

# MSPA® EUROPE/AFRICA

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

A promotional poster for the MSPA Europe/Africa 21st Annual Conference. The background is a photograph of a modern hotel building at dusk, with palm trees and a swimming pool in the foreground. The text is overlaid on a semi-transparent white box. At the top, it reads 'MSPA® EUROPE/AFRICA' and 'MYSTERY SHOPPING PROFESSIONALS ASSOCIATION'. Below that, it says '21st annual conference' and '19-21 May 2020 - Varna, Bulgaria'. The main message is 'CONNECT, LEARN AND SHARE WITH MSPA YOUR PROFESSIONAL ASSOCIATION'. At the bottom, it says 'Mark your agenda!', 'Registration will be open as of January 2020', and 'International Hotel, Casino & Tower Suites'.

**MSPA® EUROPE/AFRICA**  
MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

**21st annual conference**  
**19-21 May 2020 - Varna, Bulgaria**

**CONNECT, LEARN AND  
SHARE WITH MSPA  
YOUR PROFESSIONAL  
ASSOCIATION**

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*Mark your agenda!*  
*Registration will be open as of January 2020*  
*International Hotel, Casino & Tower Suites*

## SPONSORSHIP OPPORTUNITIES

MSPA Europe 21<sup>st</sup> Annual Conference  
International Hotel, Casino & Tower Suites  
Varna, Bulgaria  
19 - 21 May, 2020

## Why should you be an MSPA Sponsor?

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The MSPA is at the centre of the mystery shopping & customer experience industry. With over 450 member companies worldwide we measure the quality of customer service given by more than 100.000 companies around the globe.

**As a sponsor of the MSPA Europe/Africa conference in the Varna, Bulgaria you would receive a unique opportunity to demonstrate your dedication to improving customer service levels and to show your support and engagement in the mystery shopping industry.**

We expect 250-300 mystery shopping & customer experience providers presidents, CEOs and executives from multi-national companies to be present.

The opportunity that we offer is for you to raise your corporate profile as an MSPA conference sponsor. Apart from a wide variety of valuable benefits including recognition and participation at the MSPA conference and events, you will have a chance to network directly with the leading names in the mystery shopping industry.

You may select from different levels of sponsorship participation, all providing enhanced exposure of your products and services, and choose the one that's right for you.

Why not gain the most exposure for your marketing by completing the corporate sponsorship form and sending it to us? You will not regret it

If you need any additional information regarding sponsorship, please contact

Nikky Alkemade, MSPA Europe/Africa Office, at +31 (0) 70 358 73 71,  
[europa@mysteryshop.org](mailto:europa@mysteryshop.org)

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## Sponsorship opportunities

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<b>Sponsorship Level Package Prices</b>	
• Elite Partner	€ 8.500
• Partner	€ 5.000
• Patron	€ 2.500
• Supporter	€ 750
• Vendor	€ 1.200

### **ELITE Partner: € 8.500**

***Opportunity to co-host THE DINNER EVENT on the last evening of the conference***

- Your company name and logo will appear on conference print materials.
- Your company will be named as the sponsor of the Dinner event during the conference days
- Your company logo / name will be printed on a special banner made for the dinner event
- Your company information continues to be distributed to new audiences through post-conference distribution.
- Your company profile included in conference notebook. Delegates will have a summary of your company's capabilities and contact information for reference after the conference.
- Your company name and logo will be printed as an ELITE Partner on the MSPA Conference banner that will be displayed in the general session area of the conference.
- Your company logo will be included to the Mobile Events App.
- Your digital company brochure / leaflet included to the Mobile Events App
- Opportunity to include promotional materials in the conference pack given to all delegates.
- Website recognition and direct link to company website will be provided (until one month after the conference).
- Possibility to reserve your hotel room in the conference hotel for the special MSPA room rates.
- Provide a 1 minute video which will be shown in the main conference room 1 time on both conference days.
- 1 complimentary exhibit space (A table at the vendors show with Internet access)
- 2 free conference registrations will be provided.
- 2 free attendance at special dinner event on May 21, 2020.

