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.

VISIBILITY IN THE SMPS COMMUNITY YIELDS:

STRONG. BUSINESS. RESULTS.

Advertise—Exhibit—Sponsor

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
**Member Statistics**

**FUNCTION**

**JOB TITLE:**
- 12% Firm Leaders (Partner/Principal, President/CEO, Technical, VP)
- 26% Marketing Coordinator
- 34% Marketing Manager/Director
- 15% Business Developer
- 12% Consultant/Other
- 13% Other

**DISCIPLINE:**
- 29% Engineering
- 13% Architecture
- 12% Architecture/Engineering
- 11% Construction/Contracting
- 10% Construction Management
- 4% Marketing Consulting
- 21% Reprographics/Audio/Visual/Other

**TOP FOUR BENEFITS OF MEMBERSHIP:**
- Networking
- Professional Development
- Chapter/Regional Involvement and Events
- Industry Resources

**BREAKDOWN OF MEMBERSHIP BY FIRM SIZE:**
- < 10 people: 436
- 10-25 people: 803
- 26-99 people: 1,751
- 100-249 people: 1,244
- 250-499 people: 704
- 500+ people: 1,497
- Not specified: 525
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.

**Purchasing Authority**

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

60% of Build Business attendees recommend products/vendors.

**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
- Tradeshow displays
- Training
- Web design services/software
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)
- 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

**GOLD INVESTMENT: $11,500**

Sponsorship includes the Supporter sponsor benefits package plus:

- 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.
20 BUILD 20 BUSINESS

SPONSOR BENEFITS PACKAGES

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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*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.
SPONSOR BENEFITS PACKAGES

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

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.
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

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

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)

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.
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.

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.

<table>
<thead>
<tr>
<th>Networking Hall/Display Packages</th>
<th></th>
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<tbody>
<tr>
<td>Tabletop display:</td>
<td>$2,500</td>
</tr>
<tr>
<td>Pod section display:</td>
<td>$4,000++</td>
</tr>
</tbody>
</table>

(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)

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.

“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

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**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)

*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)

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.
A/E/Courses (eLearning)
These new on-demand courses are designed for professionals working in the A/E/C industries. Reach this targeted audience and gain visibility with online learners. Ten courses are planned for 2019–20 including:

- Marketing 101 for the A/E/C Industries
- InDesign for the A/E/C Professional (Intro and Advanced)
- Elements of Design for the A/E/C Professional
- The Basics of Business Development for the A/E/C Professional

Program Sponsorship: $2,750 each
Module Sponsorship: $1,750 each
Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ followers)
- Company logo/name, website link, 75-word description on course web platform
- Company logo and link to website included on promotional emails (sent to prospective and registered attendees)
- Complimentary 6-month web banner ad (Exclusive only)
- One complimentary session registration (all three modules for Program Sponsors)

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a 20% discount on advertising rates.
Chapter Leadership Symposium
Gain visibility this spring when SMPS hosts its workshop for multiple influencers within its 58 chapters. Two attendees per chapter will be invited, including the incoming chapter president and another board member who has responsibility for developing educational programs. If you’re looking to reach influential leaders within SMPS, this is a great program to sponsor.

Exclusive Year-Long Program Sponsorship: $2,500
Non-Exclusive Year-Long Program Sponsorship: $1,500
Exclusive Reception Sponsorship: $1,000
Non-Exclusive Reception Sponsorship: $500

Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name and web link on CLS webpage
- Company logo/name on CLS marketing including website, emails, and printed collateral
- Company logo in program guide and course materials distributed to conference attendees
- Company logo in event signage
- Company logo in slideshow and verbal acknowledgment from the podium
- One pre- and one post-show attendee mailing list (email addresses are not available)
- Opportunity to address the audience for 3 minutes during breakfast, lunch, dinner, or breaks
- Opportunity to distribute one promotional item/firm collateral during presentation
- One complimentary registration with reserved priority seating

SMPS M-Cast
Be the first sponsor of the new SMPS podcast series for A/E/C marketers and business developers. Based on our award-winning publication, Marketer, the podcast series will offer packaged content in a digestible format for on-the-go learning. More than 10 podcasts are expected to launch this inaugural year.

Exclusive Podcast Sponsorship: $3,000 (per episode)
Non-Exclusive Podcast Sponsorship: $1,500 (per episode, 3 segments available)

Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name and web link on podcast webpage
- Company logo/name on podcast marketing including website, emails, and printed collateral
- Company verbal acknowledgement within podcast

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a 20% discount on advertising rates.
SMPS WEBINARS—SOLD!

These popular monthly online learning courses offer the opportunity to gain visibility among attendees and the membership. Each webinar is an interactive, 90-minute seminar hosted by industry experts covering industry hot topics, best practices, and special interests.

Exclusive Year-Long Webinar Program Sponsorship: $2,500
Individual Program Sponsorship (12 available): $500

Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name and web link on webinar main and program web pages
- Company logo/name on presentation slides
- Company logo/name on all course promotional materials including emails and e-newsletters
- Complimentary web banner ad (Exclusive only)
- One complimentary webinar registration

LEARNING LABS

This popular, FREE bi-monthly educational series attracts 200+ attendees on average. It features great topics and respected speakers who help members build skills to work smarter, advance their career, and build business.

Exclusive Year-Long Program Sponsorship: $2,500
Individual Program Sponsorship (6 available): $750

Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name and web link on learning lab main and program web pages
- Company logo/name on presentation slides
- Company logo/name on all course promotional materials including emails and e-newsletters
- Complimentary web banner ad (Exclusive only)

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss sponsorship packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a 20% discount on advertising rates.
SMPS announces its fourth annual conference specifically designed for senior marketing leaders. We invite you to consider participating as one of the main sponsors in this event. Sponsorship will be limited to five participating and one presenting in order to ensure maximum exposure for your company.

