



Wisconsin Midrange Computer Professional Association

Lake Lawn Resort, Delavan, WI



SPRING TECHNICAL CONFERENCE

for Business

March 14 - 16, 2017 Tuesday - Thursday

What is the Midrange Technical Conference?

Our Midrange Technical Conference is a full 3 day event and is the largest conference in the Midwest. Our conference features more than 50 informative presentations on current topics to IBM i professionals. Last year we held a UI bake off event with the various vendors on the platform which turned out to be a huge success because the room was standing room only! This year we are holding our 32nd annual Spring Technical Conference and expect to have another successful year.

Sponsor Showcase We are excited to announce that we are bringing back this successful event for the 3rd year in a row. We will have a dedicated time slot for our sponsors to entertain and meet with attendees. This time is set aside with no other distracting events to compete with. There will be free food and adult beverages served. The Showcase provides a more relaxed environment to approach attendees and start a conversation.

Extra Attendee Registration An extra attendee registration is included with full sponsorship to be given away to a sponsor's customer. Sponsor's normally receive 2 registrations for themselves, and this third one is specifically for inviting a customer to our conference. It covers a complete attendance for all 3 days, sessions, labs, meals, the works.

Women in IT In addition to our all day technical session on Tuesday, we have an all day event dedicated to exploring opportunities for women in IT, headlined by top corporate women leaders in IT. Last year we had over 200 women that participated in this event which was about a 200% increase from the previous year.

Discount Program We are offering a \$200 discount for promoting our conference using our banners on your website or in your emails and news letters. The discount can be claimed by sending copies of the emails and links to the web pages to sponsordir@wmcpa.org. Discounts will be settled after the conference has concluded.

No other event has this caliber of speakers at these bargain prices! Don't miss this incredible event!

Mark your calendars today!

"Reaching out to the finest IBM i Technical Professionals in the Midwest"

Visit www.wmcpa.org for more information..

Corporate Sponsorship Opportunities

Full Sponsorship \$1800:

Full sponsorship provides your organization with the opportunity to network with potential customers who have proven decision-making power. An 8' table with skirt and chairs is provided in the expo area, which is located centrally to the event not in an area away from the attendees. You may alternatively bring display systems that fit into the allotted space. All tables have electrical outlets and wifi available. This level of sponsorship includes:

| Benefits Included | Value |
|--|---------------|
| Tabletop booth in the designated vendor expo area | \$1800 |
| Listing in all of the conference publications | Incl. |
| 2 complimentary 3-day conference registrations for your staff | \$1400 |
| 1 complimentary 3-day conference registration for a customer | \$700 |
| Sponsor Showcase with food and adult beverages served | \$300 |
| Bag stuffing – your marketing materials stuffed into attendee's complementary tote bags | \$500 |
| Logo and link boldly displayed on our web site for 1 year | \$250 |
| Discount on room rates | \$200 |
| Complimentary breakfast, lunches, snacks and drinks | \$150 |
| Opportunity to network with attendees | priceless |
| Invitation to post seminar hospitality suite for refreshments and more networking | priceless |
| TOTAL VALUE | \$5300 |
| YOUR PRICE | \$1800 |

This level of sponsorship includes: *Your Company's Logo and a link to your web site on our home page <http://www.wmcpa.org> for 1 year. This is an exclusive feature for sponsors of the Spring Conference!*

Cancellation Policy A full sponsorship if cancelled 30 days prior to the event will be refunded in full less any expenses incurred. Full sponsorships cancelled between 30 and 10 days of the event will be refunded with a cancellation fee of 50% of the sponsorship. Full sponsorships cancelled within 10 days of the event will not be refunded. Other forms of sponsorship are not refundable.



Sign up Early

Logo and link go up on web site upon signing up and stay up until the following conference. Working out to well over 1 year of exposure.

NOTE: Check and agreement MUST be received by **January 31** to be included in conference brochures and promotional materials.

Check Out Calendar

Look at the calendar below to see where the Showcase is placed.

Food & Drink Included

Full sponsorship includes breakfast, snacks and beverages during breaks, lunch, and dinner.

Other Corporate Sponsorship Opportunities

For those organizations that wish to aid our group's efforts but travel to such events is not part of your marketing plan, we have the following sponsorship levels available.

Bag stuffing \$350 We will include a reasonable amount of marketing materials in our complimentary conference tote bag given to each attendee. This can be paper copy, flash drives, CDs, and most any marketing related gizmos and gadgets.

Sponsor a gaming table, break table, or lunch table \$350 In an effort to raise awareness of sponsors to conference attendees, WMCPA is planning a special entertainment event on Wednesday evening. Your company could sponsor a table at this event. This event is well attended and another opportunity to promote your product. Also there are three lunches and four breaks where a sponsor's logo could be proudly displayed. Sponsors of any of these items will have their logo printed on a large sign which will be posted next to the sponsored table.

