



CALL FOR SPONSORS

SMPS SERC 2027

Sawgrass Marriott Golf Resort + Spa
Ponte Vedra Beach, FL | 03.22-24.27

sm^{ps} | Southeastern
Regional Conference

2027 SMPS SERC Call for Sponsors

QUESTIONS?

Reach out to our Sponsorship Co-Chairs
at sponsorship@smps-serc.org

The SMPS Southeastern Regional Conference puts you and your firm in the right place, in front of the right people. You'll be surrounded by hundreds of marketing and business development professionals and leaders from firms across the Southeast! *Maximize your exposure with brand visibility, increased exposure, and network building.*

SPONSORSHIP BENEFITS	Title	Premier	Platinum	Gold	Silver	Bronze	Friend of SERC	Digital	Speaker Happy Hour	Hotel	Site Tour	Pre-Conf. Workshop	Welcome Reception	Spark Awards	Photo Booth	Re-Charge Lounge	First Timer Gift	Breakfast	Networking Lunch	Break/Refreshments	Welcome Bag Swag
Cost	\$10,000	\$8,000	\$6,000	\$4,000	\$3,000	\$1,500	\$650/ 800	\$5,500	\$5,500	\$5,000	\$2,500	\$2,500	\$2,000	\$2,000	\$1,500	\$1,000	\$1,000	\$750	\$750	\$350	\$250
Availability	1	1	3	4	5	∞	∞	1	1	1	1	1	3	1	1	1	1	2	1	4	1
Comp. full registrations	4	3	2	1	1			2		1											
Comp. pre-conference workshop registrations	4	3	2	1				1		1		2		2							
Comp. Welcome Reception registrations												2	2	2							
Comp. Site Tour registrations											2										
Comp. Speaker Happy Hour registrations									2												
Reserved VIP table seats during Keynote	4	3	2																		
Premium exhibit space	X	X	X																		
Exhibit space				X																	
Opt. to add additional discounted registration(s)	2	2	2	1	1							2									
2-minute company promo at Opening Breakfast	X																				
Logo on conference lanyards	X																				
Logo on conference notebooks		X																			
Branded WiFi password								X													
Dedicated social media posts in campaign								2													
Opp. to mingle with speakers/industry experts									X												
Logo on Step and Repeat during event									X												
Opp. for brief welcome address at Happy Hour									X												
Logo on signage at event entrance and bar									X												
Logo on conference hotel key sleeves										X											
Logo on wayfinding signage										X											
Logo on tour signage											X										
Brief (1 min) company intro at tour site											X										
Verbal mention at opening session											X										
Logo on Welcome Reception signage												X									
Logo on signage (Spark Awards)													X								
Logo on photo booth photos															X						
Company logo on signage in lounge area																X					
Option to add logo to charging station (+\$1,750)																X					
Sponsor logo on gift																	X				
Company logo on breakfast signage																		X			
Verbal mention during breakfast																		X			
Company logo on lunch signage																			X		
Verbal mention during lunch																			X		
Company logo on break/refreshment signage																				X	
Company-provided logo swag items																					X
Logo on sponsor event boards	X	X	X	X	X	X	X		X												
Verbal mention during all events	X	X	X	X				X	X												
Visual recognition at all events					X	X															
List of all conf. attendees prior to conference*	X	X	X	X	X	X		X													
Sponsor ribbons for attendees	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Logo/link to company on conference website	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mention in social media campaign	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

*List includes registrant name, title, and company name

Sponsorship Opportunities



**Don't wait: some opportunities
are limited and will go quickly!**

TITLE

\$10,000 (1 available)

- + 4 complimentary full registrations
- + Premium exhibit space
- + 4 complimentary pre-conference workshop registrations
- + 4 reserved VIP table seats during Keynote
- + 2-minute Company Promo During Opening Breakfast
- + Logo on conference lanyards
- + Option to add on 2 more additional registrations at discounted rate
- + Logo on sponsor event boards
- + Verbal mention during all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

PREMIER

\$8,000 (1 available)

