



# **2022 MNL CONFERENCE AND TRADE SHOW SPONSORSHIP AND EXHIBITOR INFORMATION PACKAGE**

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## INTRODUCTION

The 2022 Municipalities Newfoundland and Labrador Conference, Trade Show and Annual General Meeting will be held in Gander on November 2-5, 2022. The event gets underway on Wednesday evening with a welcome reception at the Gander International Airport. Then on Thursday, the trade show and sessions commence. Finally, Friday night is the Gala banquet. It all promises to be an excellent opportunity to engage with the municipal sector.

### Event Overview

The MNL Conference and Trade Show is the largest annual gathering of municipal elected officials and municipal staff in the province. The event will bring together over 250 Mayors, Deputy Mayors, Councillors, CAOs, Town Managers/Clerks and others. They will participate in over 20 educational sessions, presentations, discussions, panels, and other networking opportunities. The MNL Trade Show will include 50 booths. The event will also be broadcast online.

### Target Audience

Approximately 250 elected officials and municipal staff will be in attendance, including Mayors, Deputy Mayors, Councillors, CAOs, Town Managers/Clerk and many others. They will represent over 110 municipalities from across Newfoundland and Labrador, including communities with a population of 5 to 105,000. There will be a cross reference of every type of municipality in the province present at this event.

### Sponsor Value Statement

As a sponsor, you add a lot of value to our event. Your contribution helps pay for equipment, book amazing speakers, and otherwise ensure our event has the resources it needs to succeed. However, our job is to give that value right back to you in terms of a return on your investment and exposure to our members. By working with us, you will get access to the municipal sector and key decision makers. There is no other event like it in Newfoundland and Labrador.

## SPONSORSHIP OPPORTUNITIES

In the following tables you will see the various sponsorship and exhibitor opportunities that exist for the MNL Conference and Trade Show this year. Feel free to sign up for one of the pre-developed options listed below, or reach out for a customized approach specific to your needs and desires.

COST	TYPE OF SPONSORSHIP	AVAILABLE
\$15,000	<p><b>Premiere Sponsorship Package</b></p> <p>This sponsorship package is the highest tier sponsorship for the event:</p> <ul style="list-style-type: none"> <li>• Pre-event email blast to delegates.</li> <li>• Presentation to delegates up to sixty (60) minutes in duration.</li> <li>• Opportunity to speak at the Grand Opening for up to five (5) minutes.</li> <li>• Access to a 10x10 trade show booth.</li> <li>• Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li>• Public recognition on all press releases and announcements distributed by MNL.</li> <li>• Corporate logo placement on all printed materials, sponsor rolls, MNL website.</li> <li>• Banner placement opportunity within the conference facility.</li> <li>• Inclusion in the World Café Session.</li> <li>• Social media shout outs (Facebook, Twitter and Instagram) during the event.</li> <li>• Two (2) Full Access Passes.</li> <li>• Post-event email blast to registered delegates.</li> <li>• Access to two (2) hotel rooms in the MNL reserved block.</li> </ul>	2
\$12,500	<p><b>Luncheon Sponsorship Package</b></p> <p>This sponsorship package is the second highest tier for the event:</p> <ul style="list-style-type: none"> <li>• Pre-event email blast to registered delegates.</li> <li>• Acknowledgement as provider of a luncheon, including your logo visible on all tables.</li> <li>• Luncheon speech for delegates up to thirty (30) minutes in duration connecting you directly with MNL members, with seats at the head table.</li> <li>• Access to a 10x10 trade show booth.</li> <li>• Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li>• Public recognition on all press releases and announcements distributed by MNL.</li> </ul>	3

