

COPENHAGEN, 15-17 JANUARY 2012

**fresh**  
designing **effective** meetings



# what exhibitors and sponsors need to know

## WHY EXHIBIT

FRESH is a brand new conference that focuses on exactly what your product or service supports: the content side of meetings be it Learning, Networking or Motivational. As an exhibitor you get to be part of a unique experience in many ways. You will meet potential clients, other MSI members, unique speakers with content that could lead to innovation in your product. In many ways, this conference will provide you with competitive advantages that will keep your business thriving. The participant mix will contain senior planners, meeting designers, facilitators, meeting producers, etc. Our program is designed to attract the smart participants, content oriented, value driven, innovative and somewhat tech savvy. Many of them are influential and game changers.

## THE FORMAT

The FRESH exhibition is not like any other exhibition. Of course it is the MSI's goal to provide its members a unique moment full of business opportunities, but we know that relation building in our industry is crucial. We invite our participants to see themselves as a resource of information for you

Many of them are meeting designers, producers or at least senior planners or soon to be Meeting Architects. Since what you do remains rather unique and innovative and is in constant evolution, we know that much change and improvement are possible. As an exhibitor you can harvest the wisdom of the unique group of participants by welcoming free consultancy from the participants. This is one of the reasons we kept the branding limited.

## WHAT DO YOU GET

### Pre-event promotion:

- Logo and hyperlink in the FRESH Conference website.
- A small logo on the FRESH promotional material bigger if you are a gold sponsor

### On-site promotion:

- Access to FRESH attendees from your high table in the coffee break/ lunch space
- Logo on the exhibitor signage

### Exhibition Stand

- An exhibitor gets in the space for coffee breaks and lunches
- A high table (cocktail table)
- A sign on that table
- One registration for one participant
- Free Wi-Fi

- Bragging Rights with logo 'Partner of fresh' for your website, newsletter etc.
- Space for a banner: ONLY FOR GOLD sponsor and up: one banner of max 1m wide positioned against the wall
- Space for ONE laptop (or 2 i-pads). Also no extra screens on the table allowed: this creates space for coffee cups and plates which will attract people to your table.
- The right to buy a discount code for 100€ discount at 25,- per registration that use it...



## HOW TO REGISTER

The basic exhibitor stand can be booked via [www.theFRESHconference.com](http://www.theFRESHconference.com). All other levels and partnership proposals can be contracted via Maarten Vanneste at +32 (1) 444 88 30 or mobile +32 (475) 266 723 or Skype: maarten.vanneste

## CONTACT FOR ASSISTANCE :

Mireia Iglesias, MSI, Bilbao, Spain [mireia.iglesias@meetingsupport.org](mailto:mireia.iglesias@meetingsupport.org)

## RATES:

The FRESH exhibition starts at a price level that allows the small and innovative companies to be present. The MSI goal is to support the innovation so this is what we do here. For MSI members there is a discount code available via [mireia.iglesias@meetingsupport.org](mailto:mireia.iglesias@meetingsupport.org). Other sponsors (as of silver) get a complimentary corporate membership of MSI included in the registration fee.

RATES* FOR EXHIBITORS AND SPONSORS			
Type	In Cash	In Kind	Return
Host	€ 25.000,-	€ 75,000 - +	Premiere: FRESH ideas implemented. Appropriate Exposure, one premium stand space and 10 registrations
Platinum	€ 10.000,-	+€ 30.000 to 74,950(venue, ...)	Appropriate Exposure, one premium stand space and 5 registrations
Gold Sponsor	€ 4,000,-	+ € 15,000 to 29,999 (AV,...)	Appropriate Exposure, one gold 'high table package' (table + one banner + 2 registrations + gold logo + right to demo+ msi std membership)
Silver exhibitor	€ 2,500,-	+ € 7,500 to 14,999, (dinner,...)	Appropriate Exposure, Silver 'high table package' (table + one registration + silver logo + msi std membership)
Exhibitor	€ 1, 250,-	+ € 3,750 to 7.499 (software,...)	Appropriate Exposure, (table + one registration)

\* Msi members get a discount on these rates: [mireia.iglesias@meetingsupport.org](mailto:mireia.iglesias@meetingsupport.org)

## SPONSOR EXPOSURE

Every sponsor will appear in all publications in the appropriate format.

Platinum gets more, bigger and longer and Bronze the least, smallest and shortest exposure.

We plan on website, e-mail campaigns, print and in business magazine, paper leaflets, opening video, webcasting, etc. all different sorts of media in which sponsors will get the appropriate space.

The right to demonstrate a FRESH product is included for sponsors from gold and up.

The right to use the conference brand in reasonable ways.

## SPECIAL SPONSOR OPPORTUNITIES

You can decide to link your name to a specific element in our conference like:

Speaker or session: By sponsoring a session, your name gets linked to a topic that you want to link to your brand

Function: a lunch, dinner, coffee break, a city tour, ...

A service: The Social Media, The Press page on the website? The Paper we will publish based on the Conference.

These (and other) unique and custom made opportunities need to be discussed with the organizers.

Thank you for supporting a game changing initiative.

Kind regards,

Maarten Vanneste, CMM, President ([contact](#))

meeting support institute

[www.theFRESHconference.com](http://www.theFRESHconference.com)



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