



MACC

Midwest Architecture
Community Collaboration

11th ANNUAL MACC CONFERENCE

Architecting for AI: A New Paradigm in Business Value



November 7, 2024
DoubleTree by Hilton – Park Place
Minneapolis, Minnesota

We're pleased to invite you to be a sponsor at the 11th annual Midwest Architecture Community Collaboration (MACC) Conference!

Building on the success of our 10th-anniversary event, MACC 2024 promises to be bigger and better than ever with thought-provoking sessions, networking opportunities, and keynote addresses from renowned thought leaders.

The theme, **“Architecting for AI: A New Paradigm in Business Value,”** explores how AI is transforming architecture, both in terms of:

- how architecture must evolve to accommodate AI and
- how AI can become an active agent in delivering business value.

This event presents a unique opportunity to connect with our vibrant architecture community, significantly boost your brand’s visibility, and demonstrate your unwavering commitment to the industry.

With an unprecedented investment in attendee recruitment, your message will reach over 5,000 people through event marketing. We anticipate 40-60 people in each track, and conference attendance is expected to exceed past years.

Claim your sponsorship!

Please consider the sponsorship packages shown or contact us to discuss a custom package that works best for you.

Call (612) 791-5544 or email: info@midwestacc.com

Visit: www.midwestacc.com
to secure your sponsorship package today!

DIAMOND SPONSOR | \$7,500 | 3 available

- Industry exclusive, limited availability
- 5-min. company introduction before keynote speaker and keynote speaker introduction (2 available) or
- 5-min. company introduction before roundtable and presenter introductions
- Exhibit booth with premiere placement
- Special signage at the conference
- Logo on marketing materials
- Logo and 100-word description on MACC website with link to your website
- Five complimentary registrations (\$1,250 value)
- Attendee list (those who opt-in during registration) delivered post event

PLATINUM SPONSOR | \$5,000 | 4 available

- Industry exclusive, limited availability
- Host breakfast, lunch, breaks, or happy hour
- Exhibit booth with premiere placement
- Special signage during networking and registration
- Logo on marketing materials
- Logo on MACC website with link to your website
- Three complimentary registrations (\$750 value)
- Two additional registrations available at a 50% discount
- Attendee list (those who opt-in during registration) delivered post event

GOLD SPONSOR | \$2,500 | 5 available

- Sponsor a track:
- Creating Business Value by Architecting for AI
 - Creating Business Value at the Intersection of AI and Security
 - Creating Business Value at the Intersection of AI and Technology
 - Creating Business Value at the Intersection of AI and Data
 - Creating Business Value at the Intersection of AI and the Cloud
- Industry exclusive, limited availability
 - Exhibit booth
 - Special signage during networking and registration
 - Logo on conference marketing materials
 - Logo on MACC website with link to your website
 - Two complimentary registrations (\$500 value)
 - Attendee list (those who opt-in during registration) delivered post event

SILVER SPONSOR | (2 types)

- Exhibit Sponsor | \$1,500 | 12 available
- Exhibit booth
 - Logo on marketing materials
 - Logo on MACC website with link to your website
 - Two complimentary registrations (\$500 value)

- Advertising Sponsor | \$500
Unlimited availability
- Logo on marketing materials
 - Logo on MACC website with link to your website