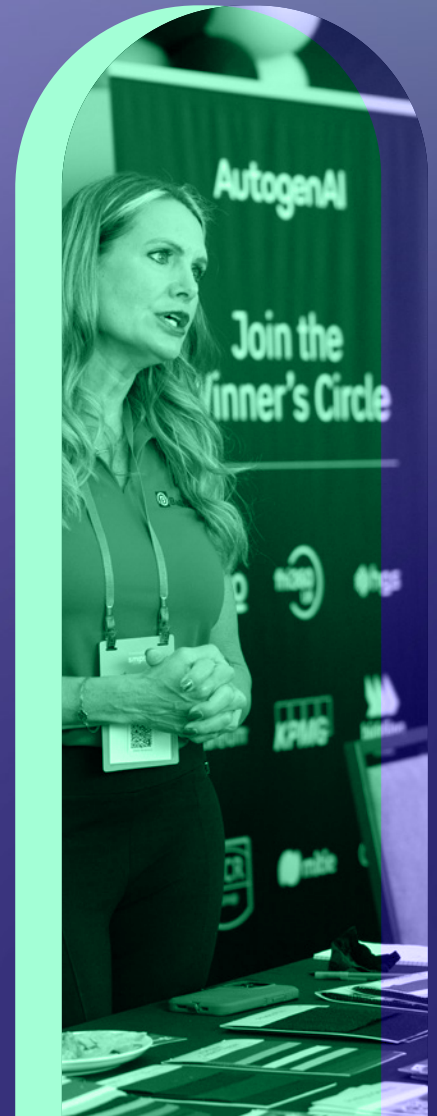


SPONSORSHIP AND EXHIBITOR PROSPECTUS

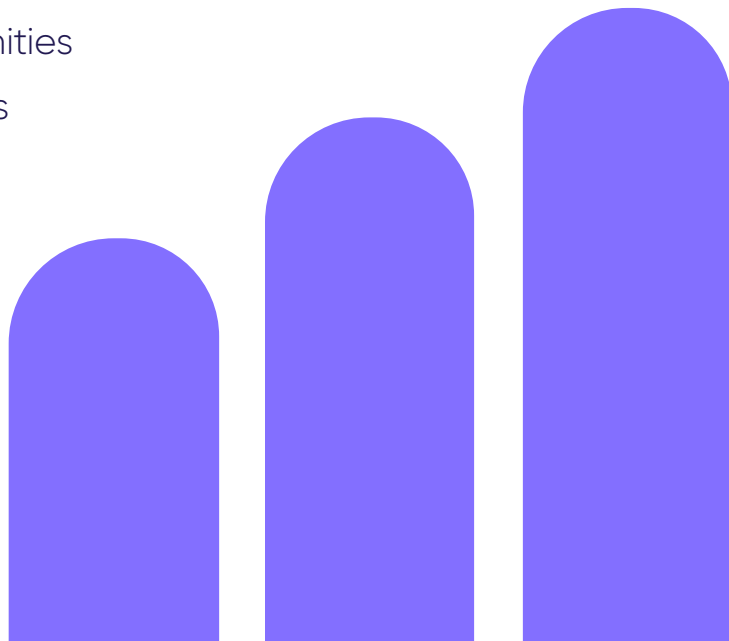




SPONSORSHIP AND EXHIBITOR PROSPECTUS

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About Amplify A|E|C

Amplify A|E|C is dedicated to elevating the future of marketing, business development, and leadership in the and leadership in the architecture, engineering, and construction (A/E/C) industry. The conference is the premier gathering for marketing, business development, and leadership professionals in A/E/C. The Society for Marketing Professional Services (SMPS) brings together industry innovators, thought leaders, and rising talent to explore cutting-edge strategies, share best practices, and address the most pressing challenges facing firms today.

Designed to empower professionals at every stage of their careers, Amplify A|E|C delivers transformative education, unparalleled networking, and actionable insights that drive real results.



Amplify Your Reach at Amplify A|E|C

Investing in Amplify A|E|C presents a unique opportunity to elevate your brand and connect with the most influential marketing, business development, and leadership professionals in the A/E/C industries. Attendees are committed to staying ahead of emerging trends and adopting new strategies, ensuring your brand is seen as a forward-thinking leader in the industry.

Your brand will gain visibility and credibility among a highly engaged audience eager to discover the latest solutions, tools, and strategies to drive their firms' success.

KEY BENEFITS INCLUDE:

- ✓ Positioning your brand in front of key decision-makers and industry leaders actively seeking new solutions and partnerships in marketing, business development, and leadership.
- ✓ Connecting directly with professionals from top A/E/C firms across the country, opening doors to new relationships and business opportunities.
- ✓ Aligning your company with the premier thought-leadership event in the A/E/C space, demonstrating your commitment to advancing the industry's future.
- ✓ Showcasing your products and services to professionals seeking innovative solutions to drive growth and success.

By sponsoring or exhibiting at Amplify A|E|C, you'll engage directly with leaders shaping the future of the A/E/C industries, helping your company forge lasting connections and solidify its market position.



2024 Attendee Stats

845

A/E/C professionals
attended in 2024.

63%

of attendees are senior
professionals.

7%

of attendees are
emerging professionals.