Web Site Logo and Link \$250 Your logo and a link to your web site is posted on our web site's home page and most pages within our web site. Your logo and link stay on the web site until after the next conference. Providing at least 1 year of exposure and more if you sign up early.

Sponsor Cross-Marketing

Corporate sponsors are asked to help cross-market this event by including the Spring Conference in emails to your customers and putting a link to the WMCPA conference page on your website. Remember, by attracting additional attendees to the conference you will have additional opportunity to promote your product.

Contact: ***Ajay Gomez, Sponsor Director***

Phone: **1-262-792-8718**

Email: **SponsorDir@wmcpa.org**

Website: **<http://www.wmcpa.org>**

Shipping: **6111 W. Lapham St, West Allis 53214**



Please feel free to forward this notice to others that may be interested in this conference!

[Check Out Calendar](#)

Look at the calendar below to see where the Showcase and other events are placed.

Visit www.wmcpa.org for more information.

Conference Details

| M A R C H | | | | | | |
|-----------|--------------------|--------------------------|--|-------------|---------------------------------|-------------|
| | Tuesday | | Wednesday | | Thursday | |
| 7:30 | 14 | | 15 | | 16 | |
| 8:30 | | | Breakfast & Check in | | Breakfast & Check in | |
| 9:00 | | Setup Begins | Session 1 | Expo | Session 1 | Expo |
| 10:00 | Women in IT | Tech Session | Break | | Break | |
| 10:15 | | | Session 2 | | Session 2 | |
| 11:45 | | | Lunch | | Lunch | |
| 1:00 | | | Key Note | | Key Note | |
| 2:30 | | | Session 3 | | Session 3 | |
| 4:00 | | | Break | | Break | |
| 4:15 | | | Session 4 | | Session 4 | |
| 5:00 | | | | | | |
| 5:30 | | | | | | |
| 6:30 | | Food & Drink | Sponsor Showcase & Food & Drink | | Take Down | |
| 7:00 | | Round Table | | | | |
| 7:30 | | | Casino Night | | | |
| 9:00 | | | | | | |
| 9:30 | | Hospitality Suite | | | | |
| 10:00 | | | Hospitality Suite | | | |

(green time blocks are sponsor specific)



*"Reaching out to the finest
IBM i Technical
Professionals in the
Midwest"*

Daily Events The bulk of the day is filled with educational sessions and hands on labs. Over 50 sessions across 3 days conducted by industry experts and professional speakers. In the middle of the daily sessions we break for lunch, which is followed by a keynote speaker.

Previous Speakers Steve Will, Dr. Frank Soltis, Aaron Bartell, Scott Klement, Alison Butterill, Linda Cole, Susan Gantner, Bryan Meyers, Jon Paris, Wayne Madden, Dawn May, Trevor Perry, Skip Marchesani, Bruce Vining, Jim Sloan, Guy Vig, Bob Cozzi, Joe Pluta, George Farr, Debbie Saugen, Al Grega, Claus Weiss

Evening Events

"Meet the Experts" Roundtable - 7:00 PM - Tuesday Night

On the night before the first day of the conference we are hosting "Meet the Experts" roundtable discussions. A free flowing exchange of ideas between a panel of experts and conference attendees. This is an additional opportunity for you to visit with attendees. **Don't miss this opportunity!**

Casino Night - 7:30 PM - Wednesday Night

Mr. Blackjack Company will set up and operate a number of casino games on Wednesday night. This is an entirely different setting, with everyone kicking back, relaxing, and enjoying each other's company. Food and refreshments are available.

Attendance Fees

Members

\$400 for 1 day
\$550 all 3 days

Non-members

\$525 for 1 day
\$700 all 3 days

Discounted Room Rates

\$89 per night
including resort fee!

2017 WMCPA Spring Technical Conference Corporate Sponsorship / Vendor Agreement

Name: _____

Title: _____

Company: _____
Please print as you would like it to appear in all promotions

Mailing Address: _____
City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

We would like to participate in this year's event. Full payment of \$ _____ is enclosed.

Sponsors / Vendors are responsible for all non-sponsored meals, transportation and lodging. The resort does offer a reduced room rate to participants in the conference. Further information will be forwarded upon receipt of your completed application and payment.

Payments can also be made online using PayPal on our web site – www.wmcpa.org

Corporate sponsors are asked to help **cross-market this event** by including the Spring Conference in emails to your customers and putting a link to the WMCPA conference page on your website. Remember, by attracting additional attendees to the conference you will have additional opportunity to promote your product.

I, the undersigned, as an authorized representative of the company above, understand that no sales contracts are to be written in any area of the building designated as "seminar area". If an interested customer wishes to place an order, this business will be conducted in another area of the property.

Signed: _____ *Date:* _____

If you have questions contact: Ajay Gomez 1-262-792-8718
SponsorDir@wmcpa.org

Mail payment in confidence to:
Checks should be made out to WMCPA

WMCPA
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Elm Grove, Wisconsin 53122-0492