



creating **2021**
connections

MTAM ANNUAL SPRING CONFERENCE

april 24 - 26 / virtual

conference sponsor & exhibitor package

conference details



Be a part of our annual spring conference in a different way in 2021. Build brand awareness, be visible and make valuable connections by sponsoring this unique virtual event!

conference details

The Massage Therapy Association of Manitoba's annual Spring Conference is a highly popular two-day conference. Our 2021 conference will continue to build on our 2019 concept of Creating Connections. Our goal is to bring people together to build knowledge, inspire and create connections.

Conference information will be available and updated on our conference website, www.mtamconference.com.

going virtual

Making the decision now to move to a virtual event for 2021 affords us the opportunity to fully shift our focus to create a positive, engaging and successful experience for your company.

our virtual conference hall

We will be using the amazing EventMobi software application which participants will easily access on any internet browser using their desktop computer, laptop, iPad, iPhone, or android device. We will be simulating a physical event with interactive discussion spaces, surveys, and a point-scoring competition called gamification to encourage participants to engage with sponsors and exhibitors. We will also have direct links to live and interactive sessions seamlessly integrated using Zoom, and in-depth information on attendees, speakers, sessions, and sponsors!

your success in a virtual format

We understand your goals to connect, generate sales, create awareness about and brand your company - before, during and after events. This virtual format will be similar to our in-person format. It will include a livestream of our events and on-demand content so participants can watch any time before, after or on their breaks between event times and even after the conference has finished.

The combination of presentation formats along with the virtual hall will all combine for an amazing, interactive and well-paced event!

Complete your Sponsorship commitment form by *January 31, 2021* for the greatest exposure and to make the most of your sponsorship

Final deadline to Sponsor is *March 15, 2021*.

This is our first ever VIRTUAL Spring Conference. Help us make it a memorable one! **We expect approximately 300 RMTs and other healthcare practitioners from all over the globe.**

Our members have experience with virtual events and are looking forward to “seeing” everyone again at our 2021 Conference.

MTAM 2020 event fast facts

2,667 people attended events in 2020

70 events offered in 2020. 62 of them virtually

OVER 70% of previous Annual Spring Conference sponsors/exhibitors felt they were able to effectively advertise their business at our conference

We anticipate

INCREASED PARTICIPATION numbers by offering a virtual format

OVER 15 outstanding local, national and international presenters in 2020

87% of marketers consider the opportunities generated by virtual events as a success factor (Markletic, 2020)

sponsorship opportunities

benefits

	Contributer - \$100 Multiple available	Supporter - \$200 Multiple available	Bronze - \$350 Multiple available	Silver - \$500 Multiple available	Gold - \$600 Multiple available	Diamond - \$750 Exclusive sponsorship
AGM Sponsorship Recognition						✓
One Month Banner Advertising on MTAM Website Homepage <i>A \$500 value! Our homepage has 26,000+ unique visits per year (2020 Analytics)</i>						✓
Marketed as “your name here” main hall/home page						✓
Rotating Banner Ads in Event App/Platform <i>Banner ads in the app being seen consistently. Brand awareness at it's best.</i>					✓	✓
Prominent Logo and Link on Conference Website					✓	✓
Logo and Link on Conference Website		✓	✓	✓		
Logo and Recognition in Monthly InTouch Newsletter <i>As soon as sponsorship is finalized and for 1 month after the event.</i>					✓	✓
Virtual Booth <i>This is a dedicated, highly engaging space for sponsors to post logo, links to resources, website and social media links, a section for sponsor representative information and more!</i>			✓	✓	✓	✓
Pre-Recorded On-Demand Presentation/Embedded Videos/Webinars <i>For on-demand playback by participants accessible before, during and after the conference. A dedicated area for all on-demand content will be highlighted in the app. NOTE If needed, we can help by creating a Zoom presentation room for you to record if you do not have your own presentation/webinar/video available.</i>				✓	✓	✓
Sponsor Ribbon Highlight on Sponsor Listing Page <i>An added touch of attention on your listing to help it rise above the rest.</i>					✓	✓
Session Sponsorship Recognition <i>Sponsorship recognition at the live events including a pre and post stream image.</i>				✓	✓	✓
Exclusive Presenter/Event Introduction <i>Exclusive introduction. Be front and centre during key events.</i>						✓
Social Media Shout Outs <i>Instagram, Facebook and Twitter.</i>	✓	✓	✓	✓	✓	✓
Gamification Points (traffic/engagement) <i>We will have a point-scoring competition for all attendees to further engage and encourage participation. They will be able to score points by visiting your booth, meeting you, or a similar outreach.</i>			✓	✓	✓	✓
In-App Notifications <i>With special Gamification code sent to all attendees with sponsor logos and links.</i>						✓
Virtual Gift Bag Item (Optional) <i>Sent at the end of the event to all participants who attend. Can be a deal or an exclusive code to attend a future presentation.</i>	✓	✓	✓	✓	✓	✓

commitment form



return this form to:

Massage Therapy Association of Manitoba

175 Marion Street, Winnipeg, MB R2H 0T3

Phone (204) 927-7979 | Email: ccook@mtam.mb.ca

dates & deadlines

Sponsorship Early Booking | January 31, 2021

Sponsorship Final Booking | March 15, 2021

Artwork Deadline | April 5, 2021

Company Name: _____

Representative: _____

Address: _____

City/Town: _____ Postal Code: _____ Telephone: _____

Email: _____ Returning Exhibitor: New Exhibitor:

sponsorship

** Please add GST to all prices*

Diamond \$750

Gold \$600

Silver \$500

Bronze \$350

Supporter \$200

Contributer \$100

add-ons & marketing

Check your preference.

** Please add GST to all prices*

Full colour 1/4 page conference e-program ad (artwork must be supplied) \$35

Full colour 1/2 page conference e-program ad (artwork must be supplied) \$45

method of payment

Cheque payable to MTAM

VISA

Mastercard

Cardholder Name: _____

Card Number: _____ Card Expiry: _____ CSV: _____

Billing Address (if different from above): _____