- + 3 complimentary full registrations
- + Premium exhibit space
- + 3 complimentary pre-conference workshop registrations
- + 3 reserved VIP table seats during Keynote
- + Logo on conference notebooks
- + Option to add on 2 more additional registrations at discounted rate
- + Logo on sponsor event boards
- + Verbal mention during all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

PLATINUM

\$6,000 (3 available)

- + 2 complimentary full registrations
- + Premium exhibit space
- + 2 complimentary pre-conference workshop registrations
- + 2 reserved VIP table seats during Keynote
- + Option to add on 2 more additional registrations at discounted rate
- + Logo on sponsor event boards
- + Verbal mention during all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

**List includes registrant name, title, and company name*

Sponsorship Opportunities (continued)

GOLD

\$4,000 (4 available)

- + 1 complimentary full registration
- + Exhibit space
- + 1 complimentary pre-conference workshop registrations
- + Option to add on 1 more additional registration at discounted rate
- + Logo on sponsor event boards
- + Verbal mention during all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

SILVER

\$3,000 (5 available)

- + 1 complimentary full registration
- + Option to add on 1 more additional registration at discounted rate
- + Logo on sponsor event boards
- + Visual recognition at all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

BRONZE

\$1,500 (Unlimited)

- + Logo on sponsor event boards
- + Visual recognition at all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

FRIEND OF SERC

\$550 Chapter / \$800 Non-Chapter (Unlimited)

- + Logo on sponsor event boards
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

Other Sponsorship Opportunities

DIGITAL

\$5,500 (1 available)

- + 2 complimentary full registrations
- + 1 complimentary pre-conference workshop registration
- + Branded WiFi password
- + 2 dedicated social media posts in campaign (*Content to be created by your company*)
- + Verbal mention during all events
- + List of all conference attendees prior to conference*
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

SPEAKER HAPPY HOUR

\$5,500 (1 available)

- + 2 complimentary Speaker Happy Hour registrations
- + First access to mingle with conference speakers and industry experts
- + Logo on Step and Repeat during event
- + Opportunity for a brief (2 minute) welcome address at the top of the happy hour
- + Logo on signage at entrance to event and at the bar
- + Logo on sponsor event boards
- + Verbal mention during all events
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

HOTEL

\$5,000 (1 available)

- + 1 complimentary full registrations
- + 1 complimentary pre-conference workshop registration
- + Logo on conference hotel key sleeves
- + Logo on wayfinding signage provided throughout conference
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

*List includes registrant name, title, and company name

Other Sponsorship Opportunities (continued)

SITE TOUR

\$2,500 (1 available)

- + 2 complimentary Site Tour registrations
- + Logo on tour signage
- + Brief (1 minute) company intro at tour site
- + Verbal mention at opening session
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

PRE-CONFERENCE WORKSHOP

\$2,500 (1 available)

- + 2 complimentary pre-conference workshop registrations
- + 2 complimentary tickets to Welcome Reception
- + Option to add on 2 full conference registrations at discounted rate
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

WELCOME RECEPTION

\$2,000 (3 available)

- + 2 complimentary Welcome Reception registrations with drink tickets
- + Logo on Welcome Reception signage
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

SPARK AWARDS

\$2,000 (1 available)

- + 2 complimentary pre-conference workshop registrations
- + 2 complimentary tickets to Welcome Reception
- + Logo on signage
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

PHOTO BOOTH

\$1,500 (1 available)

- + Logo on photo booth photos available at Welcome Reception
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

RE-CHARGE LOUNGE

\$1,000 (1 available)

- + Company logo on signage throughout lounge area
- + Option to add logo to charging station (\$1,750 additional)
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

FIRST TIMER GIFT

\$1,000 (1 available)

- + Sponsor logo on gift
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

BREAKFAST

\$750 (2 available)

- + Company logo on breakfast signage
- + Verbal mention during breakfast
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

NETWORKING LUNCH

\$750 (1 available)

- + Company logo on lunch signage
- + Verbal mention during lunch
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

BREAK/REFRESHMENTS

\$350 (4 available)

- + Company logo on break/refreshment signage
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign

WELCOME BAG SWAG

\$250 (1 available)

