

Connect with Merit's Members

A unique sponsorship opportunity



The Merit Member Conference

The Merit Member Conference is a unique technology event, bringing together networking and computing professionals from Michigan's universities, colleges, K-12 schools, libraries, non-profits, government agencies and commercial organizations. Collectively they are the leaders in technology in the State of Michigan.

Now in its fourteenth year, the Merit Member Conference comprises two days of presentations and discussions on today's key topics in networking and technology for organizations, paired with opportunities for interaction among professional peers.

Most conference attendees work in IT administration and network management, and are key decision makers in the technologies that are deployed in their organizations. Attendance of 250 or greater is expected for this year's conference.

The conference focuses on key areas in technology, including network security, fiber development, wireless technologies, virtualization, disaster recovery and business continuity, and network video technologies. A number of high-impact general sessions are combined with breakout presentations and facilitated discussions on topics of special interest.

The 2012 Merit Member Conference will be held from 8:30 a.m. to 7:00 p.m. on Wednesday, May 23, and from 8:00 a.m. to 2:00 p.m. on Thursday, May 24. The location is the Eagle Crest Conference Center at 1275 S Huron Street in Ypsilanti, Michigan.

The key opportunity for sponsor interaction with attendees is at the reception held on the opening evening of the conference, May 23.

About Merit Network

Merit Network, Inc., a non-profit corporation governed by Michigan's public universities, owns and operates America's longest-running regional research and education network. Founded in 1966, Merit supports the high-performance networking needs of Michigan's universities, colleges, K-12 schools, libraries, state government, healthcare, and other non-profit organizations. Through Merit, Michigan's research and education organizations have access to leading-edge network research, state and national collaborative initiatives and international peering.

For more information, please visit www.merit.edu

Merit's customer base

Merit serves over 269 organizations in Michigan, connected via over 433 dedicated attachments to our statewide backbone network. Merit's Member organizations include:

- 14 of Michigan's 15 Public Universities
- 22 of Michigan's 29 Community Colleges
- 34 of Michigan's 57 ISDs and ESAs
- 5 of Michigan's 11 Library Cooperatives
- Numerous State of Michigan Departments, County Governments, Hospitals, and other Non-Profits

Together, Merit's Member organizations serve well over one million users



Sponsorship Opportunities

The Merit Member Conference will provide your organization with an unprecedented opportunity to get your products and brand into the hands and minds of Michigan's education, non-profit and governmental professionals. Merit Members are collectively the heart-beat of Michigan's technology engine.

Two levels of sponsorship are available, with opportunities to interact with attendees, display and demonstrate products, and show support for Merit and its Member community.

Send your application by March 16, 2012, and save 5% off the listed rates!

Featured Sponsor – \$4,250

Featured sponsorship gives your organization the highest visibility at the conference. Featured sponsors receive the following:

- Presentation slot in sponsor track for topic of your choosing
- Enhanced visibility on the conference website and program
- Two complimentary conference registrations
- Sponsor Table at the opening evening reception
- Named sponsorship of a specific conference feature:
 - Conference t-shirt (sponsor logo on sleeve of shirt)
 - Conference tote bag (MMC conference logo and sponsor logo on bag)
 - Conference program book and signage (Full color advertisement on inside front cover of program book; logo on conference signs)
 - Lunch (two available; acknowledgement in program book and on signage)
 - Breakfast (two available; acknowledgement in program book and on signage)
- Half-page advertisement in conference booklet
- Space at collateral table available throughout the conference.

For an additional charge of \$250.00, sponsors can have their sponsor table set up in the conference hall throughout the opening day of the conference. Sponsors will be required to set up at another location for the evening reception.

Supporting Sponsor – \$2,000

Supporting sponsorship provides excellent participation in the conference, with a table at the opening reception and recognition on the conference website and printed materials. Supporting sponsorship includes the following features:

- Sponsor table at opening night reception
- One complimentary conference registration (additional registrations can be purchased at a Non-Member rate).
- Recognition on conference website
- Recognition in the conference book
- Space at collateral table available throughout the conference

For an additional charge of \$250.00, sponsors can have their sponsor table set up in the conference hall throughout the opening day of the conference. Sponsors will be required to set up at another location for the evening reception.

Become a sponsor!

