



# TEC21

TEXAS EDUCATION CONFERENCE

AUSTIN  
OCT 17-18

## Strategic Partnership Program



P.O. Box 1832  
Wimberley, TX 78676-1832

512.847.2227  
[education@mpithcc.org](mailto:education@mpithcc.org)

# Texas Education Conference Story

Two Dynamic Days, One Amazing Venue and Endless Opportunities

October 17 18, 2021 | Marriott Austin Downtown | Texas

For two days in October, top thought leaders, influencers and decisionmakers in the meetings and event industry come together at the Texas Education Conference (TEC) to share insights, strategies and best practices that will help planners and suppliers advance their management skills and raise their visibility within their organizations. TEC is the signature conference of the MPI Texas Hill Country Chapter.

To move their careers forward, meeting professionals need to know where the industry is headed, and TEC 2021 is the destination for business building ideas, immersive engagement, and experiential sessions. Attendees will have unlimited opportunities to learn from their peers and develop crucial connections that go beyond networking. These mutually beneficial partnerships are “relationship capital” that lead to solidbottom line results.

No other regional conference represents a better career investment for meeting and event professionals than TEC. Planners at every career level have a chance to develop critical leadership skills, while suppliers enjoy rare face time with decision makers who control budgets ranging from \$250,000-\$10 million annually.

Conference attendees will be among the very first to experience the brandnew Austin Marriott Downtown, across from the Austin Convention Center and within walking distance of famed 6 Street, top shops, and acclaimed restaurants. The highly anticipated hotel features over 600 guest rooms including 25 stunning suites, a rooftop pool with breathtaking views, three bars, restaurants with locally inspired dishes, and over 60,000 square feet of meeting space.

[tec.mpithcc.org](https://tec.mpithcc.org)

# Why Partner With MPI THCC?

TEC21 offers sponsors a highly effective platform to boost recognition and distinguish your brand.



01

### Showcase your brand story.

Engage your target market and build brand loyalty.



02

### Connect with planners with decision-making authority and tremendous buying power.

Planners' annual meeting budgets from \$250 K- \$10 M; average meeting budget just over \$1.5M.



03

### Diversity in the types of meetings planned.

Annual Conventions, Educational Training, Management, Sales Tradeshow, Special Events and VIP Events / Incentives.



04

### A Who's Who Event.

Industry thought leaders, influencers and decision makers come together to share insights and the MPI THCC signature event of the year.



05

### We have a package that fits your budget.

Sponsorship opportunities that extend over a wide range of options to gain target-market access, drive brand recognition and create a platform to promote your business.

# By The Numbers...

Collectively, MPI THCC's nearly 140 planners hold over 500 events per year throughout the US and Southwest as primary region followed closely by Southeast and Northeast.



Host meetings for 500 attendees or more



Are final decision makers or significantly influence purchase decisions



Hold the accreditation of Certified Meeting Professionals (CMPs)

Our members believe in working with companies they know and can trust, and they buy MPI. Let us help you familiarize the membership with your products and services through a direct connection and relationship that will endure for years to follow.



# TEC21 Sponsorship Program

MPI THCC offers a broad range of sponsorship opportunities,  
from in-kind support to venue host options.

# TEC21 Sponsorship Package Levels

Five sponsorship levels are offered, beginning with Level 1 to our more exclusive Level

BENEFIT	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5
DESCRIPTIONS	\$1,000 - \$2,499	\$2,500 - \$4,999	\$5,000 - \$7,499	\$7,500 - \$9,999	\$10,000 +
LOGO LINK ON TEC 21 WEB PAGE	Available	Available	Available	Available	Available
LOGO ON MOBILE APP	Available	Available	Available	Available	Available
RECOGNITION AT OPENING & CLOSING GENERAL SESSIONS	Available	Available	Available	Available	Available
A LIST OF ALL TEC 21 REGISTRANTS (NAME & CO.)	Available	Available	Available	Available	Available
OPPORTUNITY TO PUT ITEM(S) IN THE REGISTRATION TOTE	Available	Available	Available	Available	Available
SPECIAL SIGNAGE RECOGNITION	Available	Available	Available	Available	Available
REGISTRATION FOR 1 AT TEC	Available	Available	Available	Available	Available
INVITATION TO THE FIRST TIMER/ VIP RECEPTION	Available	Available	Available	Available	Available
REGISTRATION FOR 2 AT TEC	Available	Available	Available	Available	Available
OPPORTUNITY TO SPEAK OR SHOW AN UP TO 3- MINUTE VIDEO AT THE CONFERENCE	Available	Available	Available	Available	Available

Policy for In-Kind Sponsorship Donations: Chapter will give 100% sponsorship credit for the retail value of the in-kind donation if the sponsorship is provided in full (no money required). \*Your organization is responsible for providing item to Director of Education one week prior to event.

# TEC21 Bonus Sponsorship Benefits

Here are additional bonus benefits included in the Sponsorship Package Levels.