- + Company provided logo swag items (450)
- + Sponsor ribbons for attendees
- + Logo/link to company on conference website
- + Mention in social media campaign



Add-On

EXHIBITOR

\$850 SMPS Member / \$950 Non-Member

- + One 6-foot table
- + Two chairs
- + Basic conference Wi-Fi
- + Company name/logo on conference website
- + Sponsor ribbons for attendees

**Power is not included; electrical service must be ordered directly through the hotel at an additional cost.*

GENERAL TERMS AND CONDITIONS

2027 Sponsorship Agreement Terms and Conditions

Sponsorship payments are processed through our website via credit card. A payment link will be sent to you once your sponsorship is confirmed. If you prefer to pay by check instead, please contact us in advance — note that benefits will begin only once the check is received, rather than immediately as with credit card payment. Checks should be mailed to:

SMPS Southeast Regional Conference, Inc.
c/o SMPS Headquarters
625 North Washington Street, Suite 302
Alexandria, VA 22314-1936

1. SPONSORSHIP OPPORTUNITIES:

All 2027 SMPS Southeastern Regional Conference (SERC) sponsorship opportunities are subject to availability and will be awarded on a first-come, first-served basis. Verbal commitments will not be accepted.

No printing, advertising, or other sponsorship benefits will be provided until the completed sponsorship form and payment are received.

Any printed material included in the sponsorship level is subject to a production cutoff: all logos and content required from the sponsor must be received by February 22, 2027, with no exceptions.

Any complimentary registrations or discounts included in the sponsorship level must be redeemed by January 28, 2027. After this date, the benefit will expire and unredeemed registrations will be forfeited.

For sponsorships confirmed on or after January 29, 2027, some benefits — such as printed materials or complimentary registrations tied to production timelines — may be reduced or unavailable depending on the time needed for production. Where feasible, SERC will work with the sponsor to accommodate alternative benefits within the remaining production schedule.

Sponsorship commitments are understood to be with the named company on the sponsorship form and do not include sub-divisions, subsidiaries, or other holdings of the company. By signing the sponsorship form, the Sponsor agrees to the instructions of the form, the terms and conditions of this document, and the guidelines set forth by the hotel at the time of the event.

2. ELIGIBILITY, BOOTH LOCATION, AND BOOTH RELOCATION:

SERC reserves the right to determine the eligibility of any company or product for inclusion as a Sponsor.

Title, Premier, and Platinum sponsors will receive first selection of booth location within the designated exhibitor event space. All other sponsorships that include exhibit space will be assigned booths on a first-come, first-served basis until sold out, within the designated exhibitor event location.

Booth locations are subject to the health and safety requirements of the hotel or applicable public health authorities in effect at the time of the conference, and SERC reserves the right to modify the exhibitor floor plan accordingly.

SERC reserves the right to relocate a sponsor's assigned booth at any time if necessary for the safety, operations, or logistics of the event. Where practicable, SERC will provide advance notice of any relocation.

3. MOVE-IN AND REMOVAL OF EXHIBITS:

Move-in and move-out times will be communicated to exhibitors closer to the event. Displays must remain fully intact and manned during all exhibit hours.

4. SUBLETTING SPACE:

No Exhibitor may assign, sublet, or share the whole or any part of its booth, or exhibit any goods, services, or other materials in that space, other than those owned, manufactured, or sold by the Exhibitor's company in the regular course of business.

Sub-divisions and subsidiary organizations of a Sponsor will not be recognized as Sponsors or Exhibitors.

5. DISPLAYS AND PROMOTIONAL MATERIALS:

Exhibitors must set up, adjust, and dismantle their booths at their own expense. All booths must be maintained within the assigned booth space, without obstructing or impeding other Exhibitor booths or facility egress.

Distribution of printed materials, samples, or other promotional items is restricted to the confines of each Exhibitor's own space, unless otherwise provided in the sponsorship agreement.

Exhibitors may not use any part of the host hotel or its grounds for display purposes outside their contracted booth space. Additionally, no Exhibitor may conduct booth sales, sell advertising, or solicit on behalf of any competing trade show, conference, magazine, newspaper, or other promotional venture, unless expressly approved by SERC in advance.

