional development
- Promotional items and client gifts
- Shipping services
- Tradeshows displays
- Training
- Web design services/software

Purchasing Authority

67% of Build Business attendees are authorized to make purchases.

60% of Build Business attendees recommend products/vendors.
SPONSOR BENEFITS PACKAGES

Are You Ready to Build Business?

Reach 800+ firm leaders, marketers, and business developers at this highly interactive networking conference. Our team will work with you to customize a package that supports your business goals and includes both sponsorship and advertising. Please contact us to discuss your needs.

Sign up early and save $200!

ALL SPONSOR BENEFITS PACKAGES INCLUDE:

- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name, 50-word description, and web link on Build Business website
- Company logo in mobile app
- Company logo in event signage
- Company logo in slideshow and verbal acknowledgment from the podium during keynote addresses
- Sponsor ribbons to wear on your Build Business badge
- Opportunity to attend Build Business at a discounted rate (see page 10)

GOLD INVESTMENT: $11,500

Sponsorship includes the Supporter sponsor benefits package plus:

- Two complimentary full registrations (includes admission to all breakout sessions and the Evening of Excellence)
- Company logo and link to website included on pre- and post-show emails (sent to prospective and registered attendees)
- Complimentary full-page, four-color recognition in the October 2020 edition of Marketer
- Opportunity to present a 20-minute Learning Session in the Networking Hall (opportunities limited; available on a first-come, first-served basis)
- Complimentary display table in the Networking Hall
- Opportunity for upgrade to pod section display for an additional $500
- One piece of collateral for conference bags
- Two invitations to the SMPS President’s Thank You Reception (TBD)
- Sponsorship of the conference event/activity/giveaway of your choice from list below*:
  - Conference Mobile App
  - Conference Signage
  - Dessert for the Evening of Excellence Dinner
  - Hotel Room Keys**
  - Massage Chair in the Networking Hall**
  - Mobile Device Charging Station**
  - Specialty Coffee Cart**

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship opportunities. SMPS sponsors and exhibitors are entitled to a 20% discount on Marketer and online advertising rates.

*Add Exclusive sponsorship for $500 with the purchase of this package.
**Please note that SMPS will work with you on production deadlines. Cost of items and shipping to be covered by sponsor and may be added to sponsorship amount. To recognize your sponsorship, SMPS will print your company’s logo on event/activity signage, directly on the item (if applicable), and/or on an item to be used during the event (e.g., napkins, cups).
***To be selected/approved by conference committee. All sponsorship packages are subject to change and available on a first-come, first-served basis.
SILVER INVESTMENT: $6,000

Sponsorship includes the Supporter sponsor benefits package plus:

- One complimentary full registration (includes admission to all breakout sessions and the Evening of Excellence)
- Complimentary tabletop or discounted pod section display in the Networking Hall (or the option to display a pop-up banner in the Networking Hall throughout the conference)
- One piece of collateral for conference bags
- Opportunity to add registrants or upgrade exhibit space at a discounted rate
- Two invitations to the SMPS President’s Thank You Reception (TBD)

- Sponsorship of the conference event/activity/giveaway of your choice from list below*:
  - Evening of Excellence After Party
  - Evening of Excellence Quiet Room
  - Evening of Excellence Centerpieces
  - Conference Notebooks**
  - Conference Photography
  - CPSM Forum
  - Engagement Hall
  - President’s Thank You Reception
  - Registration Bags**
  - Welcome or Closing Reception
  - Water bottles**

Marketing and Promotional Opportunities
Looking for Ways to Maximize Your Visibility at Build Business?
Here are some ideas:

- Attendee mailing lists (no emails) $500
- Discounted ads in Marketer Save 20%—see p. 18-19
- Discounted online ads Save 20%—see p. 16
- Registration bag collateral $500
- Attendee email sponsorship $500
- Blurb or ad in e-newsletter Save 20%—see p. 14

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***To be selected/approved by conference committee. All sponsorship packages are subject to change and available on a first-come, first-served basis.
## Video Sponsorships

### Main Stage Events
- **Keynotes (2 available):**
  - 15 second video (live and post-production for YouTube) $5,000
- **MAX Sessions (3 available unless Exclusive):**
  - Exclusive Video Sponsorship (15-second live and post-production ad, all 3 videos) $10,000
  - Dynamic video ad (15-second live and post-production ad) $4,000 each
  - Company logo and URL (post-production only) $2,500 each
- **Awards**
  - Company logo (non-exclusive) on Evening of Excellence Red Carpet Step and Repeat $3,000
  - Red Carpet Sponsor (2–3 verbal mentions by host and logo on post-production video) $5,000
  - Add company logo on Step and Repeat $1,000
  - Weld Coxe Marketing Achievement Awards video (15-second ad, post-production) $2,500
  - Chapter President of the Year video (15-second ad, post-production) $2,500
  - Striving for Excellence video (15-second ad, post-production) $2,500

