

SPONSORSHIP PACKAGES



MSPA Asia Pacific 14th Annual Conference

'New Horizons within Mystery Shopping and Beyond'

**Five Palm Jumeirah
Dubai, UAE
13 – 15 November 2018**

About MSPA

The MSPA (Mystery Shopping Professionals Association) is a global association of companies united as a common body for the purpose of strengthening the mystery shopping industry through combined efforts and actions. It is the goal of the membership to improve and stimulate the acceptance, performance, reputation and use of mystery shopping services.

The primary goals of the MSPA are to:

1. Establish professional standards and ethics for the industry.
2. Educate providers, clients and shoppers to improve quality of service.
3. Improve and maintain the image of the industry through public relations and conduct.
4. Promote members to other industry associations and prospective clients.

The MSPA is the largest professional trade association dedicated to improving service quality using anonymous resources. With over 450 member companies worldwide, our diverse membership includes marketing research and merchandising companies, private investigation firms, training organizations and companies that specialize in providing mystery shopping fieldwork services. Our member companies work with their clients to establish mechanisms to measure and improve levels of service.

About the Conference

MSPA Asia Pacific's 14th Annual Conference will be held on the 13th till the 15th of November 2018 in Dubai. The theme for this year's conference is 'New Horizons within Mystery Shopping and Beyond'.

We are expecting to rub shoulders with 80 – 100 professionals that represent top notch Mystery Shopping and Market Research Companies from Asia, the Middle East, Australia and the rest of the world. The event will be filled with networking opportunities, professional development as well as exciting outings.

Kicking off the event on the evening of the 13th with a casual 'white-only' Welcome Reception right on the beach. The next morning, we will officially inaugurate the conference with a Keynote Speaker followed by various presentations for the rest of the day. On the evening of the 14th, we will meet up for Dinner. We will continue with more presentations for half of the day on the 15th. Up next would be a Desert Safari, which would be a one of a kind Arabian Experience which includes Dune bashing, Camel Riding, Henna painting, Belly Dancing, Hookah or Shisha, Dinner and Drinks.

About Dubai

Although Dubai's economy was initially built on revenues from the oil industry, revenue from petroleum and natural gas currently account for less than 5% of the City's gross domestic product. Dubai became an important hub for manufacturers and a base for many Multinational Organizations serving the region and other parts of the World.

The Government has always been forward thinking and focused on developing the overall Brand of Dubai. Entities in the Government sector have Customer Experience and Innovation prioritized which encouraged the private sector as well as other Countries in the region to follow suit. This is where our Association and Members can be of great help to any Organization that has the same objectives.

In terms of exploring the City, you will never run out of ideas whether you are interested in tradition, culture, extravagant buildings, amazing Hotels, the sunshine, the Beach, shopping, Gold Souks and the desert. There is something that would suit everyone and lets remind you of the perfect weather in November, a high of about 32 degrees Celsius and a low of about 20 degrees Celsius in the evening.

Why Sponsor

Below, you'll find three sponsorship packages to consider from. Whether you are a technology partner, an agency or a market research firm, you will find the right fit for you. Ensuring maximum exposure within the industry.

