

medc winter conference
SPONSORSHIP 2012
TOP opportunities

february 1-3 { hilton hotel } jackson, ms

ALL SPONSORS will receive the following base benefits:

- Listing on the MEDC website with a link to the sponsor's website
- Recognition in the conference program and on display boards.

** Additional benefits are provided with each sponsorship event or sponsorship level as noted below:*

EVENT SPONSORSHIPS

Single sponsor events:

Networking Breakfast* (Thurs.) \$2,500

Networking Breakfast* (Fri.) \$2,500

Morning Break* (Thurs.) \$2,000

Afternoon Break* (Thurs.) \$2,000

** (additional benefits: logo on event display board, exhibit space)*

Multiple sponsor events:

MEDC Awards Luncheon \$1,500

** (additional benefits: logo shown at luncheon, logo on event display board, recognition during luncheon, 4 complimentary registrations, 2 extra luncheon tickets, exhibit space)*

Breakfast Honoring Legislature \$1,250

** (additional benefits: logo on event display board, recognition during breakfast, 3 complimentary registrations, 2 extra breakfast tickets, exhibit space)*

PARTICIPATE!

Take advantage of this opportunity to show your support of MEDC by participating in the 2012 MEDC Winter Conference as a sponsor and by donating door prizes.

If you have door prizes to donate, please bring them to the registration desk.

For a sponsor form go to **CONFERENCES** at www.medc.ms, call 601-352-1909, or email carol@medc.ms.

SPONSORSHIP LEVELS

Open to multiple sponsors:

Premier Sponsor \$950

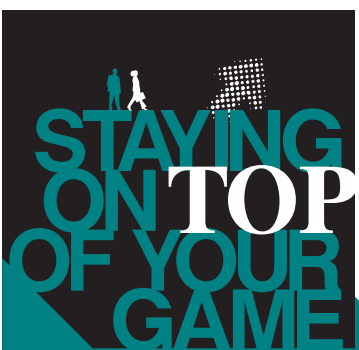
** (additional benefits: two complimentary registrations, exhibit space)*

Corporate Sponsor ... \$600

** (additional benefits: one complimentary registration)*

General Sponsor \$300

includes base benefits as listed above (see ALL SPONSORS)



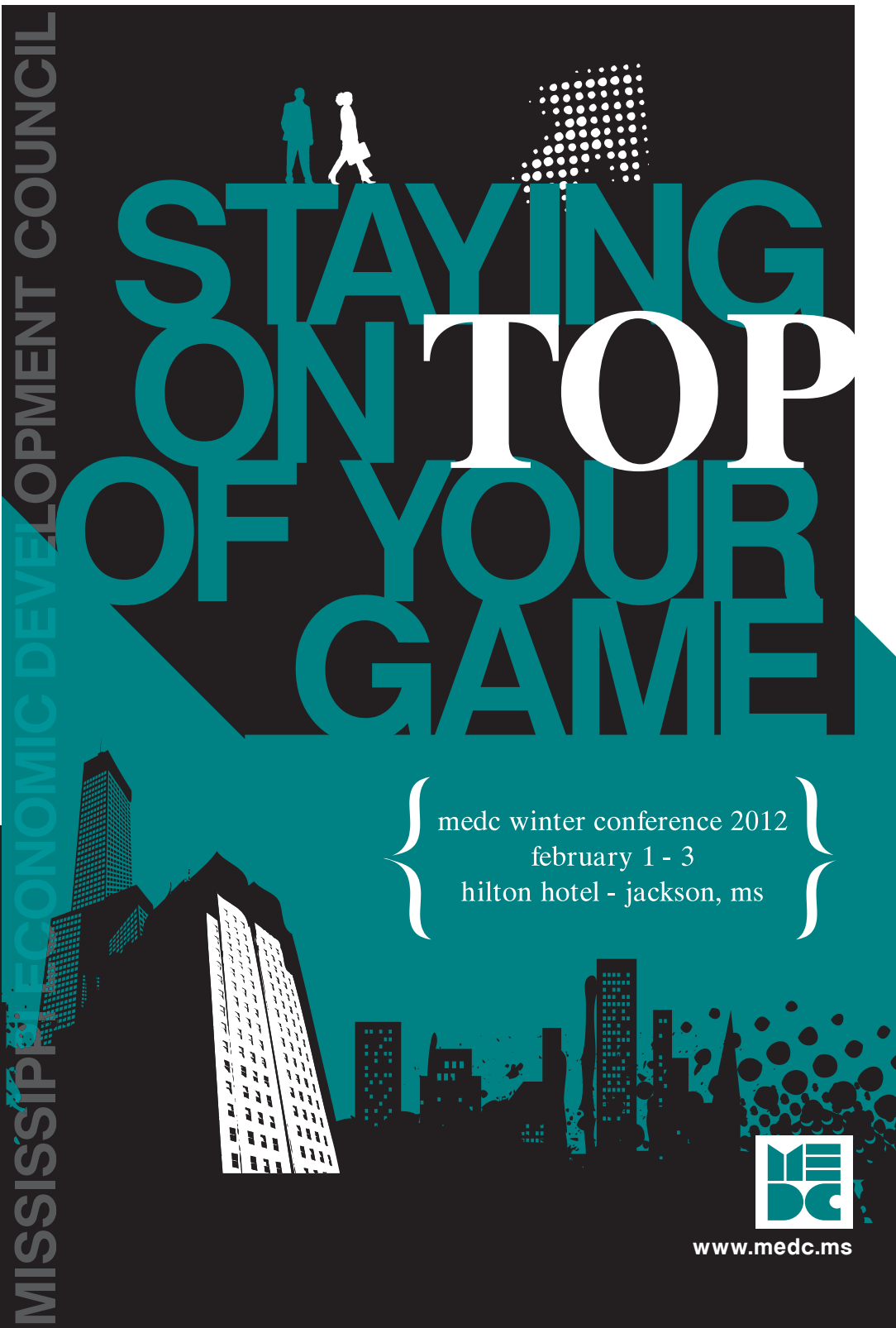
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medc winter
CONFERENCE 2012
 information