### Additional Opportunities
- **Breakout Sessions**
  - M Live! (15-second live ad + verbal mention) $4,000
  - M Live! (15-second, post-production only) $2,500
- **Daily Recap Videos (3 available)**
  - Live verbal mention in video recap sent to 8,000+ $2,500
  - 15-second, post-production ad only $1,500
  - Live verbal mention + post-production ad $3,500

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Contact Christine Chirichella at [christine@smps.org](mailto:christine@smps.org) or 703.684.2264 to discuss sponsorship opportunities. SMPS sponsors and exhibitors are entitled to a 20% discount on *Marketer* and online advertising rates.

* Sponsor is responsible for creating and providing video ad.
BRONZE INVESTMENT: $2,900

Sponsorship includes the Supporter sponsor benefits package plus:

- One complimentary full registration (includes admission to all breakout sessions and the Evening of Excellence)
- Non-exclusive sponsorship of the conference event/activity/giveaway of your choice from list below:
  - Evening of Excellence After Party Photo Booth - SOLD
  - Chapter Presidents’ Reunion
  - Fellows’ Symposium
  - Refreshment Breaks
- Striving for Excellence Awards Gallery
- Breakout session including company literature in session room and opportunity to introduce speaker

SUPPORTER INVESTMENT: $1,600

Sponsorship includes the Friend of Build Business sponsor benefits package plus:

- One pre- and one post-show attendee mailing list (email addresses are not available)
- One invitation to the SMPS President’s Thank You Reception (TBD)

FRIEND OF BUILD BUSINESS INVESTMENT: $800

Sponsorship includes the basic benefits package on page 5.

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship opportunities. SMPS sponsors and exhibitors are entitled to a 20% discount on Marketer and online advertising rates.

*Sponsor is responsible for creating and providing video ad.
Where does the networking happen?
In the Networking Hall.

Meet the conference attendees in the Networking Hall and offer solutions to their biggest business challenges during the popular Welcome Reception; breakfasts, lunches, and breaks; Closing Reception; and other activities (subject to change).

In addition to being co-located with food and beverage, the Networking Hall may feature the SMPS bookstore and other SMPS displays.

**Networking Hall/Display Packages**

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop display</td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>
| Pod section display   | $4,000++      | (Silver and Gold Sponsors, please inquire about upgrade discount for pod.)
|                       |               | ++Cost of branding/graphics to be added, TBD. |

Space will be assigned on a first-come, first-served basis. Exhibit hall configuration is subject to change; SMPS reserves the right to reassign space as needed.

**All packages include Supporter Sponsor Benefits Package plus:**

- One six-foot skirted table and two chairs
- Free Wi-Fi
- Power and a dedicated internet connection available (if desired) for an additional charge
- 6+ hours of non-competing face time with 800+ attendees including Welcome Reception, two breakfasts, four breaks, and one lunch
- Full registration for one company representative (includes one ticket to the Evening of Excellence)
- Exhibitor ribbon to wear on Build Business badge

Rendering of customizable pod display.
EXHIBITOR PACKAGE UPGRADES+

$850/person full registration
or additional representatives of your company
(includes one ticket to the Evening of Excellence)

$325/person registration
for additional exhibitor-only registrations
(includes one ticket to the Evening of Excellence)

$175/person registration
for additional exhibitor-only registrations
(no Evening of Excellence ticket)

Show hours are subject to change.

NETWORKING HALL HOURS

Wednesday, August 12
9:00 am – 5:00 pm  Tabletop Setup
6:30 – 8:30 pm  Welcome Reception

Thursday, August 13
8:00 am – 5:00 pm  Networking Hall Open
8:00 – 9:00 am  Breakfast
10:30 – 10:45 am  Break
Noon – 1:30 pm  Lunch
2:45 – 3:15 pm  Break

Friday, August 14
8:00 am – 3:30 pm  Networking Hall Open
8:00 – 9:00 am  Breakfast
10:30 – 10:45 am  Break
Noon – 1:30 pm  Lunch
2:45 – 3:15 pm  Break
3:15 – 5 pm  Move Out
(must be completed by 5 pm)

“Build Business exceeded our expectations. Access to our target audience was well provided, the attendees were engaged, and the support team was great to work with.”

—David Hutchinson, sa.global

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship and exhibit opportunities. SMPS sponsors and exhibitors are entitled to a 20% discount on Marketer and online advertising rates.