6. SHIPMENTS OF EXHIBITS:

Exhibitors are responsible for the delivery and return shipping of their booths to and from the conference site. Details will be shared with exhibitors ahead of the conference.

7. PLACEMENT AND CARE OF EXHIBIT SPACE:

Exhibitors are to properly protect and maintain their exhibit space and adjacent property. Security is not provided overnight for the exhibit area. Exhibitors are strongly encouraged not to leave items of value in the space.

8. CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:

Paying or invited attendees, including Sponsors, may not organize receptions, hospitality suites, social functions, exhibits, product demonstrations, customer solicitation activities, training sessions, or other events or functions for attendees or potential attendees during official conference sessions or exhibit hall hours. Any such activity is subject to review, modification, or cancellation by SERC and/or the host hotel for any reason.

Any person who is not registered for the conference and who interferes with conference-related events or attendees will be considered trespassing on hotel property and may be subject to removal by SERC and/or the host hotel.

GENERAL TERMS AND CONDITIONS

2027 Sponsorship Agreement Terms and Conditions (continued)

9. PRIZE DRAWINGS AND PROMOTIONS:

No drawings or sweepstakes that require the purchase of raffle or lottery tickets are permitted. Drawings must be available to all SERC attendees, except persons under 18 years of age and other Sponsors. Registration for drawings must be done within the confines of the exhibit booth and may not distract from other Exhibitors' displays. A description of the drawing process must include the time of drawing and where winner names will be posted or announced and must be clearly visible to all attendees.

SERC encourages the Exhibitors to donate door prizes to SERC for drawings throughout the conference during main stage events, where they will receive verbal recognition for their company and door prize donation.

10. INSURANCE:

Exhibitors are responsible for the security and care of their own property, materials, and equipment. The conference, host organization, and venue are not responsible for loss, theft, or damage to exhibitor property. Exhibitors are responsible for any claims, damages, or expenses arising from their participation in the conference or use of their exhibit space.

11. INDEMNIFICATION:

Sponsor agrees to indemnify SERC and their respective members, officers, directors, agents, and employees ('indemnities') from damages, actions, losses, claims, and expenses on account of personal injury, death, or damage to or loss of property or profits to the extent caused by the Sponsor's negligence or violation of a law or ordinance, including by the Sponsor or its employees, agents, or contractors.

12. PROTECTION OF FACILITIES AND THE PUBLIC:

Sponsor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor, or invitee: (a) for any illegal purpose; (b) in conflict with any applicable law, ordinance, rule, or regulation of any governmental authority; (c) in any manner that could violate the insurance or increase the rate of insurance on the facilities; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes any injury to the facilities; or (f) in violation of any applicable rule or regulation issued by management of the exhibit facilities.

13. FACILITIES RULES:

Sponsor agrees to comply with all rules and regulations prescribed by the management of the event facilities, meet the requirements of the Center for Disease Control (CDC), state, and local authorities, and obtain, at their own expense, any necessary permits, licenses, or equipment, should any be required for the displays or exhibit of the Sponsor. Sponsor agrees that failure to conform to all event facility / CDC / state / local jurisdiction rules and regulations may result in the closure of its exhibit by SERC and/or cancellation of its sponsorship agreement.

14. AUDIO/VISUAL EQUIPMENT AT BOOTHS:

Sound must be kept at a volume not to exceed that of normal conversations, which is 80 decibels. Visual enhancements must be kept to normal room light levels (500-800 lux) and refrain from flashing or other special effects that may injure or cause discomfort. Audiovisual usage must not interfere with neighboring Exhibitors and must be devoted exclusively to the business of the Exhibitor. The equipment and operator must be in the space, not in the aisle. The Exhibitor will provide all of their own equipment. Exhibitor is solely responsible for paying for power sources and/or electrical services. If power and/or electrical services are needed at the booth location, the Exhibitor is to coordinate directly with the hotel's AV service company. Ready access to power is not guaranteed. Pricing and links to purchase power for use at a booth space will be provided prior to the event. Exhibitors shall adhere to all hotel safety policies and guidelines. Basic conference Wi-Fi will be available for attendees and sponsors free of charge.

