

> 2016 Sponsorship Packet



Society for Marketing
Professional Services
New Mexico

SMPS NEW MEXICO CHAPTER

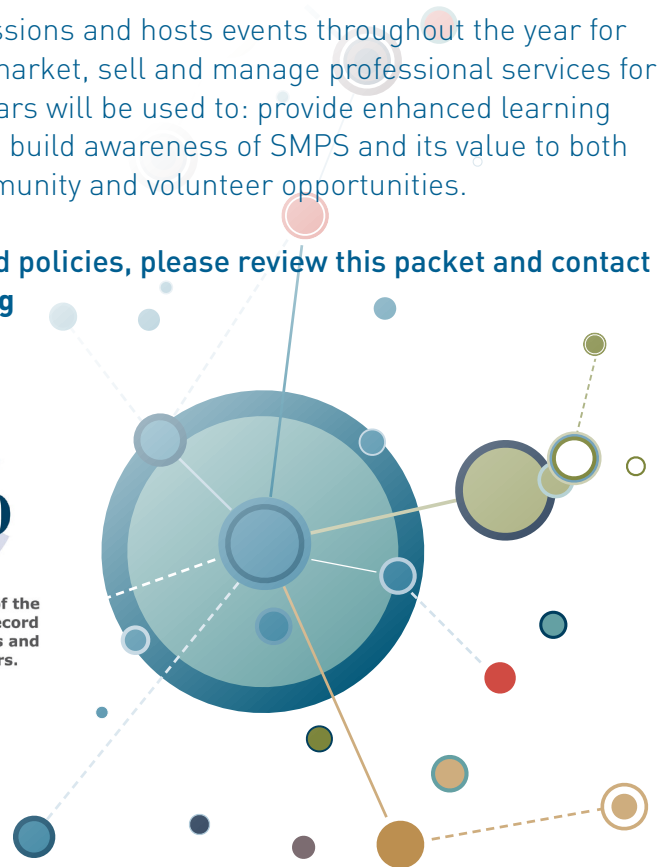
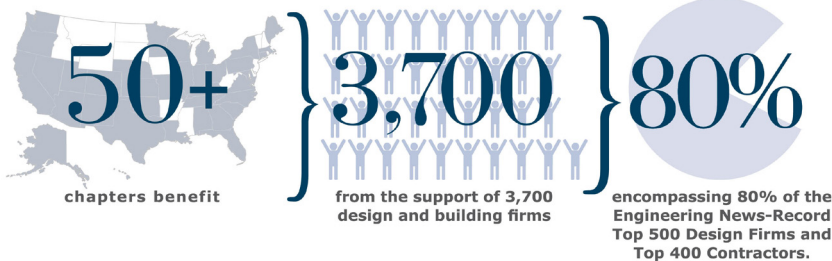
The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS was created in 1973 and today represents a dynamic network of 6,000+ marketing and business development professionals from architectural, engineering, planning, interior design, construction and specialty consulting firms located throughout the United States and Canada.

MAXIMIZE YOUR EXPOSURE IN THE A/E/C MARKETPLACE

In this competitive marketplace, getting your firm's brand in front of the right people is essential to growth and success. The **SMPS New Mexico Chapter** provides sponsor firms with exposure to professionals in the fields of architecture, engineering, construction, real estate and development. Our members and attendees of programs and events are key decision makers in their firms - Principals, CMO's, Business Developers and Marketers - who purchase products and retain services for the needs of their firms. By sponsoring SMPS New Mexico, you are establishing your company as a supporter and collaborator of the organization.

The New Mexico Chapter provides regular educational sessions and hosts events throughout the year for professional and educational advancement of those who market, sell and manage professional services for the built and natural environments. Your sponsorship dollars will be used to: provide enhanced learning experiences, increase the frequency of networking events, build awareness of SMPS and its value to both new and seasoned A/E/C professionals; and support community and volunteer opportunities.