	<ul style="list-style-type: none"> <li>• Corporate logo placement on all printed materials, sponsor rolls, MNL website.</li> <li>• Banner placement opportunity within the conference facility.</li> <li>• Inclusion in the World Café Session.</li> <li>• Social media shout outs (Facebook, Twitter and Instagram) during the event.</li> <li>• Two (2) Full Access Passes.</li> <li>• Post-event email blast to registered delegates.</li> <li>• Access to two (2) hotel rooms in the MNL reserved block.</li> </ul>	
\$10,000	<b>Gold Sponsorship Package</b>	4
	<ul style="list-style-type: none"> <li>• Pre-event email blast to registered delegates.</li> <li>• Presentation to delegates up to thirty (30) minutes in duration connecting you directly with MNL members.</li> <li>• Access to a 10x10 trade show booth.</li> <li>• Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li>• Public recognition on all press releases and announcements distributed by MNL.</li> <li>• Corporate logo placement on all printed materials, sponsor rolls, MNL website.</li> <li>• Banner placement opportunity within the conference facility.</li> <li>• Inclusion in the World Café Session.</li> <li>• Social media shout outs (Facebook, Twitter and Instagram) during the event.</li> <li>• Two (2) Full Access Passes.</li> <li>• Post-event email blast to registered delegates.</li> <li>• Access to two (2) hotel rooms in the MNL reserved block.</li> </ul>	
\$7,500	<b>Silver Sponsorship Package</b>	2
	<ul style="list-style-type: none"> <li>• Presentation to delegates up to thirty (30) minutes in duration connecting you directly with MNL members.</li> <li>• Access to a 10x10 trade show booth.</li> <li>• Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc.</li> <li>• Public recognition on all press releases and announcements distributed by MNL.</li> <li>• Corporate logo placement on all printed materials, sponsor rolls, MNL website.</li> <li>• Banner placement opportunity within the conference facility.</li> <li>• Inclusion in the World Café Session.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Social media shout outs (Facebook, Twitter and Instagram) during the event.</li> <li>• Two (2) Full Access Passes.</li> <li>• Access to one (2) hotel room in the MNL reserved block.</li> </ul>	
\$5,000	<b>Nutrition Break Sponsorship Package</b>	6
	<ul style="list-style-type: none"> <li>• Acknowledgement as provider of a nutrition break, including your logo visible on all tables.</li> <li>• Access to a 10x10 trade show booth.</li> <li>• Inclusion in the World Café Session.</li> <li>• Public recognition on all press releases and announcements.</li> <li>• Corporate logo placement on all printed materials, sponsor rolls, and MNL website.</li> <li>• Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li>• Two (2) Full Access Passes.</li> <li>• Access to one (1) hotel room in the MNL reserved block.</li> </ul>	
\$3,500	<b>Bronze Sponsorship</b>	4
	<ul style="list-style-type: none"> <li>• Public recognition on all press releases and announcements.</li> <li>• Corporate logo placement on all printed materials, sponsor rolls, and MNL website.</li> <li>• Social Media Shout Outs (Facebook, Twitter and Instagram).</li> <li>• Two (2) Full Access Passes.</li> <li>• Access to one (1) hotel room in the MNL reserved block.</li> </ul>	
\$2,500	<b>Trade Show Exhibitor</b>	50
	<ul style="list-style-type: none"> <li>• Access to a 10x10 trade show booth.</li> <li>• Inclusion in the Trade Show listing in both the delegate packages and online.</li> <li>• Two (2) Full Access Passes.</li> <li>• Access to one (1) hotel room in the MNL reserved block.</li> </ul>	

## General Advertising Opportunities

COST	ADVERTISING OPPORTUNITIES	AVAILABLE
\$250 (per day)	Website Banner Ads on the conference website.	6
\$250 (per day)	Pop up banner display in conference lobby.	2

## WORLD CAFÉ

At the annual conference, a two-hour session will take place where organization and groups present a topic for discussion and delegates go from one table to the other to discuss. Each session is 15 minutes and delegates rotate from one table to the other. Sponsors should be ready with a topic in advance and will be expected to carry the discussion at the table with delegates. This is a great opportunity to discuss potential ideas with a captive audience.

## ACCOMMODATIONS

Hotel rooms and accommodations for this event are limited. For participants, accommodations are available solely through MNL for hotels in the Gander area. If you get a booking on your own at one of the reserved hotels, that reservation may be cancelled without notice. Please reach out to MNL to discuss your accommodations needs.

## PURCHASING PROCESS/PAYMENT

If you are interested in one of the sponsorship or advertising opportunities contained in this document, please reach out to Bradley Power, Director of Programs at MNL, at 709-753-6820 or email [bpower@municipalnl.ca](mailto:bpower@municipalnl.ca).

MNL accepts cash, cheque, and credit card through Stripe. Payment for all sponsorships and trade show booths must be received before the start of the event (November 2, 2022).