

# MOBCON2020

Virtual Conference **SEPT. 27-28**  
**SPONSOR INFO**

**Motivation.**  
**Inspiration.**  
**Education.**



# MOBICON2020

## SPONSORSHIP OPPORTUNITIES

### MOB Nation/MOBCON STATS

- MOB Nation Established 2012
- 10,500 National MOB Members via Facebook Community
- 5,000+ combined social media reach
- National group with 70% of members on West Coast
- Members typically stay active 3+ years
- 250 expected virtual conference attendees

### HEADLINER \$5,000 (1 sponsor)

- Name in MOBICON 2020 Title (ie. MOBICON 2020 Sponsored by \_\_\_\_\_)
- Minimum of five social media mentions per month leading up to MOBICON
- Link on all print and digital media
- Hyperlinked Logo and mention on main page of website
- Ad on MOB APP leading up to MOBICON
- Full page ad in MOBICON printed workbook
- Logo on back of exclusive MOBICON shirts
- Shout out video at beginning of event
- Shout out and call to action listed in the Follow up Email
- Ability to add swag to VIP Bags and/or Swag bags
- No competing sponsors or partners

### PRESENTING SPONSOR \$1,000 (4 sponsors)

- 3+ social media mentions per month leading up to MOBICON
- Link on all print and digital media
- Hyperlinked logo on Sponsor page of website
- 1/4 ad in MOBICON printed workbook
- Logo on back of exclusive MOBICON shirts
- Ability to add swag to VIP Bags and/or Swag bags
- No competing sponsors or partners

### SUPPORTING SPONSORS \$500 (10 sponsors)

- Social Media Shoutout
- Hyperlinked logo on Sponsor page of website
- 1/4 page ad in booklet

### VIP PACKAGE SPONSOR \$150 (5 sponsors)

- Logo on Packages sent to VIP ticket holders
- Logo/thank you in printed workbook

### SWAG SPONSORSHIPS (some restrictions apply, no competing companies)

- Add swag to Speaker Bags, VIP Bags, or General Admission Bags
- Story Highlight Feature

For more information, please contact [info@mobcon.co](mailto:info@mobcon.co)

## READY TO SPONSOR?

Become a sponsor online at [www.mobcon.co](http://www.mobcon.co) by **September 1, 2020**

**For all levels:** Please email a high resolution (.pdf or .eps preferred) version of your organization's current logo to [info@mobcon.co](mailto:info@mobcon.co) as soon as possible so we can include it on conference advertising as noted in the sponsor benefits.

Questions? Preferred to be invoiced?  
Email [info@mobcon.co](mailto:info@mobcon.co)

**Thank you for supporting Mom Owned Businesses!**

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## WORKBOOK AD SPECS

Workbook Ads are due no later than Thursday, Sept. 3.

Please get them to us as early as possible in case they must be returned/replaced for not following specifications. Please remember Workbooks will be mailed to participants. Send your ad early to ensure it's included!

Send ads to [pamhuberdesigns@gmail.com](mailto:pamhuberdesigns@gmail.com)

### AD SIZES:

#### Full Page

(PLEASE NOTE this includes and needs a bleed)  
8.5w x 11.0h" **plus** .125 bleed on all sides.  
(Final Size 8.75 x 11.25")

#### Quarter Page

3.625w x 5h"

### FILE SPECS FOR ALL SIZES:

Press-ready PDFs (with all fonts outlined) preferred.

Full size .jpg or .tif files at **300dpi** are also acceptable. Images downloaded from the internet are not high enough resolution and are not the correct color profile for print. **Please don't use them.**

All artwork must be CMYK. Please convert all spot colors to CMYK, including those in logos.

If you need assistance creating your ad, please contact [info@mobcon.co](mailto:info@mobcon.co)