The Pinnacle Experience is a two-day symposium-style event that will engage attendees with content tightly aligned with the current and emerging needs of marketing and business development decision makers. Senior professionals will gather to share perspectives and connect with thought leaders. Presentations will be led by executives who are implementing transformative marketing and business development strategies within their organizations.

Attendance is limited to professionals with 15+ years of experience and serving as CEOs, CMOs, Directors, Vice Presidents, Principals, Firm Leaders, SMPS Fellows, or as the "first chair" in their firm's marketing efforts. Topics are expected to include technology, knowledge management, client experience, firm leadership and transition, business continuity, and more.

Details about the event will be updated as they are known at smps.org/thepinnacleexperience.

Premier Presenting Sponsor (one available)
Includes 15-second video opener and post-production on YouTube: $5,000

Presenting Sponsor: $3,500

Participating Sponsor: $1,250

Sponsor Benefits:
- Company acknowledgment by SMPS on Twitter (7,650+ followers), LinkedIn (4,470 followers), Facebook (2,950+ likes)
- Company logo/name and web link on Pinnacle conference website
- Company logo/name on pre- and post-conference publicity including website, emails, and printed collateral
- Company logo in program guide distributed to conference attendees
- Company logo in event signage
- Company logo in slideshow and verbal acknowledgment from the podium
- One pre- and one post-show attendee mailing list (email addresses are not available)
- Opportunity to address the audience for 3 minutes during breakfast, lunch, dinner, or breaks
- Opportunity to distribute one promotional item/firm collateral during presentation
- One complimentary registration with reserved priority seating ($999 value)
- Significant name placement on collateral (Presenting Sponsor)
- Opportunity to greet all attendees with 3-minute presentation on first morning (Presenting Sponsor)
- Opportunity to welcome all attendees with 5-minute presentation on first morning (Premier Presenting Sponsor)
- Two complimentary registrations (total, Presenting Sponsors only) with reserved priority seating
SMPS Online Advertising

Marketer QuickLook Advertising

Ad Sizes:
1200 x 450 pixels
(effective size 600 x 225 pixels)
Rate: $1,000/2x run

Build Business Web Advertising

PRODUCT SHOWCASE BOX
Size: 125 x 125 pixels
Rate: $1,000/month

TOP BANNER
Size: 728 x 90 pixels
Rate: $1,000/month

SKYSCRAPER/SIDEBAR
Size: 320 x 240 pixels
Rate: $1,000/month

*All ads should be 72 dpi resolution and .jpg or .gif format.

Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss advertising packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a 20% discount on advertising rates.
Contact Christine Chirichella at christine@smps.org or 703.684.2264 to discuss advertising packages. SMPS can customize a specific package for your organization. Sponsors and exhibitors are entitled to a 20% discount on advertising rates.
Marketer, the bimonthly journal of SMPS, is regularly cited as the top benefit of membership. Marketer provides original, knowledge-based content on innovative marketing, management, and leadership strategies; case studies; and lessons learned for marketing and business development professionals.

Average Monthly Circulation: 7,650 SMPS Members • Pass-along Circulation: 12,000 (primarily CEOs)

Specifications and Mechanical Requirements

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<td>Full Page, w/.125 bleed</td>
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SMPS prefers to receive ad submissions electronically as high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded, and all files must use CMYK high-resolution images. Please include bleed and crop marks in your high-resolution PDF. Unacceptable file formats: Quark, Adobe Photoshop PSD, Adobe Illustrator, Microsoft PowerPoint, Microsoft Word, RGB color, Index color.

SMPS members enjoy a 5% discount, recognized advertising agencies receive a 15% discount, current SMPS sponsors or exhibitors receive a 20% discount. No combination discounts.

Advertising Rates

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<tr>
<td>Inside front cover</td>
<td>$2,000</td>
<td>$1,725</td>
<td>$1,630</td>
<td>$1,450</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$1,900</td>
<td>$1,675</td>
<td>$1,600</td>
<td>$1,420</td>
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<tr>
<td>Three-quarter page back cover</td>
<td>$2,200</td>
<td>$1,855</td>
<td>$1,785</td>
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<tr>
<td>Full page</td>
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### Marketer 2020 Editorial Calendar and Deadlines

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<td>12/15/19</td>
<td>1/1/20</td>
<td>Culture</td>
</tr>
<tr>
<td>April</td>
<td>2/15/20</td>
<td>3/1/20</td>
<td>Build Business Preview</td>
</tr>
<tr>
<td>June</td>
<td>4/15/20</td>
<td>5/1/20</td>
<td>Customer Experience &amp; Research</td>
</tr>
<tr>
<td>August</td>
<td>6/15/20</td>
<td>7/1/20</td>
<td>Data Privacy &amp; Security</td>
</tr>
<tr>
<td>October</td>
<td>8/15/20</td>
<td>9/1/20</td>
<td>SMPS Awards</td>
</tr>
<tr>
<td>December</td>
<td>10/15/20</td>
<td>11/1/20</td>
<td>Business Development Trends &amp; Predictions</td>
</tr>
</tbody>
</table>

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

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.

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.

[Logos of various sponsors are displayed in a vertical column.]

**BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.**
123 N. Pitt Street, Suite 400, Alexandria, VA 22314-3133  703.549.6117  smps.org