



MERIT MEMBER CONFERENCE 2025

SPONSORSHIP PROSPECTUS

Saint John's Resort
Plymouth, MI
May 13-14, 2024

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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

Merit Member Conference is the leading event for networking and security professionals, 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

Monday, May 13 through Wednesday, May 14, 2025

WHERE

Saint John's Resort, Plymouth, Mich.

CONTACT

sponsorship@merit.edu



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



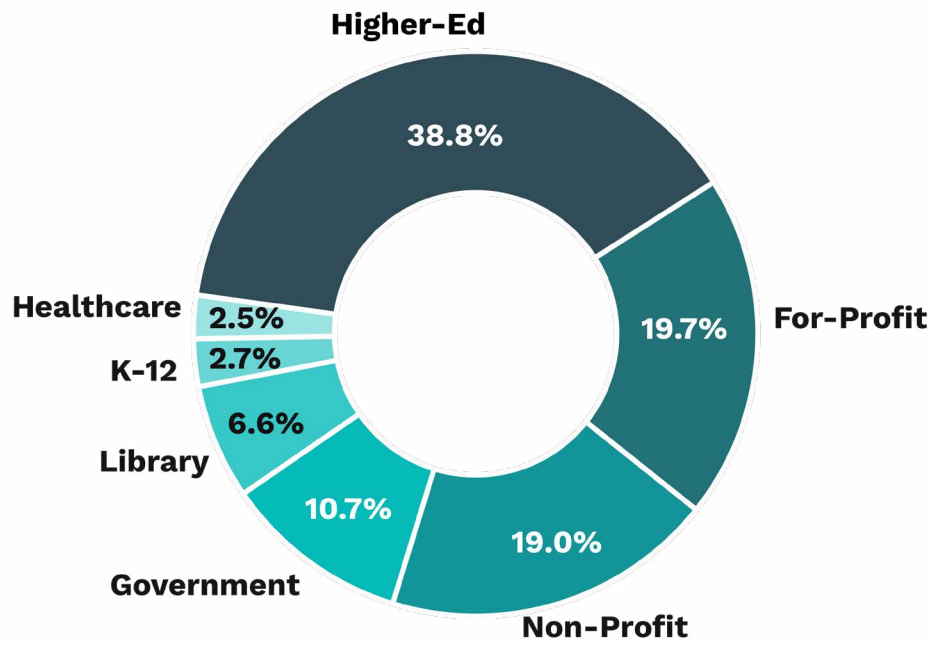


“The Merit Member Conference is a great event for us to showcase our solutions, network with peers, and learn from experts. We are proud to be a sponsor and attendee of this event, and we look forward to participating in the next one. We believe that this event helps us enhance our brand awareness, generate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

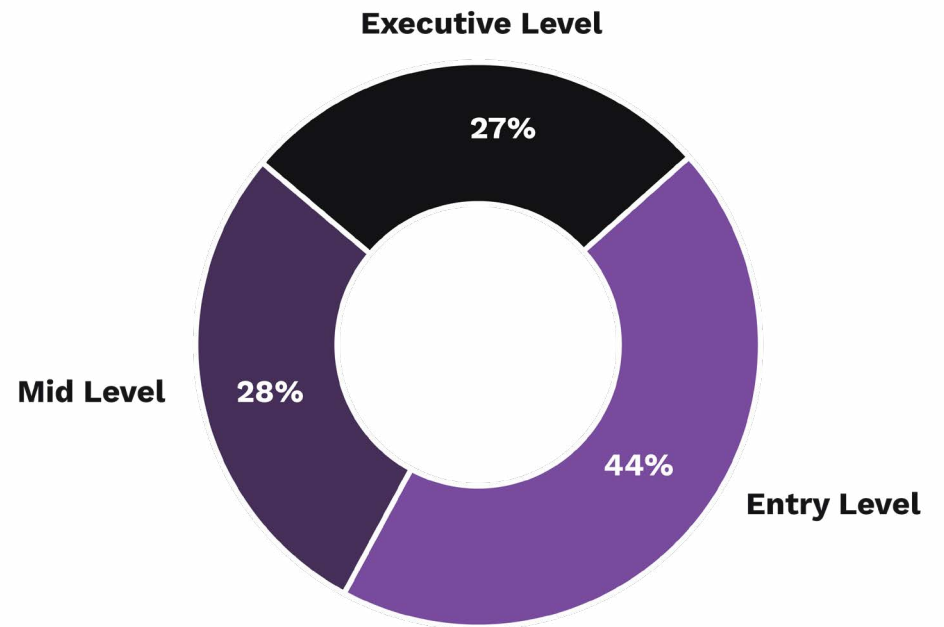
- Juniper Networks

2024 ATTENDEE PROFILE

INDUSTRY



JOB LEVEL



2024 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 2024.



Holland Board of Public Works



PAST SPONSORS

Adtran

AmeriNet

ARISTA

carahsoft.

CCCFiber
Bridging the Digital Divide. Connecting Communities.

