



TEC is
October 27-28 at
the Omni Bayfront
Hotel in Corpus Christi.
Aren't you just **tickled pink**
about all of the sponsorship
opportunities available
for suppliers?

I hear planners and suppliers learn and network side-by-side for an enjoyable 2 day conference. Sponsoring the closing luncheon, a CE session, a refreshment break or simply paying for a planner to attend sounds like an outstanding way to show support of MPI THCC as well **stand out** among the crowd.



The Texas Education Conference is the largest meeting held exclusively by the Hill Country Chapter of MPI. Support through supplier sponsorship is crucial and needed to ensure the success and continued existence of TEC. The 2011 TEC sponsorship form is attached to this email for your convenience. This document contains a summary of sponsorship opportunities. We recognize some aspects of this program may need minor adjustments to better suit your marketing needs and objectives. We are eager to personalize a sponsorship package that will be a good fit for you. Please contact Ellen Forsythe, CMP, Director of Strategic Alliances, at eforsythe@tvma.org or 512/452-4224 to discuss sponsor options in length.

2011 TEC Education Program

Thursday, October 27

1:15 PM to 2:30 PM- General Session

The Necessaries About Non-Verbal Communication: Colleen Rickenbacher

With the amount of communication we do via e-mail every day, we need to be aware of how to communicate properly without our non-verbal cues to assist in expressing what we are trying to say. In addition, we need to be careful about what we are communicating in person without saying a word. In this session you will learn all about non-verbal communication, and how to use it effectively.

2:45 PM to 4:00 PM Breakout sessions

App Session/Social Media with James Spellos, CMIP, President of Meeting U.- Advanced

Everyone knows about what generation uses online to use Social media... but let's talk about how it can help you recruit more members, energize your event, activate their community online, engage volunteers by leveraging your social capital and much more!

Sponsored by Marriotts of Texas

Revelation hour: Misconceptions from Hoteliers and Seasoned Planners - Intermediate

Why does a gallon of coffee cost \$7.00? Why does an RFP have a response date of tomorrow and a decision date of two years from now? In this session a panel of your peers will answer these questions and more to help you understand what makes your counterpart "tick".

Sponsored by Amarillo CVC

4:15 PM to 5:30 PM- General Session

The Change Up/Day in the Life of a Booking

Is "revenue management" a dirty word in your office? Do you cringe every time a planner tells you the committee will make the final decision? Prepare to swap jobs for this interactive, role-play session where you will become the "other side". Groups will work together to answer an RFP, obtain approval from the Revenue Management team, and then present the proposal to your company's Executive Team for authorization. Prepare to experience a day in the life of ... the "Other Side".

Friday, October 28

8:00 AM to 8:45 AM Breakfast & Session

Best "Little" Tips in Texas

Are the "little" ideas that you learn from your peers the ones that make an educational opportunity worth attending? In this tech-savvy, fast moving session, we will ask you for your best "little" tips and practices. Be prepared to share (and hear) the most comfortable brand of on-site shoes, your favorite travel tip, what you wish you knew when you started in this industry, the most important item in your on-site kit, and more.

8:45 AM to 10:00 AM- General Session

Shocking Truths about Liability and Your Organization: Scott Joslove, President and CEO of Texas Hotel and Lodging Association

What is your role in minimizing liability for your organization? This topic will lead participants through the perilous pitfalls of liability issues and risk management with immediate takeaways from real world examples, resources to help you now and in the future.

10:15 AM to 11:30 AM Breakout sessions (Which is intermediate/advanced?)

Managing Attendees and Exhibitors- Intermediate

What do you do to keep your attendees in the exhibit hall? What do you make sure your exhibitors are happy? Hear the best practices from our panel of experts.

But I am Not In Sales!: Donny Hurwitz, Associate Professor, Management Department- Advanced

If you are a meeting planner, exhibits manager, director of membership, etc., you probably think that you are not in sales. The truth is, you sell to your members, sponsors, exhibitors, board members, even to your vendors. Learn why you are actually in sales, and the basics of how to excel in that portion of your job.

11:45 AM to 1:45 PM Lunch and closing program

What State Are We In? State of the Industry Panel

Back by popular demand, you will not want to miss this State of the Industry panel discussion with some of the top meeting and hospitality executives from around the state.



2011 Texas Education Conference October 27-28 • Omni Bayfront Hotel • Corpus Christi

SPONSORSHIP COMMITMENT DEADLINE: SEPTEMBER 15, 2011

The Texas Education Conference (TEC) is the primary continuing education, networking event for the Texas Hill Country Chapter of MPI. The format and mission of this meeting has evolved from a collaborative effort between our planner and supplier members dedicated to delivering a meeting with superior education for the best value. TEC focuses on education, networking and a forum for strengthening the relationships between members in the ever-changing environment of today's world.

Attendees of the Texas Education Conference are not just members of this chapter but many are past, current or future customers. All mainly from Austin and San Antonio. We invite you to review the sponsorship opportunities listed below. All questions, proposals and ideas are welcome and should be directed to Ellen Forsythe, (Director of Strategic Alliances) at eforsythe@tvma.org.