For more information about our sponsorship benefits and policies, please review this packet and contact Sponsorship Chair, Megan Cronin, megan@dpsdesign.org



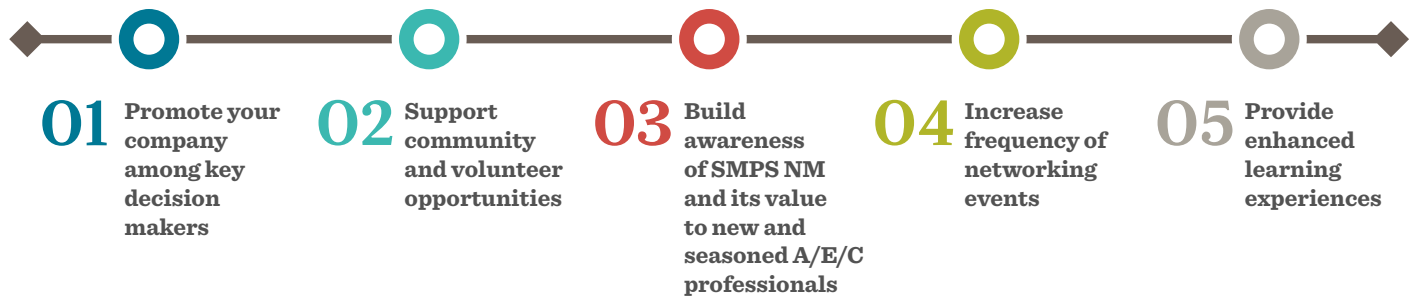
SMPS NEW MEXICO LUNCHEON SPONSORSHIPS 2016

SPONSORSHIP LEVELS	EXCLUSIVE \$1,500	LEADERSHIP \$600	NETWORKING \$500	SMPS FRIEND \$350
Preferred seat at luncheon speaker table	•	•		
Two (2) complimentary luncheon registrations (to be used within one (1) year)	•	•		
Logo and URL link to your website on smpsnewmexico.org	•	•		
Logo promoting your company and sponsorship mention on all printed event invoices	•	•		
Opportunity to give a three (3) minute company introduction at podium	•	•	•	
Preview of attendee list prior to luncheon	•	•	•	
Direct access to program attendees via marketing materials distribution at each place-setting	•	•	•	•
Logo and URL link to your website on all luncheon invitation emails to 500+ A/E/C contacts several times per month	•	•	•	•
Recognition in event intro by SMPS board member	•	•	•	•
One (1) complimentary luncheon registration	-	-	•	•



HOST
NEW MEXICO'S A/E/C DECISION MAKERS
 AND NETWORK WITH
**TOP ARCHITECTURE, ENGINEERING +
 CONSTRUCTION FIRMS**

YOUR SPONSORSHIP DOLLARS AT WORK



SMPS NEW MEXICO ANNUAL SPONSORSHIPS 2016

Become an Annual Sponsor of the SMPS New Mexico Chapter and get 12 months of targeted exposure and opportunities with the state's leaders in architecture, engineering and construction. Our distribution list includes over 500 representatives of local A/E/C firms.

Annual Sponsor Benefits

- > SMPS One (1) Year Membership for an individual with all benefits included
- > Opportunity to do a three (3) minute company introduction at one of the monthly luncheon programs
- > 2 registrations to two (2) programs of choice
- > 2 opportunities for a company representative to sit at the speaker table at the programs you choose to attend
- > Company logo on luncheon program PowerPoint intros
- > Recognition in luncheon program intro by SMPS board member
- > Logo signage at all SMPS events (luncheon table tents and sponsor provided signage)
- > Logo on all SMPS E-blasts
- > Logo and URL link on smpsnewmexico.org home page and sponsor page
- > Sponsor name included on all press releases sent from SMPS
- > Connect with potential clients and team members to grow your business

One (1) Year Annual SMPS NM Sponsorship: \$6,500