CDW

CENTRACOMM
Trusted to secure and manage hybrid networks.

ciena

CLOUDFLARE

corelight

CROWDSTRIKE

CROWN CASTLE

EXCELLENCE IN EXECUTION.
A VIVACITY COMPANY

Extreme networks

FORTINET

HPE aruba networking

infoblox

JUNIPER NETWORKS

MILLENNIUM

NETSCOUT

NOKIA

NORDICOM TECHNOLOGIES

okta

People Driven Technology

LUMEN

proofpoint.

PURESTORAGE

TELNET
WORLDWIDE

TRACE3

World Wide Technology
Make a new world happen

● **GOLD SPONSORSHIP** | \$15,000

GOLD-EXCLUSIVE BENEFITS

- 10-minute MMC day 2 main stage keynote introduction
- Breakfast or Lunch Sponsorship (signage)
- Exclusive Merit Social Media and Email Communication about your 45-minute presentation

PREMIUM BENEFITS

- 45-minute presentation in sponsor breakout track
- Logo on swag when applicable
- Podium mention during open & close of event
- Private meeting room reservation (one day)
- Participation in the raffle giveaway

ADDITIONAL BENEFITS

- Participation in attendee-to-sponsor engagement activities
- Logo on sponsor signage, select relevant emails and website
- Access to attendee list (Name, title, and organization)

EXHIBITOR SPACE

- Two-day premium exhibitor space

EVENT APP INCLUSION

- One callout speaker session or special message to all registered app users
- Customizable sponsor page for organization promotions, contacts, lead collection, etc.
- Logo on Event App

EVENT PASSES

- Six passes included
- Up to three additional passes at 50% off

● **SILVER SPONSORSHIP** | \$10,000

PREMIUM BENEFITS

- 45-minute presentation in sponsor breakout track
- Logo on swag when applicable
- Podium mention during open & close of event
- Private meeting room reservation (one day)
- Participation in the raffle giveaway

ADDITIONAL BENEFITS

- Participation in attendee-to-sponsor engagement activities
- Logo on sponsor signage, select relevant emails and website
- Access to attendee list (Name, title, and organization)

EXHIBITOR SPACE

- Two-day exhibitor space

EVENT APP INCLUSION

- Customizable sponsor page for organization promotions, contacts, lead collection, etc.
- Logo on Event App

EVENT PASSES

- Four passes included
- Two additional passes at 50% off

● **BRONZE SPONSORSHIP** | \$7,500

BRONZE-LEVEL BENEFITS

- Participation in attendee-to-sponsor engagement activities
- Logo on sponsor signage, select relevant emails and website
- Access to attendee list (Name, title, and organization)

EXHIBITOR SPACE

- Two-day exhibitor space

EVENT APP INCLUSION

- Logo on Event App

EVENT PASSES

- Two passes included

● **BRAND SPONSORSHIP** | \$2,000

BRAND-LEVEL BENEFITS

- Logo on sponsor signage, select relevant emails and website

EVENT APP INCLUSION

- Logo on Event App

EVENT PASSES

- One pass included

SPECIAL ADD-ONS FOR ALL SPONSORSHIP LEVELS

COCKTAIL RECEPTION SPONSOR | \$5,000 (ONLY ONE AVAILABLE FOR THE EVENT)

→ Hosted cocktail reception with sole company branding

BREAKFAST OR LUNCH SPONSOR | \$500 (ONLY TWO AVAILABLE FOR THE EVENT)

→ Logo on breakfast/lunch signage

→ Podium mentions during open and close of the event



SPONSORSHIP LEVEL COMPARISON

MERIT MEMBER CONFERENCE 2025		GOLD	SILVER	BRONZE	BRAND
Pricing:		\$15,000	\$10,000	\$7,500	\$2,000
Benefits:					
	10-minute MMC day 2 main stage keynote introduction	✓			
	Breakfast or Lunch Sponsorship (signage)	✓			
	Exclusive Merit Social Media and Email Communication about your 45-minute presentation	✓			
	45-minute presentation in sponsor breakout track	✓	✓		
	Logo on swag when applicable	✓	✓		
	Podium mention during open & close of event	✓	✓		
	Private meeting room reservation (one day)	✓	✓		
	Participation in the raffle giveaway	✓	✓		
	Participation in attendee-to-sponsor engagement activities	✓	✓	✓	
	Logo on sponsor signage, select relevant emails and website	✓	✓	✓	✓
	Access to attendee list (Name, title, and organization)	✓	✓	✓	
Exhibitor space		✓	✓	✓	
	Two-day premium exhibitor space	✓			
	Two-day exhibitor space		✓	✓	
Event app					
	One callout speaker session or special message to all registered app users	✓			
	Customizable sponsor page for organization promotions, contacts, lead collection, etc.	✓	✓		
	Logo on Event App	✓	✓	✓	✓
Event Passes					
	Attendee full event passes (Includes presenter(s) when applicable)	6	4	2	1
	Additional conference passes at 50% off	3	2	-	-

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 MMC 2025

CONTACT US


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ST. JOHN'S RESORT

44045 Five Mile Road
Plymouth, Mich.

A woman in a dark suit is standing at the front of a conference room, presenting to a group of people seated at round tables. The room has large windows, chandeliers, and a patterned carpet. The audience is diverse in age and appearance, some looking towards the presenter, others looking down at their devices or papers.

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



INTERESTED IN SPONSORSHIP?

sponsorship@merit.edu