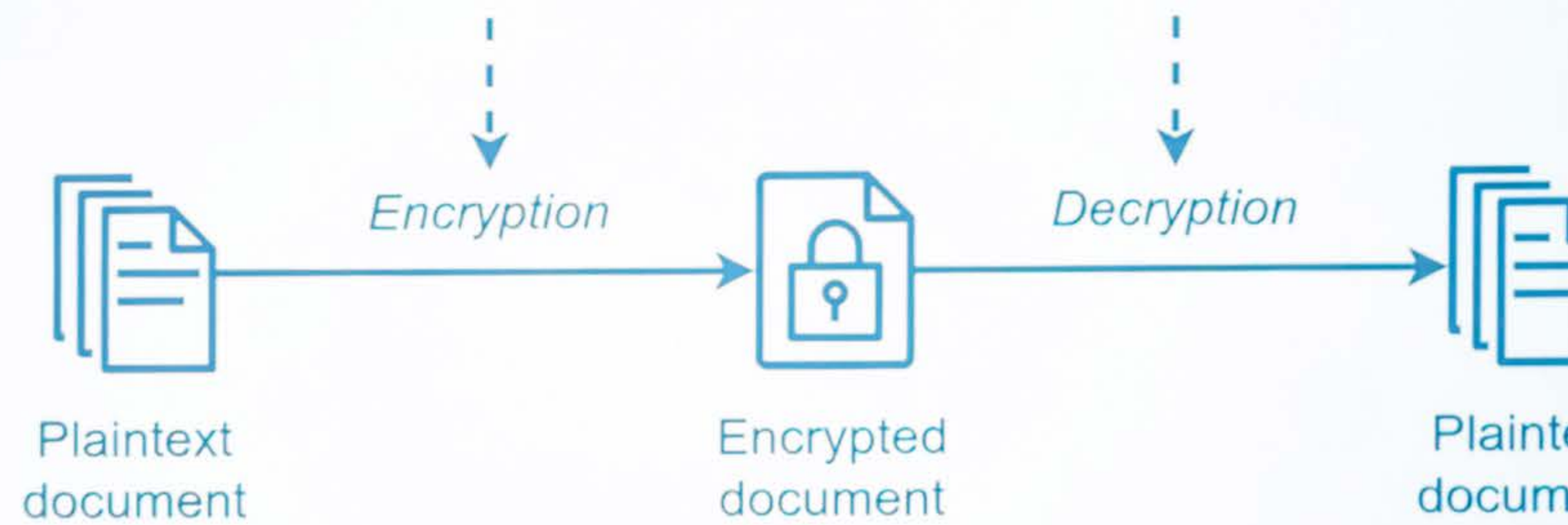


Merit Member Conference 2024

SPONSORSHIP PROSPECTUS

Saint John's Resort
Plymouth, MI
May 14-15, 2024



https://en.wikipedia.org/wiki/Symmetric-key_algorithm

TABLE OF CONTENTS

- 3** Event Overview
- 4** Why Sponsor MMC?
- 6** Attendee Demographics
- 7** Attendee Companies
- 8** Past MMC Sponsors
- 9** MMC 2024 Sponsorship Packages
- 14** Benefits of Signing Early
- 15** Contact Us to Become a Sponsor

EVENT OVERVIEW

Who

Merit Member Conference (MMC) is attended by every level of IT, Network and Security professionals, from practitioners to executives, throughout the State of Michigan.

What

As the longest running regional and educational network in Michigan, Merit conducts the MMC annually to bring together professionals across multiple fields, providing a unique opportunity to connect with industry experts and thought leaders. Our event equips attendees with the latest insights and strategies to excel in the ever-evolving networking and security landscape.

When

May 14 - 15, 2024

Where

Saint John's Resort
Plymouth, MI

Contact Us

Sponsorship@merit.edu

MERIT MEMBER CONFERENCE



WHY SPONSOR MMC?

- Exclusive access to Michigan non-profit communities seeking third party resources, tools and expertise
- Increase sales and raise brand awareness with marketing qualified leads
- Collaboration and networking between municipalities and communities are strong - word of mouth travels far at our annual event!
- Spotlight your products and services to the decision-makers of our non-profit organizations
- Networking in person with your contacts to strengthen customer relationships
- Consistent 400+ attendee count with multiple opportunities to organically connect with attendees



WHAT SPONSORS ARE SAYING



People Driven always looks forward to engaging with the Merit Member Community at the annual conference! The Sponsorship experience is top-notch. It is a pleasure to be around like-minded people who focus on putting the customer first.

- People Driven Technology



The Merit Member Conference is a great event for us to showcase our solutions, network with peers, and learn from experts. We are proud to be a sponsor and attendee of this event, and we look forward to participating in the next one. We believe that this event helps us enhance our brand awareness, generate new business, and deliver value to our customers and partners.”

- Juniper Networks

2023 ATTENDEE PROFILE

Job Level

(Based Upon Registered Job Titles)



Executive Level
(C-Suite & VPs) - 15.2%

Senior Level (Manager & Director) - 32.2%

Individual Contributors
(IT Admin, Engineer, Developers, Analyst and Consultants) - 52.6%

Company Industry



Higher-Ed - 41.9%

Government - 8.2%

Health Care - 1.4%

K-12 - 5.0%

Library - 5.8%

Non-Profit - 3.8%

For Profit/Staff - 33.9%

Company Size

(Based Upon Approximate Amount of Employees)



1 - 99 Employees - 41.24%

100 - 999 Employees - 36.08%

1,000 - 4,999 Employees - 16.49%

5,000+ Employees - 6.19%

2023 ATTENDEE ORGANIZATIONS

Merit Member Conference is made up of over a hundred organizations throughout the State of Michigan. Below is a selection of organizations that attended MMC in 2023.