15. CANCELLATIONS/REFUNDS:

Cancellations must be made in writing via email and sent to: sponsorship@smgs-serc.org.

Cancellations are effective once confirmed via email by either the Conference Chair and/or Sponsorship Committee Chair of SERC. Sponsors canceling prior to December 31, 2026 will receive a 50% refund.

Sponsors canceling between January 1, 2027 and January 14, 2027 will receive a 25% refund. Any Sponsor canceling on or after January 15, 2027 forfeits the entire sponsorship amount (no exceptions).

Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space by 2:00 pm on the Monday of the conference and has not given SERC the required written notice of cancellation. SERC has the right to use "no show" exhibit space for SERC event purposes.

16. AMENDMENT TO TERMS AND CONDITIONS:

Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of SERC. SERC may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes shall be binding on Sponsor equally with the other terms and conditions contained herein.

17. ACCOMMODATIONS:

Each Sponsor is responsible for his/her own lodging, travel, and meal accommodations (for meals outside of the ones provided by the event as designated). SERC encourages the use of the facility where the conference will be held. A reduced rate for the nights of the conference will be sent as a link within the conference registration receipt. The hotel contact information is available on the SERC website at smgs-serc.org.

2027 SMPS SERC Sponsor Agreement



SPONSORSHIP INFORMATION

Sponsoring Organization: _____

Contact Name: _____

Address: _____ City / State / Zip: _____

Chapter: _____ Cell: _____

Email: _____

Website: _____

SPONSORSHIP OPPORTUNITIES

☐ Title	\$10,000	1 Available
☐ Premier	\$8,000	1 Available
☐ Platinum	\$6,000	3 Available
☐ Gold	\$4,000	4 Available
☐ Silver	\$3,000	5 Available
☐ Bronze	\$1,500	Unlimited
☐ Friend of SERC	\$550/ \$800	Unlimited

OTHER SPONSORSHIP OPPORTUNITIES

☐ Digital	\$5,500	1 available
☐ Speaker Happy Hour	\$5,500	1 available
☐ Hotel	\$5,000	1 available
☐ Site Tour	\$2,500	1 available
☐ Pre-Conference Workshop	\$2,500	1 available
☐ Welcome Reception	\$2,000	3 available
☐ Spark Awards	\$2,000	1 available
☐ Photo Booth	\$1,500	1 available
☐ Re-Charge Lounge	\$1,000	1 available
☐ First Timer Gift	\$1,000	1 available
☐ Breakfast	\$750	2 available
☐ Networking Lunch	\$750	1 available
☐ Break/Refreshments	\$350	4 available
☐ Welcome Bag Swag	\$250	1 available

ADD-ONS

☐ Exhibitor*	\$850 SMPS Member / \$950 Non-SMPS Member
☐ Exhibitor Electricity*	Link to order power directly through hotel will be provided. See link for pricing.

**Power is not included; electrical service must be ordered directly through the hotel at an additional cost.*

☐ Attendee List	\$300
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Includes pre-registered and final list post conference. Features name of attendee and represented firm only. No additional contact information will be provided by SMPS SERC.

Signature: _____ Title: _____ Date: _____

Please fill out, sign and return the Sponsorship Package form to sponsorship@smps-serc.org.

☐ Paying by Credit Card. ☐ Paying by Check.

Make checks payable to: SMPS Southeast Regional Conference, Inc. and mail it to:
SMPS Southeast Regional Conference, Inc., c/o SMPS Headquarters, 625 North Washington Street, Suite 302, Alexandria, VA 22314-1936

Exclusive sponsorship opportunities are subject to availability and will be awarded on a first-come, first-served basis. No printing, advertising or other sponsorship benefits will be tendered until completed form and payment are received. To ensure inclusion on all materials as noted, sponsorship commitments are due by January 30, 2027; those received after this date may miss print deadlines.

Although payments and contributions to SMPS Southeastern Regional Conference, Inc., are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as business expenses under other provisions of the Internal Revenue Code.