

# Sponsorship Opportunities

*MFA Annual  
Conference*

*March 10-12, 2022*

*Radisson Blu Aqua  
Hotel, Chicago, IL*

This event draws more than 400 delegates and offers academics a unique environment to share and learn from each other's experiences and research. High quality academic papers are selected through a competitive review process and presented in sessions at the meeting.

Your organization can associate its name with this high profile event, and gain access to cutting-edge researchers and professors from US and international business schools. The venue is the Radisson Blu Aqua Hotel, 221 North Columbus Drive, Chicago, Illinois 60601.

For more meeting information please visit our website at [www.midwestfinance.org](http://www.midwestfinance.org)

## Benefits

Your sponsorship will be recognized with your logo in the program and the MFA website and complimentary passes to all conference events

## Major Sponsor \$7,000

Sponsor an Evening Reception, the MFA business meeting, or a Luncheon/breakfast with a Keynote Address. Major sponsors receive three complimentary event entries.

## Minor Sponsor \$1,000-1,500

Sponsor a Refreshment Coffee Break or an Outstanding Paper Award or Graduate Students Travel Grants. Minor sponsors receive one complimentary events entry.

## Exhibitor \$1,000

See the attached exhibitor contract

## Advertiser \$500-1,000

See the attached advertiser contract

**To discuss available sponsorships opportunities please contact:**  
David Feldman at [SponsorshipVP@midwestfinance.org](mailto:SponsorshipVP@midwestfinance.org)



# Advertiser Contract

MFA 2022 Annual Meeting  
Radisson Blu Aqua Hotel  
Chicago, Illinois  
March 10-12, 2022

## INVITATION TO ADVERTISE

You are invited to place an advertisement in the MFA conference printed material. The MFA distributes printed program packets to all of the more than 400 registrants in attendance at our annual meeting.

### Advertising Rates

Meeting packet insert	\$500
Two-page interior spread in program book (b/w)	\$1,000
One page interior ad in program book (b/w)	\$500
Inside back cover of program book (color)**	\$750
Outside back cover of program book (color)**	\$1,000

\*\*Inside and outside back cover spaces assigned first come first serve

## PROGRAM BOOK ADVERTISEMENTS

Ad copy placed in the printed program book can be submitted as a black and white camera-ready print or as an electronic file. Full page image size is 5.5 inches wide by 8.5 inches long. Ad copy for the printed program book must be received by January 28, 2022.

## MEETING PACKET INSERTS

Inserts could be items or ads that are too large for the program brochure, mail-in offers, or coupons intended to draw individuals to your business. Inserts must be sized to fit in a standard 6 x 9 envelope (can be folded once). Send inserts to arrive no later than February 4, 2022.

Printed program ad space (list type) \_\_\_\_\_ Cost \$ \_\_\_\_\_

(If ordering inside cover indicate order of space preference) \_\_\_\_\_

Meeting Packet Insert (send sample or describe) \_\_\_\_\_ Cost \$ \_\_\_\_\_

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-Mail Address \_\_\_\_\_

We would like to contract for the advertising indicated above and agree to the procedures

listed. We agree that Total Advertising Payment due is \$ \_\_\_\_\_

Signature of Authorized Agent \_\_\_\_\_ Date \_\_\_\_\_

**Payment:** upon completed and signed form submission, MFA treasurer will send an invoice by email to the individual listed above or, if you prefer, payment can be sent to the MFA Treasurer at the following address:  
Midwest Finance Association, C/O Craig Furfine, 2211 Campus Drive, GH-4373, Evanston, IL 60208

Please return a completed, signed copy of page one of this contract to David Feldman, MFA Sponsorship VP,  
Email: [SponsorshipVP@midwestfinance.org](mailto:SponsorshipVP@midwestfinance.org)

# Exhibitor Contract

MFA 2022 Annual Meeting  
Radisson Blu Aqua Hotel  
Chicago, Illinois  
Show Days, March 10-12, 2022

## Exhibit Space

Exhibit space rental is \$1,000. A 6' table, a waste basket, and two side chairs are available at your option. Exhibits will be located near the session breakout rooms and coffee break area.

## Exhibit Schedule

Exhibits may be open during the following schedule:

Set Up: Thursday, March 10 (10am–noon)

Show Hours: Thursday, March 10 (noon–5pm)

Friday, March 11 (8am–5pm), Saturday, March 12 (8am–noon)

Dismantle: Saturday, March 12 (noon–1pm)

Contact Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
Web Page URL \_\_\_\_\_

We apply for exhibit space at the Midwest Finance Association 2022 annual meeting and accept the space assigned by the MFA. We agree to abide by all terms and conditions as described in the two pages of "Details of Contract for Exhibit Space," attached hereto, and understand this application will become a contract upon its acceptance by the MFA. We agree that Total Exhibit Rental due is:

\$ \_\_\_\_\_ for \_\_\_\_\_ booth(s) @\$1,000 each

We understand that this payment is exclusive of any charges or services not identified as being provided by or the responsibility of the Midwest Finance Association within this contract.

