



2021 CONFERENCE AND TRADE SHOW VENDOR AND SPONSORSHIP INFORMATION PACKAGE

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INTRODUCTION

The 2021 Municipalities Newfoundland and Labrador Conference, Trade Show and Annual general Meeting will be held in Corner Brook on November 3-6, 2021. The event will kick off with the Premier's Forum on Local Government on Wednesday, then two days of sessions and a trade show, and then the MNL Annual General Meeting on the morning of Saturday, November 6.

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, which is being held for the first time in-person since 2019, will bring together over 300 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 30 booths, a very exclusive opportunity for vendors. The event will also be broadcast online for the first time.

Target Audience

Approximately 300 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 150 municipalities from all 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 vendor 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	Premiere Sponsorship Package	2
	<p>This sponsorship package is the highest tier sponsorship for the event:</p> <ul style="list-style-type: none"> • Pre-event email blast to registered delegates. • Presentation to delegates up to sixty (60) minutes in duration connecting you directly with MNL members. • Opportunity to speak at the Grand Opening for up to five (5) minutes. • Access to a 10x10 trade show booth. • Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc. • Public recognition on all press releases and announcements distributed by MNL. • Corporate logo placement on all printed materials, sponsor rolls, MNL website. • Conference website banner ads. • Banner placement opportunity within the conference facility. • Social media shout outs (Facebook, Twitter and Instagram) during the event. • Two (2) Full Access Passes. • Post-event email blast to registered delegates. • Access to two (2) hotel rooms in the MNL reserved block. 	
\$12,500	Luncheon Sponsorship Package	2
	<p>This sponsorship package is the second highest tier for the event:</p> <ul style="list-style-type: none"> • Pre-event email blast to registered delegates. • Acknowledgement as provider of a luncheon, including your logo visible on all tables. • Luncheon speech for delegates up to thirty (30) minutes in duration connecting you directly with MNL members, with seats at the head table. • Access to a 10x10 trade show booth. • Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc. 	

	<ul style="list-style-type: none"> • Public recognition on all press releases and announcements distributed by MNL. • Corporate logo placement on all printed materials, sponsor rolls, MNL website. • Conference website banner ads. • Banner placement opportunity within the conference facility. • Social media shout outs (Facebook, Twitter and Instagram) during the event. • Two (2) Full Access Passes. • Post-event email blast to registered delegates. • Access to two (2) hotel rooms in the MNL reserved block. 	
\$10,000	Gold (Agenda) Sponsorship Package	4
	<ul style="list-style-type: none"> • Pre-event email blast to registered delegates. • Presentation to delegates up to forty-five (45) minutes in duration connecting you directly with MNL members. • Access to a 10x10 trade show booth. • Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc. • Public recognition on all press releases and announcements distributed by MNL. • Corporate logo placement on all printed materials, sponsor rolls, MNL website. • Conference website banner ads. • Banner placement opportunity within the conference facility. • Social media shout outs (Facebook, Twitter and Instagram) during the event. • Two (2) Full Access Passes. • Post-event email blast to registered delegates. • Access to two (2) hotel rooms in the MNL reserved block. 	
\$7,500	Silver Sponsorship Package	2
	<ul style="list-style-type: none"> • Presentation to delegates up to thirty (30) minutes in duration connecting you directly with MNL members. • Access to a 10x10 trade show booth. • Custom email blast to registered delegates during the event highlighting your sponsorship and/or product, corporate messaging, etc. • Public recognition on all press releases and announcements distributed by MNL. • Corporate logo placement on all printed materials, sponsor rolls, MNL website. • Conference website banner ads. 	

	<ul style="list-style-type: none"> • Banner placement opportunity within the conference facility. • Social media shout outs (Facebook, Twitter and Instagram) during the event. • Two (2) Full Access Passes. • Access to one (2) hotel room in the MNL reserved block. 	
\$5,000	Nutrition Break Sponsorship Package	4
	<ul style="list-style-type: none"> • Acknowledgement as provider of a nutrition break, including your logo visible on all tables. • Access to a 10x10 trade show booth. • Public recognition on all press releases and announcements. • Corporate logo placement on all printed materials, sponsor rolls, MNL website, and sponsor card in delegate kits. • Social Media Shout Outs (Facebook, Twitter and Instagram). • Two (2) Full Access Passes. • Access to one (1) hotel room in the MNL reserved block. 	
\$3,500	Bronze Sponsorship	4
	<ul style="list-style-type: none"> • Public recognition on all press releases and announcements. • Corporate logo placement on all printed materials, sponsor rolls, MNL website, and sponsor card in delegate kits. • Social Media Shout Outs (Facebook, Twitter and Instagram). • Two (2) Full Access Passes. • Access to one (1) hotel room in the MNL reserved block. 	
\$2,500	Trade Show Vendor	25
	<ul style="list-style-type: none"> • Access to a 10x10 trade show booth. • Inclusion in the Trade Show listing in both the delegate packages and online. • Two (2) Full Access Passes. • Access to one (1) hotel room in the MNL reserved block. 	

General Advertising Opportunities

COST	ADVERTISING OPPORTUNITIES	AVAILABLE
\$250 (per day)	Website Banner Ads on the conference website.	6
\$500 (per day)	On-Screen Video Ads for the Virtual Broadcast.	6

COVID-19 UPDATE

Due to COVID-19 Public Health Guidance, the maximum number of individuals permitted at this event is 350. This means that only one representative at a time from each sponsor and trade show vendor will be permitted on site. However, representatives may switch throughout the day with another representative, at no additional cost. Some exceptions apply.

If the event is cancelled due to COVID-19, a full refund of your contribution will be provided within 30 days.

ACCOMMODATIONS

Due to numerous ongoing large-scale construction projects in the Western region, hotel rooms and accommodations for this event are limited. For participants, accommodations are available solely through MNL for hotels in the Corner Brook/Steady Brook areas. If you get a booking on your own at one of the reserved hotels, that reservation may be cancelled without much notice. Please reach out to MNL to discuss.

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. 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 3, 2021).