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IEDC CREDIT

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CECd).



MEDC MEMBERSHIP

Join NOW to attend the 2012 Winter Conference at the member rate and be listed in the membership directory (published annually and online). Visit www.medc.ms for a membership application.

ACCOMMODATIONS

Make room reservations directly with the hotel. Call 1-888-263-0524 or 1-800-HILTONS. Mention "MEDC12" when calling. \$114/night, 1 or 2 people. Block of rooms reserved until January 5. Or go to **LODGING** at **CONFERENCES** at www.medc.ms for online hotel reservations.

ATTIRE

Business casual attire is encouraged at all functions with the exception of business attire for the Wednesday morning Legislative Breakfast.

For more information:
 601.352.1909
www.medc.ms



Special thanks to Greg Word, NMIDA, for the cover design.



HOW TO REGISTER


- Select payment.** Conference fee will be:
 - Paid by check mailed to MEDC, PO Box 3721, Jackson, MS 39207
 - Paid by credit card at www.medic.ms
 - Included in sponsorship package. To be a sponsor, go to www.medic.ms or call 601-352-1909.
- Fax completed registration form** to MEDC at 601-352-2061.
- Confirm your registration and payment** on the list of registrants at www.medic.ms
 - For new members, if membership application form and payment are enclosed, register at the member rate.
 - Organizations sending 5 or more representatives may register for \$155 before January 21, \$175 on or after January 21.

Name _____
 Organization _____
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____

Full conference fee covers legislative breakfast, all conference sessions, reception, breaks, breakfasts and luncheon. Registration packets will be available at the registration table.

CONFERENCE FEE: (check one)	before Jan. 21	on/after Jan. 21
<input type="checkbox"/> MEDC Member	\$ 175 _____	\$ 195 _____
<input type="checkbox"/> Non-MEDC Member	\$ 275 _____	\$ 295 _____
<input type="checkbox"/> Spouse or Student	\$ 100 _____	\$ 120 _____
Registered Spouse Name _____		

Special MEDC one-day **CHAMBER OF COMMERCE** track only:
 Thursday, February 2 (includes lunch) \$ 80 _____

 To cancel and receive a refund or not be billed, you must notify the MEDC office of your cancellation at 601-352-1909 or at carol@medc.ms before January 21.
SORRY, NO REFUNDS AFTER JANUARY 20
 Monies paid to MEDC are not deductible as charitable contributions under IRS Code section 170. They may, however, be deductible by you under other provisions of the Internal Revenue Code.
www.medic.ms

STAYING ON TOP OF YOUR GAME

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WEDNESDAY FEB 1

- 7:30-8:30 AM **Breakfast Honoring Legislature** Galloway United Methodist Church
“KEEP MISSISSIPPI MOVING” 305 North Congress Street, Jackson
 SPEAKER: Justin Barnard, *President, Barnard Equipment Company, Brandon, MS*
 This Mississippi young professional will share the story of his journey to becoming an entrepreneur who runs a successful company that exports heavy-duty equipment overseas.
- 2:00-4:00 PM **“UNIVERSITY ROUND TABLES”** Hilton Hotel, Jackson
 Speed-dating format, this time with our university leaders who have much to offer in economic and community development.

