

2009 MEDFA Annual Conference Sponsorship Opportunities

October 8-9, 2009

Argosy Hotel & Convention Center (5 minutes from Downtown Kansas City)



Join Missouri's leaders in economic development finance at this year's conference for informative sessions and networking. As a sponsor you can add visibility and name recognition for your organization while supporting MEDFA. MEDFA takes an active role in legislative matters working to educate and inform individuals and communities concerning the responsible use of economic development tools. MEDFA's membership includes community economic development directors, public officials, real estate developers, attorneys and financial professionals from across the State. The sponsorship levels are as follows:

Presenting Sponsor - \$5,000

- Complimentary one-year membership in MEDFA (\$750 value)
- Opportunity to make a brief, exclusive presentation to attendees to market your organization/services
- Exclusive booth/table as you may deem appropriate to be set up in registration area
- Large Logos on conference brochure, MEDFA web site information & conference signage
- Seven complimentary registrations for the full conference (\$1,575 value)
- Plus benefits of a Gold Sponsor

Gold Sponsor - \$2,500

- Banner or other signage/display as company may deem appropriate to be set up in registration area
- Medium Logos on conference brochure, MEDFA web site information & conference signage
- Five complimentary registrations for the full conference (\$1,125 value)
- Plus benefits of a Silver Sponsor

Silver Sponsor - \$1,000

- Small Logos on conference brochure, MEDFA web site information & conference signage
- Two complimentary registrations for the full conference (\$450 value)
- PR materials included in conference packets plus recognition during conference
- Opportunity to host a breakfast roundtable topic of your choice (*subject to MEDFA's approval*)

Bronze Sponsor - \$500

- One complimentary registration for the full conference (\$225 value)
- PR materials included in conference packets plus recognition during conference

Walking Tour Sponsor - \$2,000 - Recognition and marketing materials with walking tour information

- Two complimentary registrations for the full conference (\$450 value)
- Recognition and marketing materials with walking tour information

Break Sponsor - \$750 - Recognition and a table to display your marketing materials during break

Session Sponsor - \$500 – Opportunity to introduce session, recognition & PR materials included in packets

Supporting Sponsor - \$250 - PR materials included in packets plus recognition during conference

Dinner Host - \$4,000

- Benefits of a Gold Sponsor; Dinner menu arranged by MEDFA
- Opportunity to make brief, exclusive presentation to attendees at dinner
- Banner or other signage/display as you may deem appropriate to be set up at dinner

After Dinner Dessert and Cordial Reception Host – (\$3,000+ of in-kind)

- Benefits of a Gold Sponsor; Dessert & Beverage selection at the discretion of host
- Reception coordinated by company hosting event to last two hours following dinner on October 8th

Reception Host - \$3,000

- Recognition and a table to display your marketing materials during break
- Benefits of a Gold Sponsor; Reception arranged by MEDFA
- Opportunity to make brief, exclusive presentation to attendees at reception
- Banner or other signage/display as you may deem appropriate to be set up at reception

Virtual Bus Tour Host - (\$750+ of in-kind) Food or beverage coordinated with hotel for a bus stop

Please contact us ASAP to customize a sponsorship package appropriate for your institution
Jill Quinn at JQUINN@edckc.com or Dane Lee at 816-753-5426 Dane.Lee@wellsfargo.com

2009 MEDFA Annual Conference Sponsorship Opportunities Conference Agenda



THURSDAY, OCTOBER 8

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|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:00 A.M. – 12:30 P.M. | Pre-Conference Walking Tour of Power & Light District
➤ Sponsorship Opportunity (S-1) |
| 11:30 A.M. - 1:00 P.M. | Conference Registration |
| 1:00 P.M. – 2:15 P.M. | Opening General Session
<i>Recognition of Sponsors – Presenting Sponsor Remarks</i> |
| 2:15 P.M. – 2:30 P.M. | Break
➤ Sponsorship Opportunity (S-2) |
| 2:30 P.M. – 3:30 P.M. | General Session – The New Normal in Public/Private Financing
➤ Sponsorship Opportunity (S-3)
➤ Panelist Opportunity (P-1, P-2, P-3, P-4, P-5) |
| 3:30 P.M. – 3:45 P.M. | Break
➤ Sponsorship Opportunity (S-4) |
| 3:45 P.M. – 5:00 P.M. | Virtual Bus Tours (<i>Sponsor can offer snack or drinks at stop</i>)
➤ Sponsorship Opportunities (S-5, S-6, S-7, S-8)
➤ Panelist Opportunities (P-6, P-7, P-8, P-9) |
| 5:30 P.M. – 6:30 P.M. | Reception
➤ Sponsorship Opportunity (S-9) |
| 6:30 P.M. – 8:30 P.M. | Dinner
➤ Sponsorship Opportunity (S-10) |
| 8:30 P.M. – 10:30 P.M. | After Dinner Dessert and Cordial Reception
➤ Sponsorship Opportunity (S-11) |

FRIDAY, OCTOBER 9

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|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 A.M. – 8:30 A.M. | Networking Breakfast Buffet |
| 8:30 A.M. – 9:30 A.M. | General Session – New Retail Reality
➤ Sponsorship Opportunity (S-12)
➤ Panelist Opportunities (P-10, P-11, P-12, P-13, P-14, P-15) |
| 9:30 A.M. – 9:45 A.M. | Break
➤ Sponsorship Opportunity (S-13) |
| 9:45 A.M. – 10:45 A.M. | General Session – New Normal in Development Financing
➤ Sponsorship Opportunity (S-14)
➤ Panelist Opportunities (P-16, P-17, P-18, P-19, P-20) |
| 10:45-11:00 A.M. | Break
➤ Sponsorship Opportunity (S-15) |
| 11:00 A.M. – 12:00 P.M. | General Session – Model Projects
➤ Sponsorship Opportunity (S-16)
➤ Panelist Opportunities (P-21, P-22, P-23, P-24, P-25) |
| 12:00 P.M. – 12:15 P.M. | Closing Remarks |
| 12:30 P.M. - 2:30 P.M. | Board of Directors Meeting & Luncheon |