PAST SPONSORS

access*i*nteractive

Adtran

Akamai

AmeriNet

ARISTA

aruba
a Hewlett Packard
Enterprise company

AT&T

aws

carahsoft

CENTRACOMM¹
Trusted to secure and manage hybrid networks.

CISCO

CLOUDFLARE

CROWDSTRIKE

CROWN
CASTLE

DELL Technologies

ex²
EXCELLENCE IN
EXECUTION
A Vivacity Company

Extreme
networks

FORTINET

JUNIPER
NETWORKS

Lit Communities

NUTANIX
Your Enterprise Cloud Platform

okta

People Driven
Technology

PFN
PENINSULA FIBER NETWORK

REMC SAVE

RF | CONNECT
Intelligence Begins Here

TELNET
WORLDWIDE

veeam

World Wide
Technology
Make a new world happen

yottabyte

GOLD SPONSORS | \$20,000

LIMITED QUANTITY

Gold Exclusive Benefits

<p>10-minute MMC Day 2 Main Stage Keynote Introduction</p> <p>Hosted Cocktail Reception With Company Branding (offers exclusive keynote and guest speaker interaction)</p> <p>Breakfast or Lunch Sponsorship (signage)</p>	<p>Exclusive Merit Social Media and Email Communication About Your 45-minute Presentation</p> <p>1 - Callout Speaker Session or Special Message to all Registered App Users</p>
---	---

Exhibit Space

<p>2-day Expanded Exhibitor Space</p>
--

Additional Reach & Benefits

<p>45-minute presentation in Sponsor Breakout Track</p> <p>Private Meeting Room Reservation (One Day)</p> <p>Logo on Swag When Applicable</p> <p>Podium Mention During Open & Close of Event</p> <p>Participation in the Scratch-off Ticket or Raffle Giveaway</p>	<p>Participation in Sponsor Engagement Activities</p> <p>Logo on Sponsor Signage, Select Relevant Emails and Website</p> <p>Access to Attendee List (Name, Title and Organization)</p> <p>In Event App - Sponsor page creation for special offers and promotions</p> <p>Event App Branding</p>
--	--

Event Passes

Pass Type	Quantity
Full Conference Passes	6
Additional Full Conference Passes Available at 50% off	3
<i>Attendee full event passes include presenter(s) when applicable</i>	

SILVER SPONSORS | \$10,000

LIMITED QUANTITY

Silver Tier Benefits

45-minute presentation in Sponsor
Breakout Track

Private Meeting Room Reservation (One Day)

Logo on Swag When Applicable

Podium Mention During Open & Close of Event
Participation in the Scratch-off Ticket or Raffle
Giveaway

Additional Reach & Benefits

Participation in Sponsor Engagement Activities

Logo on Sponsor Signage,
Select Relevant Emails and Website

Access to Attendee list
(Name, Title and Organization)

Exhibit Space

2-day
Exhibitor Space

Event Passes

Pass Type	Quantity
Full Conference Passes	4
Additional Full Conference Passes Available at 50% off	2
<i>Attendee full event passes include presenter(s) when applicable</i>	

BRONZE SPONSORS | \$7,500

Bronze Tier Benefits

- Participation in Sponsor Engagement Activities
- Logo on Sponsor Signage, Select Relevant Emails and Website
- Access to Attendee List
(Name, Title and Organization)
- Logo on Event App

Exhibit Space

2-day
Exhibitor Space



Event Passes

Pass Type	Quantity
Full Conference Passes	2



BRAND SPONSORS | \$2,000

Reach & Benefits

Logo on Sponsor Signage, Select Relevant Emails and Website
Logo on Event App

Event Passes

Pass Type	Quantity
Full Conference Passes	1



SPONSOR LEVEL BREAKDOWN

	Gold \$20,000	Silver \$10,000	Bronze \$7,500	Brand \$2,000
Total Available	1	13	8	10

Sponsoring Benefits

10-minute MMC Day 2 main stage keynote introduction	×			
Hosted cocktail reception with company branding (offers exclusive keynote and guest speaker interaction)	×			
Breakfast or Lunch Sponsorship (signage)	×			
Exclusive Merit Social Media and Email Communication about your 45-minute presentation	×			
1 callout speaker session or special message to all registered app users	×			
45-minute presentation in sponsor breakout track	×	×		
Private meeting room reservation (one day)	×	×		
Special offers page with the opportunity for collecting leads, promotions, etc.	×	×		
Logo on swag when applicable	×	×		
Participation in the scratch off ticket or raffle giveaway	×	×		
Podium mention during open & close of event	×	×		
Logo on sponsor signage, select relevant emails and website	×	×	×	×
Participation in Sponsor Engagement Activities	×	×	×	
Access to attendee list (name, title and organization)	×	×	×	
2-day exhibitor space	Premium Space	×	×	
Logo on Event App	×	×	×	×

Event Passes

Pass Type	Gold	Silver	Bronze	Brand
Full Event Passes	6	4	2	1
Additional Conference Passes at 50% off	3	2	-	-

Attendee full event passes **include** presenter(s) when applicable

BENEFITS OF SIGNING EARLY

Maximize Exposure

Earlier marketing promotion through all event channels, including website, emails, and virtual app.

Priority Considerations

Priority consideration for Day 1 or 2 speaking slots, along with table placement during the conference. Based on sponsor level.

More time to work on deliverables

Maximize your sponsorship experience and branding.

Become a Sponsor of

MERIT MEMBER CONFERENCE

Saint John's Resort
Plymouth, MI
May 14 - 15, 2024

Contact Us

Ryan Fuller
ryfuller@merit.edu

Barnaby Pung
bjpung@merit.edu

734.527.5700
sponsorship@merit.edu