Tabletop assignments are made on a first-come, first-served basis and will be confirmed upon receipt of payment. Exhibitors must be pre-registered by June 1, 2020, to be included on the attendee roster distributed to all participants. Show hours are subject to change.
Each year, SMPS honors excellence in its members, chapters, and member firms. This year’s Awards Sponsorship will be associated with multiple distinct events during Build Business, including The Evening of Excellence, offering your firm greater exposure throughout the conference.

As an Award Sponsor, you will have the attention of:
- Thousands of potential participants in the competitions
- 800+ attendees of Build Business, the premiere experience for A/E/C marketers and business developers, where the winning entries will be on display
- 100+ MCA jurors during online judging event
- Winning A/E/C firms who will be recognized for their expertise, creativity, and business savvy
- Hundreds of participants

**Friend Level: $500**
Benefits include*
- Company logo and link to your website on the awards pages, including the MCA Gallery and Online Judging Portal (www.smps.org/mcagallery)
- Company logo in event signage at Build Business
- Company logo in slideshow and verbal acknowledgment from the podium during two awards ceremonies, including The Evening of Excellence
- Company recognition on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ followers)

**Supporter Level: $1,500**
Includes Friend Level benefits plus:
- Company logo on promotional MCA postcard mailing to 8,000 (depending on production schedule)
- Company logo on promotional ads in *Marketer*, mailing to over 7,000 per issue (depending on production schedule)

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### Bronze Level: $2,500
Benefits include all Supporter Level benefits plus choice of:
- Floral arrangement sponsor at the Evening of Excellence at Build Business
- Exclusive branded online MCA gallery/judging portal sponsor
- Place card or tent card sponsor at the Evening of Excellence at Build Business
- Photo booth sponsor for the Evening of Excellence After Party—SOLD!

### Silver Level: $5,000
Benefits include all Supporter level benefits plus choice of:
- Crystal awards presented to winners during the Evening of Excellence at Build Business

Other Opportunities (please inquire):
- Overall Evening of Excellence sponsorship
- Entertainment sponsor for the After Party
- Evening of Excellence program printing
- Wine or dessert sponsor for the Evening of Excellence Dinner

**For video opportunities, please see page 7.**

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship packages and bundling discounts for sponsoring Build Business and the awards programs. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a **20% discount on advertising rates.**
Sponsor Information
Company __________________________________________________________
Company URL ______________________________________________________
Contact Name __________________________ Contact Phone __________________________
Billing Address __________________________ City/State/Zip __________________________
Email ______________________________________________________________

2020 Sponsorships
(Please select your program and level below.)
Type of sponsorship (circle all that apply) Build Business, MCA, The Pinnacle Experience, Education
Level of sponsorship __________________________________________________
Sponsored event/item _________________________________________________
Sponsorship amount _________________________________________________

Marketer Space Reservation Information
Frequency and Rate: _____ 1x _____ 2x _____ 3x _____ 6x
Issue Date(s): ____ February ____ April ____ June ____ August ____ October ____ December
Size Ad: ____ Back Cover ____ Inside front cover ____ Inside back cover
____ Full page ____ Half page ____ Third Page ____ Quarter page

For best value, please inquire about package discounts combining multiple sponsorships and/or advertising!

Online Advertising Space Reservation Information
☐ Specify page, rate, and month(s): __________________________________________

Payment
☐ Check enclosed (payable to SMPS) in the amount of $ __________________________
☐ Charge $ __________ to my: ☐ AMEX ☐ Visa ☐ MasterCard
Balance Due: __________ Credit Card #: __________________________ Exp Date: __________
Name as it Appears on Credit Card: __________________________________________
Authorizing Signature: ______________________________________________________
Email receipt to: __________________________________________________________ CW#: __________________________
Note: CW# is the last three digits in the signature line on the back of the card; for Amex, the four digits on the card's front.

Fax or mail this signed contract with payment to:
SMPS, Attn: Christine Chirichella
123 N Pitt Street, #400, Alexandria, VA 22314
Fax: 703.549.2498
Phone: 703.684.2264
christine@smps.org

Sponsorship Payment Schedule and Terms
Sponsor indemnifies the Association against losses or liabilities arising from this sponsorship. Payment is due upon receipt of invoice. No refunds will be issued.

Sponsor Logo/Description Instructions
Please send a 300 dpi, .eps vector file of your company logo and 50-word company description to christine@smps.org as soon as possible. Inclusion of logos in promotions depends upon receipt of art
SMPS thanks our sponsors and exhibitors.
Below are a few of our current and past sponsors.

<table>
<thead>
<tr>
<th>Client</th>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN CITY BUSINESS JOURNAL S</td>
<td>BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.</td>
</tr>
<tr>
<td>SMPS.org</td>
<td>703.549.6117</td>
</tr>
<tr>
<td>123 N. Pitt Street, Suite 400, Alexandria, VA 22314-3133</td>
<td></td>
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</tbody>
</table>