To initiate a sponsorship please complete the attached form or contact **Patty Giorgio at Merit, sponsorship@merit.edu or 734-527-5734.**

More about your sponsorship

Reception details

All sponsorships include a table available during the opening-night reception, 5:00 – 7:00 p.m. on Wednesday, May 23, 2012. All attendees will be invited to the reception, which will begin immediately after the day's final presentations. The reception will be held in a pavilion just outside of the Eagle Crest Conference Center, with food and bar. Sponsor tables will be set up around the perimeter and center of the pavilion. Tables will be 6-8 feet in length. Only table top displays and materials are permitted; no stand-alone displays or wall-hung displays can be used unless approved by Merit in advance of the conference. Wireless Internet access and electrical power will be provided; Ethernet connectivity can be provided if requested in advance. There will be a maximum of twenty sponsor tables. Two sponsor representatives may staff the sponsor table and meet with attendees. Attendees will be encouraged to visit the sponsor tables during the reception, and Merit will conduct giveaways to encourage attendees to visit each sponsor during the reception. If sponsors would like to conduct their own drawings as well, please notify Merit in advance so that we can assist in coordinating these drawings with other reception activities.

Collateral table

Each sponsorship includes the ability to display printed materials on a collateral table available in a prominent location in the conference hall; these materials will be left out throughout the conference. Two linear feet of table space will be provided per sponsor. The documentation table is for printed materials only; sponsors may not staff the display table during the conference.

Sponsoring attendance of your customers

You may wish to help your valued customers attend the Merit Member Conference. Each sponsorship includes one full conference registration that may be used for anyone of your choice. That could be a staff member of your organization, or you could opt to offer that registration to a customer. Each sponsorship also includes two \$25 coupons for conference registration that you may give to customers to encourage them to attend. We know they will appreciate the gesture.

Become a sponsor today!

To initiate a sponsorship please complete the attached form or contact Patty Giorgio at Merit Network, sponsorship@merit.edu or 734-527-5734.



Sponsorship agreement: 2012 Merit Member Conference

1. Select Sponsorship type (check one)

Featured Sponsor – \$4,250 (SOLD OUT)

We wish to reserve a speaking slot in the Sponsor Track
(RESERVED, UNAVAILABLE)

Please number your top five choices, in order (enter 1,2,3,4,5)

- Conference t-shirt (RESERVED, UNAVAILABLE)
- Conference program book and signage (RESERVED, UNAVAILABLE)
- Conference tote bag (RESERVED, UNAVAILABLE)
- Lunch (TWO available) (RESERVED, UNAVAILABLE)
- Breakfast (TWO available) (RESERVED, UNAVAILABLE)

___ Supporting Sponsor – \$2,000

___ Please set up a table in conference hall throughout the opening day of the conference for an additional \$250.00.

2. Information about your company

"We apply for the sponsorships as indicated, and hereby agree to all terms and conditions as explained in this application."

Company name _____

Representative name _____

Title _____

Signature _____

Date _____

Company Liaison

(Person in charge of sponsorship, to whom instructions should be sent.)

Name _____

Title _____

Address _____

City, State Zip _____

Email _____

Phone _____

Fax _____

Billing Contact (if different from above)

Name _____

Title _____

Address _____

City, State Zip _____

Email _____

Phone _____

Fax _____

3. Your Presence at May 23 Reception (Check choices)

___ We wish to have a sponsor table at the May 23 reception

___ Please provide us with an Ethernet connection (Power and wireless Internet are provided)

4. Payment Details:

- \$2,500 or 1/2 of total fee due with application, whichever is less. We will invoice for remaining portion.
- Full payment due by 4/30/2012. Applications submitted after 4/30/2012 must be accompanied by full payment of fees.

Make checks payable to **Merit Network, Inc.**
Merit accepts VISA, Mastercard, American Express, Diner's Club and Discover

Please charge to:

Card Type _____

Card # _____

Exp. Date _____

Verification # _____

Print name on card _____

Signature _____

Amount to be charged \$ _____

5. Send application and payment to:

Merit Network
Attn: Patty Giorgio
1000 Oakbrook Drive, Suite 200
Ann Arbor, MI 48104-6794
learning@merit.edu
Phone: 734-527-5734
Fax: 734-527-5790

We will send your company liaison a sponsor information packet when your application is received.