L1	L2	L3	L4	L5
<p><b>\$1,000 - \$2,499</b>  <b>BONUS BENEFITS</b>                      Choose One</p> <ul style="list-style-type: none"> <li>✓ Attendee Bag Insert (5)</li> <li>✓ Breakout Education Speaker (6)</li> <li>✓ Branded Break (3)</li> <li>✓ Branded Reusable Tote</li> <li>✓ Branded Reusable Water Bottle &amp; Hydration Station</li> <li>✓ Brunch/Lunch Table Décor</li> <li>✓ Charging Station</li> <li>✓ Community Service Project</li> <li>✓ Journal Book</li> <li>✓ Mobile App</li> <li>✓ Morning Wellness Session</li> <li>✓ Name Badges</li> <li>✓ Prize Giveaway – Closing Session (5)</li> <li>✓ Social Media Street Team</li> <li>✓ Social Media Take-Over (2)</li> <li>✓ Step and Repeat</li> </ul>	<p><b>\$2,500 - \$4,999</b>  <b>BONUS BENEFITS</b>                      Choose One</p> <ul style="list-style-type: none"> <li>✓ Closing General Session (2)</li> <li>✓ Entertainment - TEC Opening Party</li> <li>✓ First Timers' / VIP Reception (co-hosted)</li> <li>✓ Marketplace Bloody Mary Bar</li> <li>✓ Marketplace Reception - Sunday</li> <li>✓ Opening General Session (2)</li> <li>✓ Welcome Break</li> <li>✓ WiFi</li> </ul>	<p><b>\$5,000 - \$7,499</b>  <b>BONUS BENEFITS</b>                      Choose One</p> <ul style="list-style-type: none"> <li>✓ TEC Opening Party (2)</li> </ul>	<p><b>\$7,500 - \$9,999</b>  <b>BONUS BENEFITS</b>                      Choose One</p> <ul style="list-style-type: none"> <li>✓ Lunch - Sunday</li> <li>✓ Brunch - Monday</li> <li>✓ Conference Signage</li> <li>✓ Marketplace Decorator</li> </ul> <p>The Level 4 Sponsor will be recognized everywhere! At all parts of the conference and the opportunity to speak or show a video for up to three minutes at the conference.</p>	<p><b>\$10,000 +</b>  <b>BONUS BENEFITS</b></p> <ul style="list-style-type: none"> <li>✓ Conference Audio Visual (2)</li> </ul> <p>The Level 5 Sponsor will be recognized everywhere! At all parts of the conference and the opportunity to speak or show a video for up to three minutes at the conference.</p>
	★	★	★	★

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# TEC21 Sponsorship Opportunities AA-Glance

MPI THCC offers a wide variety of options to gain access, drive brand recognition and create the deal platform to promote your business.

BENEFIT DESCRIPTIONS	PRICING	BENEFIT DESCRIPTIONS	PRICING	BENEFIT DESCRIPTIONS	PRICING
ATTENDEE BAG INSERT (5)	\$ 500	BREAKOUT EDUCATION SESSION SPEAKER (6)	\$2,000	TEC OPENING PARTY (2)	\$5,000
COMMUNITY SERVICE (3)	\$ 500	MOBILE APP	\$2,000	MARKETPLACE DECORATOR <b>SOLD</b>	\$7,500
JOURNAL BOOK	\$1,000	NAME BADGES <b>SOLD</b>	\$2,000	CONFERENCE SIGNAGE <b>SOLD</b>	\$7,500
MORNING WELLNESS SESSION	\$1,000	BRANDED REUSABLE WATER BOTTLE & HYDRATION STATION	\$2,200	BRUNCH - MONDAY	\$8,500
PRIZE GIVEAWAY – CLOSING (5)	\$1,000	MARKETPLACE BLOODY MARY BAR	\$2,500	LUNCH - SUNDAY	\$8,500
SOCIAL MEDIA STREET TEAM	\$1,000	ENTERTAINMENT - TEC OPENING PARTY <b>SOLD</b>	\$2,500	CONFERENCE AUDIO VISUAL (2)	\$10,000
SOCIAL MEDIA TAKE-OVER (2)	\$1,200	FIRST TIMERS' / VIP RECEPTION CO-HOSTED	\$2,500		
STEP AND REPEAT	\$1,200	WELCOME BREAK	\$2,500		
BRUNCH/LUNCH TABLE DÉCOR	\$1,500	WIFI	\$2,500		
CHARGING STATION	\$1,500	CLOSING GENERAL SESSION (2)	\$3,000		
BRANDED BREAK (3)	\$1,500	OPENING GENERAL SESSION (2)	\$3,000	FOR ADDITIONAL QUESTIONS OR INQUIRIES, PLEASE CONTACT <a href="mailto:EDUCATION@MPITHCC.ORG">EDUCATION@MPITHCC.ORG</a> OR CALL MPI THCC AT 512.847.2227	
BRANDED REUSABLE TOTE <b>SOLD</b>	\$2,000	MARKETPLACE RECEPTION	\$3,000		

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**Call  
US:**

512.847.2227

# Thank You!



**Email  
US:**

[education@mpithcc.org](mailto:education@mpithcc.org)

Once you have reviewed this information and decided you are interested in participating in the sponsorship program:

Complete the application online ([link](#)) and contact Director of Strategic Partnerships at [dir-strategicpartnerships@mpithcc.org](mailto:dir-strategicpartnerships@mpithcc.org).

If you have any questions, please do not hesitate to contact us. Our team is happy to assist you with creating the optimum opportunity for exposure to over 250+ MPI THCC members.



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[twitter.com/MPITHCC](https://twitter.com/MPITHCC)

## Terms & Conditions

Your benefits will begin upon receipt of payment or in-kind donation. You will have one year from that date to take advantage of those benefits. Benefits cannot be extended beyond one year.