THURSDAY FEB 2 (special one-day chamber rate is offered to chamber members for Thursday)

- 7:00-8:00 AM **Networking Breakfast**
- 8:15-8:45 AM **“FILMMAKING AS IS(!) ECONOMIC DEVELOPMENT”**
 SPEAKERS: Ward Emling, *Mississippi Film Office, Jackson*, and Wes Benton, *Red Planet Entertainment, Ridgeland*
 Film production can create immediate economic impact in your town: good jobs, broad-based community development, and global public relations opportunities. The film industry responds to the same development forces: available workforce, supportive infrastructure, attractive incentives and compelling locations, but has a language of its own, as you will hear from these industry professionals.
- 8:45-10:00 AM **“ARE YOU AS SMART AS YOUR SMART PHONE? STAYING ON TOP OF CURRENT APPS”**
 SPEAKER: Thomas Broadus, *Web Administrator, Miss. Public Broadcasting, Jackson*
 There are new applications for your mobile devices coming out every day. Thomas Broadus, a futurist in the internet industry, will help us learn how to get optimum use with the latest and greatest apps. Come prepared to talk about your favorites.
- 10:00-10:30 AM **Networking Break**

THURSDAY FEB 2 continued

- 10:30-11:45 AM **Concurrent Sessions**
- 10:30 AM **“THE PROTOCOL OF MDEQ PERMITTING”**
Eco. Dev.
 Mississippi Department of Environmental Quality permitting is vital to both environmental protection and the economic development process. Trudy Fisher and a panel of MDEQ permitting experts will provide information and insight to help streamline this process.
 MODERATOR: Trudy Fisher, *Executive Director, MDEQ*
 PANEL: Representatives from MDEQ
- 10:30 AM **“ONE ASK GIVING/REVENUE ENHANCEMENTS”**
Chamber
 SPEAKER: Jack Camper, *Jack Camper Consulting Group, Tucson, AZ*
 This popular instructor at Chamber Institute and former executive director of the Tucson Metropolitan Chamber of Commerce will provide information about sales and marketing strategies for chambers of all sizes from total resource campaigns, to membership drives and generating substantial revenue from new sources including travel programming.
- 12:00-1:30 PM **Awards Luncheon**
 Heidel Leadership Award and Community Economic Development Awards (CEDA) will be presented.
- 2:00-3:15 PM **Concurrent Sessions**
- 2:00 PM **“STAYING ON TOP OF EFFECTIVE MARKETING TOOLS FOR YOUR ECONOMIC DEVELOPMENT ORGANIZATION”**
Eco. Dev.
 The ways we communicate our communities’ assets to the outside world in the best light possible are myriad and ever-changing. Our panel experts have worked with many economic development organizations and will share their perspective.
 MODERATOR: Phil Hardwick, *Coordinator of Capacity Development, Stennis Institute, Mississippi State University, Jackson*
 PANEL: John Abbate, *President, Marketing Alliance, Jackson*
 Denton Gibbes, *President, The Gibbes Company, Jackson*
 Kristine Jacobs, *VP, Strategic Planning, Ramey Agency, Jackson*
- 2:00 PM **“THE CHAMBER: YOUR ‘BUSINESS ADVOCATE’”**
Chamber
 SPEAKER: Jack Camper, *Jack Camper Consulting Group, Tucson, AZ*
 Recognizing your organization’s role and responsibility in your members’ abilities to make a profit, create jobs, and provide their employees with a lifestyle is key to being a successful chamber. Jack will draw from his 33 years as Executive Director of the Tucson Metropolitan Chamber of Commerce and his many years as instructor at Chamber Institute for this session.

THURSDAY FEB 2 continued

- 3:15-3:45 pm **Networking Break**
- 3:45-5:00 PM **Concurrent Sessions**
- 3:45 PM **“LEVERAGING OUR ABUNDANT RESOURCE – NATURAL GAS”**
Eco. Dev.
 Mississippi is uniquely positioned to take advantage of economic development opportunities related to the abundance of natural gas in our state. This panel will discuss how we can focus our efforts in a collaborative manner to capitalize on these valuable energy resources to drive economic growth in our state.
 MODERATOR: Bob Kerley, *Vice President, Marketing, Atmos Energy, Jackson*
 PANEL: Lyn Arnold, *President/CEO, Tunica County Chamber of Commerce and Economic Development Foundation, Tunica*
 Kathy Gelston, *Director, Financial Resources Division, Mississippi Development Authority, Jackson*
 Representatives from CenterPoint Energy and BP
- 3:45 PM **“THE MISSISSIPPI MARKET – WHAT’S IN IT FOR YOU?”**
Chamber
 SPEAKERS: MDA Mississippi Market Team
 Wonder how the Mississippi Market Wholesale Show directly relates to your job description? The Mississippi Market staff along with invited guests will show you how to assist your local retailers, grow your small business entrepreneurs, and be the catalyst in your community for bringing them all together – all through the Mississippi Market program.
- 5:30-6:30 PM **“AT THE TOP” RECEPTION** Hilton Penthouse
 SPONSOR: Entergy Mississippi

FRIDAY FEB 3

- 7:30-8:30 AM **Networking Breakfast**
- 8:30 AM **“THE FUTURE OF ECONOMIC DEVELOPMENT IN MISSISSIPPI”**
 New state leaders will be invited.
 (go to www.medic.ms for up-to-date information)
- MEDC Business Meeting**
- Door Prizes / Adjourn**



 **MISSISSIPPI ECONOMIC DEVELOPMENT COUNCIL**
www.medic.ms

