

# **LEADING THE PACK**

**The 2023 MFSA Conference  
Friday, March 31 thru Sunday, April 2**



**Hilton DFW Lakes  
Conference Center  
Grapevine, TX**

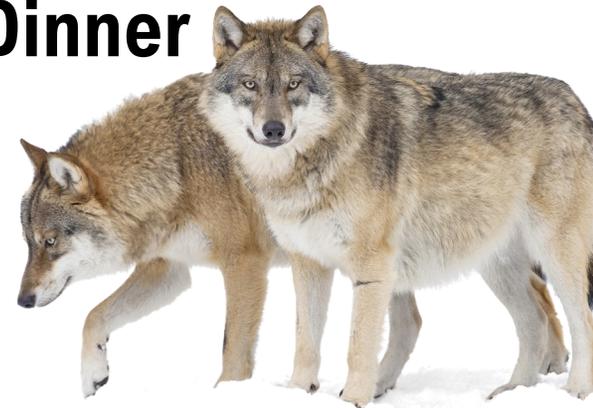
**March 31, 2023 - April 2, 2023  
Hilton DFW Lakes Hotel  
Grapevine, TX**

**Thursday, March 30, 2023  
Golf Tournament**

**Friday, March 31, 2023  
Facility Tours  
Sponsor Reception**

**Saturday, April 1, 2023  
Breakout Sessions  
Austin Ranch-Silver Lake Saloon Dinner**

**Sunday, April 2, 2023  
General Business Meeting  
Conference Close**



## **We are The MFSA™ –The Mailing & Fulfillment Services Association.**

We are a nonprofit organization dedicated to promoting Direct Mail, Printing, and Fulfillment service providers through education and collaboration. This vibrant and growing association has been meeting for over 54-years.

We meet once a year for a three-day conference. Membership is obtained by attending this annual gathering. Our conference hosts cutting-edge speakers that introduce participants to the latest technology and marketing trends, USPS executives, and international vendors that support the industry.

Attendees are CEOs, sales and marketing executives, and entrepreneurs. Our meeting brings fierce competitors together as collaborators and fosters camaraderie seldom found in today's business environment.



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Friday, March 31 thru Sunday, April 2**



**Sponsorships**



**SPONSOR ONLINE TODAY**  
**THEMFSA.ORG**

or contact

Jim Kelley  
James.kelley@hp.com  
214-952-2035

Ronnie Ewers  
rewers@eq3p.com  
214-729-5791

**Includes:**

- Four (4) Full Conference Attendees which includes Friday and Saturday night events
- Two (2) Attendees to the Golf Tournament
- Full Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Links to your website on digital marketing
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses



**Includes:**

- Two (2) Full Conference Attendees which includes Friday and Saturday night events
- 1 Table Display at Kick-off Reception
- Logos included in all marketing for the conference
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

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**Includes:**

- Two (2) Full Conference Attendees which includes Friday and Saturday night events
- Full Table Display at Kick-off Reception
- Logos included with all marketing for the conference
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

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Includes:

- One (1) Full Conference Attendee which includes Friday and Saturday night events
- 1/2 Table Display at Kick-off Reception
- Logos included on all marketing for the conference
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

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## Can't Make It To The Conference?

### Become a Bronze Sponsor

Includes:

- Logos included on all marketing materials for the conference
- Sales literature enclosed in conference bag
- Detailed list of all conference attendees including email addresses

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We Have Several Items  
Available to Qualify for an  
In Kind Sponsorship:

Brochures

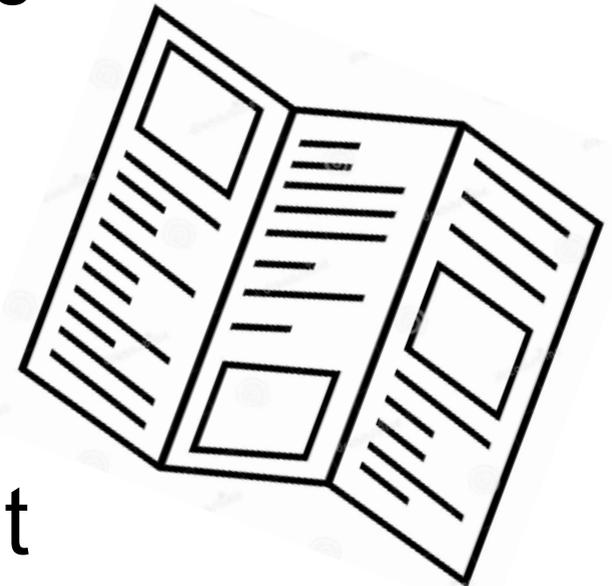
Booklets

Banners

Signs

Fulfillment

And More!



# FOUR EXCELLENT REASONS TO SPONSOR THE MFSA™

The MFSA™ understands that sponsors expect a return on their investment. Our conference attracts CEO's, sales and marketing executives, and entrepreneurs...

## Your Target Audience.

The Friday Night Sponsor Kick-Off is a show case just for you. It's the perfect platform to mingle with your existing clients while meeting new, potential clients. Below are results from our latest Sponsor Survey:

- **100% said they felt the sponsorship dollars spent were of value to their business**
- **100% said they met viable contacts for new business**
- **100% said they had the chance to spend quality time with existing clients**

## The Sponsor Reception is always well attended-

Between 90 - 95% of all attendees participate every year. Each sponsor is provided with a table in an area within the hotel where the conference is held. We provide light hors d'oeuvres and an cash bar. The kick-off starts at 6pm and finishes by 8:30pm.





## **Cash and Door Prizes are Awarded Throughout the Evening-**

MFSA™ provides cash and door prizes to attendees that visit each sponsor table throughout the evening.

This encourages everyone to take their time and visit every sponsor. Along with our usual cash prizes, we also throw in something with a twist. One year we gave away an Exotic Race Car Driving Experience! These incentives are funded and provided by the MFSA™. We welcome additional prizes provided by our sponsors as well.



## **It Is a Fun & Festive Environment-**

This fun and festive event is perfect for digital advertising your business and "calling out" existing and new clients on social sites. MFSA™ members collaborate and generate lots of pictures which in turn generates lots of activity on social sites like Facebook, Twitter, Instagram and LinkedIn.



**The Presentation of The Helsley Family Lifetime Achievement Award-**  
For the past 50-years, during the Friday Night Sponsor Kick-Off, the MFSA™ presents the Helsley Family Lifetime Achievement Award. This coveted award is presented to an individual who has demonstrated a long history of significant and outstanding achievement in the mailing services industry. It can be won only once, and past recipients select each new winner. Its presentation is one of the highlights of every conference.



**Become a Sponsor to**

**The MFSA™**

**Annual Conference**

**Today**

**TheMFSA.org**

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