



2025

Michigan Career Education Conference

Sponsor Booklet



January 26 - 28, 2025

Amway Grand Plaza Hotel | Grand Rapids, Michigan

OPENING NIGHT RECEPTION SPONSOR >> \$10,000

Sponsorship Benefits:

- Recognition on conference website
 - Logo on signage at conference
 - Naming rights to the opening night reception
 - One ad in the conference app
 - One tote bag insert
 - Opportunity to speak at opening night reception
 - Four attendee registrations
 - Clothed exhibitor table
 - Opportunity to host one breakout session
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PREMIER SPONSOR >> \$7,500

Sponsorship Benefits

- Recognition on conference website
 - Logo on signage at conference
 - Clothed exhibit table
 - Recognition during general sessions
 - One ad in the conference app
 - One tote bag insert
 - Four attendee registrations
 - Attendee list
 - Opportunity to host one breakout session
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CONFERENCE CARRY ALL SPONSOR >> \$8,000

Sponsorship Benefits

- Logo printed on one side of conference tote bags
- Clothed exhibit table
- Signage at registration
- Two promotional items in tote bags
- Three attendee registrations
- Recognition on conference website and during general sessions
- Opportunity to host one breakout session

KEYNOTE SPONSOR >> \$5,000 (1/3 available - Monday Opening Keynote & Tuesday Keynote sold out)

Sponsorship Benefits

- Company logo on conference website
 - Recognition during general sessions
 - Signage by entrance of sponsored keynote session
 - Two attendee registrations
 - Clothed exhibit table
 - One e-blast to the MICEC email list with company logo and website link
 - Opportunity to host one breakout session
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FRIENDS OF EDUCATION LUNCH SPONSOR >> \$4,000 (2 of 2 available)

Sponsorship Benefits

- Listed as sponsor of Monday or Tuesday lunch
 - Recognition on conference website
 - Signage at the event
 - One attendee registration
 - Opportunity to host one breakout session
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FRIENDS OF EDUCATION BREAKFAST SPONSOR >> \$3,000

Sponsorship Benefits

- Listed as sponsor of Monday or Tuesday breakfast
 - Recognition on conference website
 - Signage at the event
 - One attendee registration
 - Opportunity to host one breakout session
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FRIENDS OF EDUCATION SUNDAY BREAK SPONSOR >> \$1,500

Sponsorship Benefits

- Listed as sponsor of Sunday break
- Recognition on conference website
- Signage at the event
- Opportunity to host one breakout session

PROMOTIONAL SPONSOR >> \$1,000

One promotion item in conference bags

- One attendee registration
- Recognition on conference website
- Signage at event
- Opportunity to host one breakout session

BREAK SPONSOR >> \$2,000 (5 of 6 available)

- Signage at break station areas
- Recognition on conference website
- Opportunity to host one breakout session
- One attendee registration

LANYARD SPONSOR >> \$1,000 per (shared (3)) / \$3,000 (exclusive)

Your logo on lanyards distributed to attendees at check-in

- Up to 3 sponsors (shared vs. exclusive)
- Opportunity to host one breakout session
- Recognition on conference website
- Signage at event

WELCOME GIFT >> \$3,000

- Distribute small welcome gift to attendees at conference check-in
- Opportunity to host one breakout session
- Recognition on conference website
- Signage at event

WI-FI SPONSOR >> \$3,000

- Wi-Fi network branded with company name
- Logo on signage that includes login instructions
- Opportunity to host one breakout session
- Recognition on conference website

HOTEL ROOM KEY SPONSOR >> \$3,000

- Branded hotel key cards with company name and logo
- Opportunity to host one breakout session
- Recognition on conference website
- Signage at event

CUSTOMIZED SPONSORSHIP PACKAGES ARE AVAILABLE

If you would like to sponsor the 2025 Michigan Career Education Conference, please reach out to Danielle Lenz, 517-282-2330 or danielle@edgepartnerships.com.

PAYMENT

Sponsorship checks can be made payable to: Edge Partnerships Attention Danielle Lenz.