## **Partner: € 5.000**

***Opportunity to sponsor one of the international mystery shopping expert OR client speaker (mystery shopping end user) OR sponsor Welcome reception/dinner event OR a unique spotlight session during the conference program***

- Your company name and logo will appear on conference print materials.
- Your company information continues to be distributed to new audiences through post-conference distribution.
- Your company profile included in conference notebook. Delegates will have a summary of your company's capabilities and contact information for reference after the conference.
- Your company name and logo will be printed as a Partner on the MSPA Conference banner that will be displayed in the general session area of the conference.
- Your company logo will be included to the Mobile Events App.
- Opportunity to include promotional materials in the conference pack given to all delegates.
- Website recognition and direct link to company website will be provided (until one month after the conference).
- Possibility to reserve your hotel room in the conference hotel for the special MSPA room rates.
- 1 free conference registration will be provided.
- 1 free attendance at special dinner event on May 21, 2020
- 1 complimentary exhibit space (A table at the vendors show with Internet access)

*Choice to include one of the below functions:*

- The opportunity to have a 30 to 40 minutes presentation during the Workshops on of the conference days about mystery Shopping technology or other products used in the Mystery Shopping industry. A maximum of 25 persons can attend your "Spotlight". A direct Sales presentation is unwanted. Meeting room (and if required) projector will be arranged by MSPA.
- Sponsor one of the Key-Note presentations
- Sponsor and co-host the Welcome Reception/Dinner on Tuesday May 19<sup>th</sup>, 2020
- Provide a 1 minute video which will be shown in the main conference room 1 time on both conference days.

## **Patron: € 2.500**

***Opportunity to invite a well known international mystery shopping expert or client speaker (mystery shopping end user) arranged by MSPA (or if your company knows a interesting speaker MSPA will discuss this with you)***

- Your company name and logo will appear on conference print materials.
- Your company information continues to be distributed to new audiences through post-conference distribution as your company's name will also appear in two conference reports distributed to the media.
- Your company name and logo will be printed as a Patron on the MSPA Conference banner that will be displayed in the general session area of the conference.

- Website recognition and direct link to company website will be provided (until one month after the conference).
- Opportunity to include promotional materials in the conference pack given to all delegates.
- Possibility to reserve your hotel room in the conference hotel for the special MSPA room rates.
- 1 free conference registration will be provided.

*Choice to include one of the below functions:*

- 1 complimentary exhibit space (A table at the vendors show with Internet access)
- Sponsor one of the Key-Note presentations

## **Vendor (standard): € 1.200**

- Your company name will appear on conference print materials.
- Your company information continues to be distributed to new audiences through post-conference distribution as your company's name will also appear in two conference reports distributed to the media.
- Website recognition and direct link to company website will be provided (until one month after the conference).
- A table at the vendors show with Internet access
- Possibility to reserve your hotel room in the conference hotel for the special MSPA room rates.

## **Supporter: € 750**

***There is a possibility for your company to (only) include a flyer, present or ... in the conference bags that all participants of the conference receive!***

- Your company name will appear on conference print materials.
- Opportunity to include promotional materials in the conference pack given to all delegates.
- Possibility to reserve your hotel room in the conference hotel for the special MSPA room rates.

- *Please note that besides to the Elite and Partner package NO conference registration is included to the packages.*
- *All sponsors need to register as well for the conference to have access to the conference area and all facilities.*
- *All sponsors have the opportunity to register additional participants for the Conference at MSPA members rate*
- *Invoices need to be paid in time and the full payment needs to be confirmed by MSPA before the conference starts on May 19<sup>th</sup>, 2020*

**MSPA Europe Conference, Varna, Bulgaria  
19-21 May, 2020**

**Sponsorship Form**

- Yes**, I want to show my dedication to customer service improvement and be an MSPA Sponsor for the Conference in the Varna, Split
- Elite**                      € 8.500                      including .....
- Partner**                      € 5.000                      including .....
- Patron**                      € 2.500                      including .....
- Supporter**                      € 750
- Vendor**                      € 1.200

*Quoted fees are per package item.*

Company name \_\_\_\_\_

MSPA member?     Yes    No

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Address: \_\_\_\_\_ Postal code: \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Payment:**

Send us an invoice of € \_\_\_\_\_ (EUROS)

Date \_\_\_\_\_ Signature \_\_\_\_\_

**Return this form to:** MSPA Europe/Africa - [europa@mysteryshop.org](mailto:europa@mysteryshop.org)  
Phone: + 31 (0)70 358 73 71

Email your company logo in eps or jpeg format to [europa@mysteryshop.org](mailto:europa@mysteryshop.org)