



# SPONSORSHIP

OPPORTUNITIES FOR THE SOUTH FLORIDA CHAPTER OF SMPS

THE SOCIETY FOR MARKETING PROFESSIONAL SERVICES.  
SERVING THE BUILT AND NATURAL ENVIRONMENT.



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Society for Marketing  
Professional Services

**South Florida**

[WWW.SMPSSOUTHFLORIDA.COM](http://WWW.SMPSSOUTHFLORIDA.COM)

## What is SMPS?

The Society for Marketing Professional Services (SMPS) is a national organization and a premier provider of marketing and business development resources for the architecture, engineering and construction (A/E/C) industry sectors. Our organization focuses entirely on promoting and advancing the profession through education, networking and career development. **Our membership consists of firm principals, business development executives, marketing directors, managers, coordinators and assistants.**

**SMPS South Florida has a database of more than 2,500 people** that frequently make buying decisions for the services you provide. From September to June, the chapter offers monthly educational events, professional development seminars and social events customized for seasoned and emerging business development and marketing professionals. Approximately 50-100 professionals typically attend the luncheon and professional development programs. **These meetings and events give sponsors a premier opportunity to introduce products and/or services to a concentrated market.**

## Why Become a Sponsor?

- High visibility for low cost
- Exposure to over 2,500 principals, marketers, professionals and decision-makers in architecture, engineering, construction, real estate, and development
- Opportunity to moderate, or design program with key decision makers
- Stand out from the competition and lead by example
- Build your bottom line through cost-effective marketing that delivers results!

## Who Should Sponsor?

- A/E/C firms
- Accounting software suppliers
- Consulting Firms
- Binding equipment retailers
- Promotional product retailers
- Catering companies
- Contact management software
- Graphic design firms
- Market research companies
- Office equipment suppliers
- Presentation equipment retailers
- Printing and signage firms

## What Sponsorship Opportunities Are Available?

- Gold Sponsorship
- Silver Sponsorship
- Event Sponsorship

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OPPORTUNITIES FOR 2011 - 2012 SMPS SOUTH FLORIDA

THE SOCIETY FOR MARKETING PROFESSIONAL SERVICES.  
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The SMPS South Florida Chapter offers you a great opportunity to boost your company's visibility to the people who really count! Because we limit the number of sponsors per program, it's a good idea to sign up early to ensure that your company is the one that gets recognized!

## Gold Sponsorship (Annual)

**\$3,500 SMPS Member / \$5,000 Non Member**

- 1 free registration to ALL monthly luncheon programs
- 1 free registration to ALL signature events
- Prominent signage and promotional materials at all Chapter events
- 2 minute introduction at ALL monthly luncheon programs
- Name and logo (with link to company website) on all event announcements (sent to over 200 A/E/C/ firms in South Florida), and on the local Chapter website
- Access to "Members" section of the website, including member directory

## Silver Sponsorship (Annual)

**\$1,500 SMPS Member / \$3,000 Non Member**

- 1 free registration to 5 monthly luncheon programs
- 1 free registration to 1 signature event (to be selected by sponsor at time of payment)
- Prominent signage and promotional materials at all Chapter events
- 2 minute introduction at 3 monthly luncheon programs
- Name and logo (with link to company website) on all event announcements throughout the year (sent to over 200 A/E/C/ firms in South Florida), and on the local Chapter website

## Event Sponsor

**\$300 SMPS Member / \$500 Non Member****(1 Sponsorship per discipline, determined when payment is received)**

- 1 company representative to attend pre-breakfast/lunch with the speaker before the event and attend the sponsored event with free registration
- Other organization attendees may attend the event at the member rate
- Prominent signage and promotional materials at all Chapter events (provided by the sponsor)
- 2 minute introduction and preferred seating at the sponsored program
- Name and logo (with link to company website) on all sponsored event announcements (sent to over 200 A/E/C/ firms in South Florida), and on the local Chapter website for that month

\*\* Sponsorship amounts applicable to all but **Education Series and Socials**. Education Series and Socials sponsorship costs are: **\$100 / members \$150 / nonmembers**.

For further information contact:  
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Program Chair  
**Balfour Beatty Construction**  
Office: 954-585-4226  
Email: [mfidler@balfourbeattyus.com](mailto:mfidler@balfourbeattyus.com)

Yes, my firm will be happy to participate as a sponsor for SMPS/South Florida's 2011-2012 activities as indicated on this form. I understand that participation is FIRST COME, FIRST SERVE, based upon receipt of payment, and that "Member" firms receive priority placement over non-member firms.

We would like to sponsor: \_\_\_\_\_ Program

- Gold Sponsorship    Silver Sponsorship    Event Sponsor    Education/Social Sponsorship  
 Member    Non-Member

Name: \_\_\_\_\_

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone No. / Fax No. \_\_\_\_\_

Email Address: \_\_\_\_\_

Check enclosed in the amount of \$\_\_\_\_\_, payable to "SMPS South Florida"

*Please mail check and this form to:*

Patricia Caripa  
**RTKL Associates Inc.**  
396 Alhambra Circle, South Tower, Suite 500  
Coral Gables, FL 33134

Direct: 786.268.3286 Fax: 786.268.3201  
Email: [pcaripa@rtkl.com](mailto:pcaripa@rtkl.com)

For credit card payments:

Please charge my Mastercard/Visa/American Express in the amount of \$\_\_\_\_\_

Account# \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

Appropriate 3 or 4 digit code from credit card.\* \_\_\_\_\_

*\*Note: American Express code is a 4-digit code on front of card, Visa/MC is a 3-digit code on back of card.*