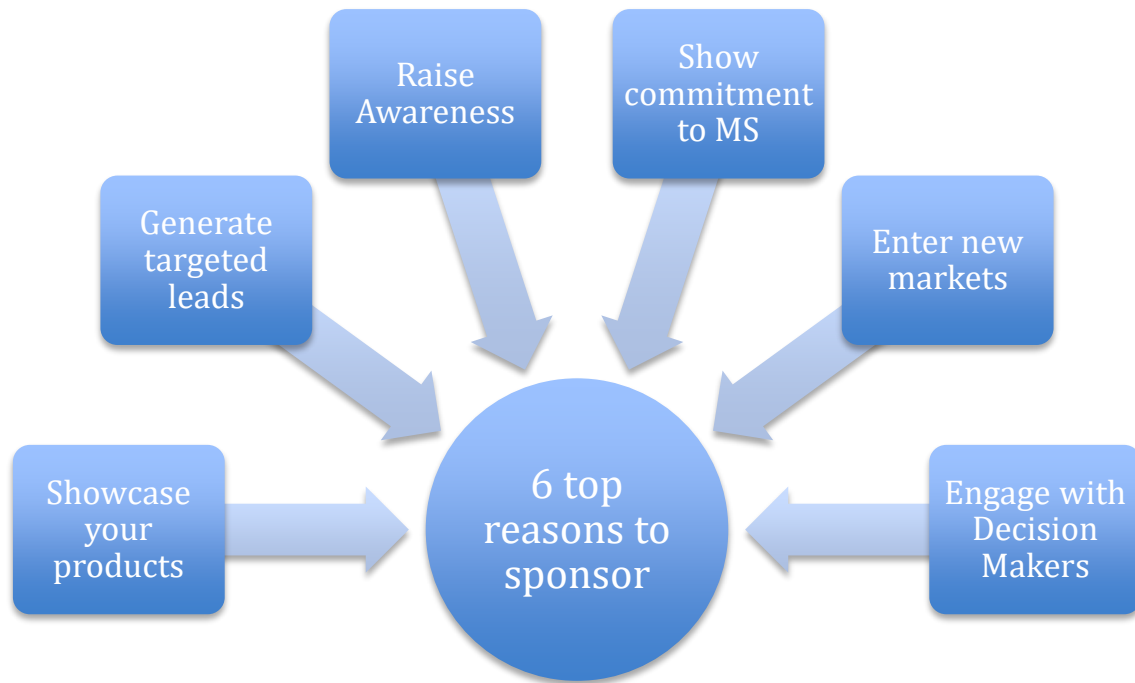
The conference will attract 80 – 100 professionals from organizations from Asia, the Middle East, Australia and the rest of the world who are all interested in the business of Mystery Shopping.

MSPA[®] ASIA/PACIFIC

MYSTERY SHOPPING PROFESSIONALS ASSOCIATION

This opportunity not only would position you as a top tier organization but would also showcase your dedication to MSPA and commitment to help elevate the industry to higher levels.

Professionals attend this conference for various reasons, looking for new tools to use, network with professionals, acquire new business, form new partnerships and of course, listening to the best in the industry for their own professional development.



Sponsorship Packages

Sponsorship Benefits	Platinum (Exclusive)	Gold	Silver
Package Prices	\$4,000	\$3,000	\$2,000
Speaking opportunity for 30 minutes during day 1 of the conference with topic related to mystery shopping. (to be approved by conference team)	yes		
A display booth where you may speak with conference attendees during breaks, free time and between sessions regarding your business.	yes	yes	
A banner and link on the main page of MSPA Asia-Pacific website for 3 months (Oct – Dec 18)	yes		
Your company logo will appear in the front page of the conference print program	yes	yes	yes
Exclusive to just one sponsor	yes		
One page advertisement of your company on the back page or front inside page of the printed program	yes		
One page advertisement of your company on a page inside the printed program		yes	
Half page advertisement of your company on inside page of the printed program			yes
Your company logo will be printed on the signage placed at the general areas of the conference/Hotel	yes	yes	yes
Your company logo will be printed on the MSPA Conference backdrop that will appear in the session area during the conference days	yes	yes	yes
Opportunity to include promotional materials in the conference pack given to all participants	yes	yes	yes
Your company logo will be printed on the lanyards	yes		
Your company logo and link will be displayed on the Event information page of the MSPA AP website until the end of the conference	yes	yes	yes
Two free conference registrations	yes	Yes	
Two free Desert Safari attendees on the 15 th of November 2018	yes		
1 Free conference registration			yes
Your company information will be sent to every new MSPA member in Asia Pacific during 12 months (Nov 2018 to Oct 2019) Applicable to MS software companies	yes		
Sponsor the Foosball Tournament during the conference	yes		
Special vote of thanks from Conference Director during the kick off and closing of the conference	yes	yes	yes