Thursday, October 27, 2011 • Omni Hotel • Corpus Christi, TX

Interested in learning more	Networking Event and CE Program Sponsorship Opportunities	Cash Donation	In-Kind Donation
	General Session am (all planners/suppliers)	\$1,000	
	Afternoon Refreshment Break	\$500	
Lubbock CVB	CE Track - Intermediate	\$1,000	
Marriott of Texas	CE Track - Advanced	\$1,000	
	General Session pm (all planners/suppliers)	\$1,000	
SPONSORED BY OMNI - Corpus	Evening Reception/Dinner-Fully Sponsored		

Friday, October 28, 2011 • Omni Hotel • Corpus Christi, TX

Interested in learning more	Networking Event and CE Program Sponsorship Opportunities	Cash Donation	In-Kind Donation
	Breakfast and Session	\$1,500	
	General Session (all planners/suppliers)	\$1,000	
Amarillo CVB	Morning Refreshment Break	\$500	
	CE Track - Intermediate	\$1,000	
	CE Track - Advanced	\$1,000	
	Closing Luncheon/Program	\$3,200	

Additional Sponsorship Opportunities:

Interested in learning more	Service/Products Sponsorships Available	Cash Amount	In-Kind Value
	Onsite Registration Management	\$3,000	
Daisy/Corpus CVB	Shuttle Transportation (To and From Destination)	\$3,000	
	Photography/Videographer	\$2,500	
McCarthy Printing	TEC Program (Logo design, program layout)	\$1,500	
BBJ	Linens (Supply linens for two functions/15 rounds for 10)	\$1,500	
	Audio Visual Equipment and Technical Support	\$3,500	
Freeman	Decoration/Props/Signage for Stage	\$1,500	
	Center Pieces for Meal Functions	\$500	
Starwood Hotels of TX	Conference Bags – w/sponsor logo	\$1,000	
Amarillo CVB	Conference Pens – w/sponsor logo	\$500	
	Conference Writing Pads w/sponsor logo	\$500	
Galveston CVB	Beach Towel Giveaway w/sponsor logo	\$1,000	
Amarillo CVB	Throw (Blanket) w/sponsor logo	\$1,000	



It is our goal to fully recognize you for your generous contribution. Below you will find a list of benefits and ways we plan to recognize you in appreciation of your commitment.

SPONSOR BENEFITS

PLATINUM Sponsor - \$3,000+ (Cash, in-kind services or a combination thereof)

- Two complimentary registrations to TEC
- Company logo prominently displayed on signage throughout the conference
- Company logo and link on the TEC page of the MPI THCC website
- Acknowledgement during sponsored function if applicable
- Advanced listing of conference registration for pre-conference marketing efforts
- Acknowledgement in MPI THCC e-newsletters prior to and directly following TEC
- Acknowledgement in TEC program (if printed)
- Sponsorship ribbon for representatives badges
- Registrant mailing labels for post conference marketing efforts
- Table reserved for sponsor and guests at sponsored event (if applicable)
- Time will be allotted for a short speech at sponsored event (if applicable)
- A designated networking area / table at the Thursday night Reception
- Registration priority for representatives of sponsor

GOLD Sponsor - \$2,000+ (Cash, in-kind services or a combination thereof)

- One complimentary registration to TEC
- Company logo prominently displayed on signage throughout the conference
- Company logo and link on the TEC page of the MPI THCC website
- Acknowledgement during sponsored function if applicable
- Advanced listing of conference registration for pre-conference marketing efforts
- Acknowledgement in MPI THCC e-newsletters prior to and directly following TEC
- Acknowledgement in TEC program (if printed)
- Sponsorship ribbon for representatives badges
- Registrant mailing labels for post conference marketing efforts
- Time will be allotted for a short speech at sponsored event (if applicable)
- A designated networking area / table at the Thursday night Reception
- Registration priority for representatives of sponsor

SILVER Sponsor - \$1,000+ (Cash, in-kind services or a combination thereof)

- Company logo prominently displayed on signage throughout the conference
- Company logo and link on the TEC page of the MPI THCC website
- Acknowledgement during sponsored function if applicable
- Advanced listing of conference registration for pre-conference marketing efforts
- Acknowledgement in MPI THCC e-newsletters prior to and directly following TEC
- Acknowledgement in TEC program (if printed)
- Sponsorship ribbon for representatives badges
- Registration priority for representatives of sponsor

BRONZE Sponsor - \$1,000+ (Cash, in-kind services or a combination thereof)

- Company logo and link on the TEC page of the MPI THCC website
- Advanced listing of conference registration for pre-conference marketing efforts
- Acknowledgement in MPI THCC e-newsletters prior to and directly following TEC
- Acknowledgement in TEC program (if printed)
- Sponsorship ribbon for representatives badges
- Registration priority for representatives of sponsor



For additional details (registration fees, hotel information, transportation arrangements, etc.), please visit www.mpithcc.org.

SPONSOR BENEFITS (continued)

Monetary Contribution - \$250+

- Company recognition during conference
- Displayed company website link on all TEC website pages
- Advanced listing of conference registration for pre-conference marketing efforts
- Acknowledgement in TEC program (if printed)
- Sponsor Ribbon on name badge
- Registration priority for supplier/sponsors

Planner Sponsor *

MPI Member Fee \$175.00 for a limited time (\$225.00 original price)

Non Member Fee \$190.00 for a limited time (\$240.00 original price)

* Please contact Ellen Forsythe at eforsythe@tvma.org for information on planners requesting registration sponsorship for TEC.

Sponsor Contact Information

Company Name:	Primary Contact:
Address:	Contact Phone:
City, State Zip:	Contact Email:
Website URL:	Fax:
MPI Member Name (if different from contact):	

Please return the completed form to the contact name below. Someone will be in contact with you shortly to discuss your sponsorship selection(s). Individual commitment to a group effort is what makes organizations work. This chapter thanks you in advance for your support.

Please forward this form to:

Ellen Forsythe, CMP
Director of Strategic Alliances, MPI-THCC

512/452-4224 (work) • 512/452-6633 (fax)
eforsythe@tvma.org