2%

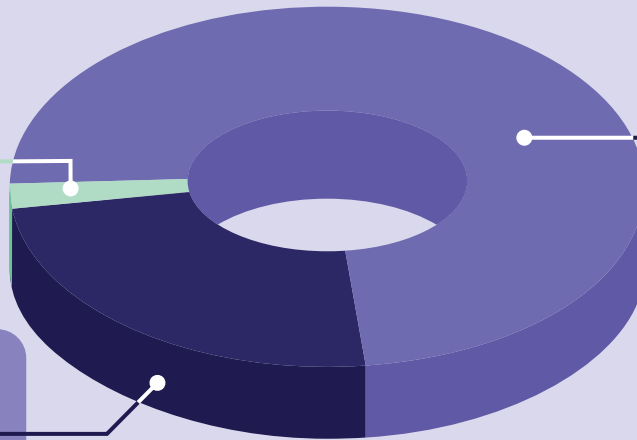
are in Other

73%

are in
Marketing

25%

are in Business
Development



Sponsorship Opportunities

DIAMOND SPONSOR - \$20,000

- + Recognition as a Diamond Sponsor in all promotional materials.
- + Prominent logo placement on all conference materials, signage, and website.
- + Custom preconference and post conference email to all attendees (to be sent by SMPS HQ).
- + Dedicated post on social media channels.
- + Three (3) full conference registrations
- + 10x20 exhibit booth with a table, two chairs, and electricity in a prime location.
- + Dedicated sponsorship ad in the Annual Conference issue of *Marketer* magazine.
- + Invitation for two (2) to the SMPS Leadership reception with SMPS Board of Directors and Committee Chairs.
- + Opportunity to include a promotional item in the conference bags.
- + Dedicated Advertisement wall (meterboard) at Amplify A|E|C.
- + Full conference attendee list that includes first name, last name, job title, and company name.
- + Choice of one (1) opportunity from the options list in the green box located on page four.

PLATINUM SPONSOR - \$15,000

- + Recognition as a Platinum Sponsor in all promotional materials.
- + Prominent logo placement on all conference materials, signage, and website.
- + Dedicated post on social media channels.
- + Two (2) full conference registrations.
- + 10x10 exhibit booth with a table, two chairs, and electricity in a prime location.
- + Dedicated sponsorship ad in the Annual Conference issue of *Marketer* magazine.
- + Invitation for two (2) to the SMPS Leadership reception with SMPS Board of Directors and Committee Chairs.
- + Opportunity to include a promotional item in the conference bags.
- + Dedicated Advertisement wall (meterboard) at Amplify A|E|C.
- + Full conference attendee list that includes first name, last name, job title, and company name.
- + Choice of one (1) opportunity from options list (in the green box at bottom left)

GOLD SPONSOR - \$10,000

- + Recognition as a Gold Sponsor in all promotional materials.
- + Prominent logo placement on all conference materials, signage, and website.
- + Dedicated post on social media channels.
- + Two (2) full conference registrations.
- + 10x10 exhibit booth with a table, two chairs, and electricity in a prime location.
- + Invitation for two (2) to SMPS Leadership reception with SMPS Board of Directors and Committee Chairs.
- + Opportunity to include a promotional item in the conference bags.
- + Full conference attendee list that includes first name, last name, job title, and company name.
- + Choice of one (1) opportunity from options list (in the green box at bottom left)

SPONSORS AT THE DIAMOND, PLATINUM, AND GOLD LEVEL MAY CHOOSE ONE (1) OF THE FOLLOWING TO ADD TO THEIR PACKAGE:

- + Exclusive Welcome Reception sponsor ****SOLD****
- + Exclusive MCA Luncheon Sponsor
- + Exclusive conference notebook sponsor
- + Exclusive SMPS Foundation roundtable sponsor

SILVER SPONSOR - \$7,500

- + Recognition as a Silver Sponsor in all promotional materials.
- + Prominent logo placement on all conference materials, signage, and website.
- + Dedicated post on social media channels.
- + Two (2) full conference registrations.
- + 10x10 exhibit booth with a table, two chairs, and electricity.
- + Invitation for two (2) to SMPS Leadership reception with SMPS Board of Directors and Committee Chairs.
- + Full conference attendee list that includes first name, last name, job title, and company name.

BRONZE SPONSOR - \$5,000

- + Recognition as a Bronze Sponsor in all promotional materials.
- + Prominent logo placement on all conference materials, signage, and website.
- + Dedicated post on social media channels.
- + Two (2) full conference registrations.
- + 10x10 exhibit booth with a table, two chairs, and electricity.
- + Invitation for (2) two to SMPS Leadership reception with SMPS Board of Directors and Committee Chairs.
- + Full conference attendee list that includes first name, last name, job title, and company name.

Additional Sponsorship Opportunities

NETWORKING BREAK SPONSOR - \$3,000

- + Recognition as Networking Sponsor in all promotional materials.
- + Sponsorship of all networking breaks.
- + Logo placement on signage at the break stations.
- + Opportunity to provide branded napkins or cups.
- + Full conference attendee list that includes first name, last name, job title, and company name.

Exhibitor Opportunities

STANDARD EXHIBITOR BOOTH - \$3,000

- + 10x10 exhibit space with a table, two chairs, and electricity.
- + Exhibitor logo placement on the conference website.
- + 2 complimentary conference registrations.
- + Full conference attendee list that includes first name, last name, job title, and company name.

Next Steps

Ready to secure your sponsorship? Please contact Nandi Rice nandi@smps.org to discuss the best package for your needs and to reserve your spot at Amplify A|E|C 2025.



We look forward to partnering with you to make Amplify A|E|C 2025 an unforgettable experience!

About the Society for Marketing Professional Services

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

The Society for Marketing Professional Services (SMPS) is the only organization dedicated to creating business opportunities in the A/E/C industry. SMPS provides leadership and professional development programs, industry research, business-building events, and vital marketing resources. Through SMPS, A/E/C professionals in the U.S. and Canada tap into powerful networks to form project teams, secure business referrals and intelligence, and benchmark performance. The Society is committed to validating the practice of marketing and business development as essential to the success of all professional services firms.

Learn more about SMPS at smps.org.