Signature of Authorized Agent \_\_\_\_\_ Date \_\_\_\_\_

**Payment:** upon completed and signed form submission, MFA treasurer will send an invoice by email to the individual listed above or, if you prefer, payment can be sent to the MFA Treasurer at the following address:  
Midwest Finance Association, C/O Craig Furfine, 2211 Campus Drive, GH-4373, Evanston, IL 60208

Please return a completed, signed copy of page one of this contract to David Feldman, MFA Sponsorship VP, Email: [SponsorshipVP@midwestfinance.org](mailto:SponsorshipVP@midwestfinance.org)

**Midwest Finance Association**  
**Annual Meeting**  
**Exhibit Show Days, March 10-12, 2022**  
**Radisson Blu Aqua Hotel**  
**221 North Columbus Drive Chicago, Illinois**  
**60601 USA**

**DETAILS OF CONTRACT FOR EXHIBIT SPACE**

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**ASSIGNMENT OF SPACE**

Exhibit space will be assigned by the MFA in the order in which the applications are received. If more than one booth is desired, it should be stated clearly in the application. All applications should be returned as early as possible to obtain booth space as booth space is limited.

**CANCELLATION**

Any cancellation prior to January 28, 2022 will be allowed a refund of eighty percent (80%) of the contract amount. If an exhibitor cancels participation on or after January 28, 2022, or if the exhibitor fails to occupy the contracted space by 1:00 p.m., Thursday, March 10, 2022, the Midwest Finance Association is entitled to the full amount of the rental payment. If the booth space is not occupied by 1:00 p.m., Thursday, March 10, 2022 the Association shall have the right to use such space as it sees fit to eliminate blank spaces in the exhibit hall.

**INSTALLATION AND REMOVAL**

Exhibits are to be set up in place and open for show during the meetings on the following schedule:

Set Up:	Thursday, March 10	10am-noon
Show Hours:	Thursday, March 10	noon-5pm
	Friday, March 11	8am-5pm
	Saturday, March 12	8am-noon
Dismantle:	Saturday, March 12	noon-1pm

Booths will be accessible to exhibitors for set up at 10am on Thursday, March 10. Packing and removal may start no earlier than 12:00pm on Saturday, March 12, and all exhibits must be removed from the hotel by 5:00pm Saturday, March 12, 2022.

**STANDARD BOOTH EQUIPMENT**

Exhibitors will be provided a 6' table, a waste basket, and two side chairs. Any other booth items or services are the sole responsibility of the exhibitor.

**INFORMATION PACKETS FOR ADDITIONAL SERVICES**

Exhibitors will be sent an information packet with details for arranging freight handling, or ordering special services and equipment not specifically listed and provided for in the booth description above. Packets will be sent upon acceptance by the MFA of the completed and signed exhibit contract.

**BOOTH OPERATION**

The exhibitor may not erect materials that will substantially affect the view of and/or operation of any other exhibitor. All materials including any food or drink catered by an exhibitor must be kept within the confines of the exhibit. The aisles cannot be used in any way. Fire Department regulations require that aisles be kept free and clear.

To comply with regulations of the Internal Revenue Service **no books or materials** are to be sold during the show. The purpose of the exhibit is to allow for exhibit and presentation of educational materials to members attending the conference. Non-compliance with this requirement will be sufficient grounds for refusing an exhibit contract in any following year.

**RECEPTIONS AND HOSPITALITY SUITES**

Exhibitors are free to host receptions or sponsor hospitality suites through the hotel's catering office. These events should not compete with MFA events but instead enhance the program. Focus groups should be coordinated with the MFA and may incur a separate fee.

## MEETING REGISTRATION AND ACCESS TO EVENTS

Each exhibitor will receive up to two complimentary conference passes (waived registration fees and access to all events). Exhibitor company names are entered in the meeting program bulletin.

## HOTEL GUESTROOM RESERVATIONS

Exhibitors are responsible for arranging and paying for their own guest room accommodations. Special group guestroom rates are available at the Radisson Blu Aqua Hotel for the MFA annual meeting *until the group block is sold-out*. A link to the hotel reservation site can be found at [www.midwestfinance.org](http://www.midwestfinance.org) under the Conferences tab.

## RESPONSIBILITY FOR DAMAGE TO PROPERTY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the MFA, the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims. The exhibitor understands that any presence of security is a courtesy and does not constitute an admission of responsibility for booth contents by the Midwest Finance Association, the Hotel, its owners, management company, or its respective agents, servants, or employees.

The exhibitor understands that neither the MFA, nor the Hotel maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance. All signs must be professionally printed and approved and they may not be put up within the hotel without the knowledge and prior approval of the hotel's Convention Services Manager.

Scotch tape, nails, staples, push pins or potentially damaging fasteners may not be used to hang signs or other materials on walls in any area or in any function room.

## OBSERVANCE OF LAWS

The exhibitor will comply with all federal, state, and local laws and all rules of the Hotel. Exhibitors will comply with lawful orders of police and fire departments or any other municipal authority.

## AGREEMENT TO CONTRACT TERMS

By signing the first page of this contract, the exhibitor agrees to abide by the above contract terms and conditions.

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## CONTACT FOR INQUIRIES

Applications and inquiries should be directed to:

David Feldman  
MFA VP – Sponsorship  
School of Banking and Finance  
UNSW Business School  
UNSW Sydney  
UNSW Sydney, NSW 2052  
Australia  
Tel: +61-2-9385-5748  
Email: [SponsorshipVP@midwestfinance.org](mailto:SponsorshipVP@midwestfinance.org)

Craig Furfine  
MFA Treasurer  
2211 Campus Drive, GH-4373, Evanston, IL  
60208  
Email: [treasurer@midwestfinance.org](mailto:treasurer@midwestfinance.org)