

 uid  
2025



**Distribute Innovation**  
INFLUENCE // IMPLEMENT // INTEGRATE

## ANNUAL SPONSORSHIP PROGRAM

Celebrating 30 years of serving as the premier training conference for distribution professionals.

The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Since its inception in 1994, UID has become known worldwide for excellence in distribution education. UID is sponsored by the Association Education Alliance (AEA)—a consortium of 40+ distribution trade associations—in cooperation with the Department of Technology Leadership and Innovation of Purdue University.



# SPONSORSHIP HIGHLIGHTS

	PLATINUM	GOLD	SILVER	BRONZE
Complimentary registrations	3	2	2	1
Opportunity to introduce keynote speaker	✓			
Invitation to make a presentation at an AEA board of directors meeting	✓			
Banner ad on mobile app	✓	✓		
Signage throughout the Conference	✓	✓	✓	
Sponsor listing on mobile app with video and handout uploads	✓	✓	✓	✓
Exhibit table	✓	✓	✓	✓
Company social media posts	4	3	2	1

## PLATINUM SPONSOR | (\$15,000)

- Exclusive sponsor (Select one):
  - Lanyard with logo
  - Hotel room key card
- Exclusive invitation to make a presentation at an AEA Board of Directors meeting (15-20 minutes in length, 5 min Q&A) and attend the board dinner providing access to the sponsoring associations of UID
- Additional benefits
  - Opportunity to play an introduction video leading into the general session (45 seconds or less) or introduce the keynote speaker
  - Three complimentary registrations
  - Banner ad on website and mobile app
  - Complimentary tabletop exhibit
  - Logo on signage throughout the event
  - Four social media posts

## GOLD SPONSOR | (\$12,000)

- Exclusive sponsor (select one):
  - Registration
  - Welcome reception
  - UID social reception
- Opportunity to submit a company introduction video to be posted to the event website (*video to be approved by AEA team before posting*)
- Additional benefits
  - Three company social media post
  - Two complimentary registrations
  - Logo on signage throughout the event
  - Complimentary tabletop exhibit

## SILVER SPONSOR | (\$6,000)

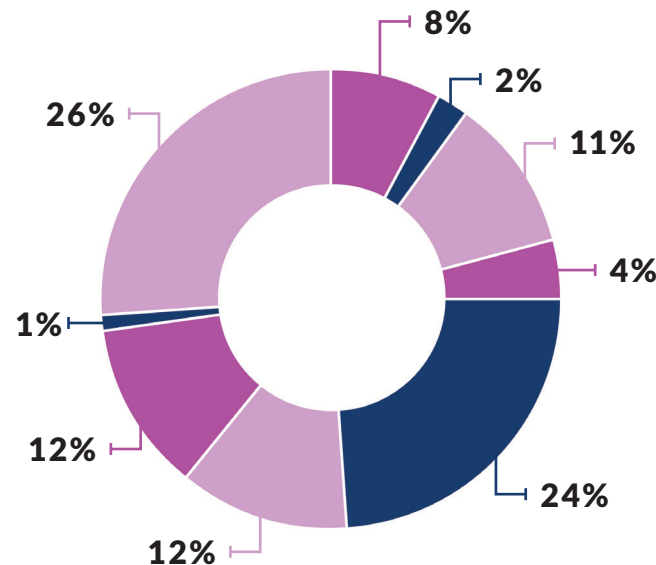
- Exclusive sponsor (select one):
  - Monday Lunch
  - Tuesday Breakfast
  - Tuesday Lunch
  - Wednesday Breakfast
  - Wednesday Lunch
  - Thursday Breakfast
  - Thursday Lunch
- Two complimentary registrations
- Complimentary tabletop exhibit
- Logo on signage throughout the event
- Two social media posts

## BRONZE SPONSOR | (\$2,500)

- Exclusive track sponsorship (select one):
  - Distribution Strategy Track
  - Leadership Track
  - Operations Track
  - Management/HR Track
  - Sales/Marketing Track
- Additional Benefits
  - Logo on track
  - Complimentary tabletop exhibit
  - One social media post
  - One complimentary registration

## Attendees Demographic Breakdown

- 8%** Executive Management
- 2%** Finance
- 11%** Inside Sales
- 4%** Marketing
- 24%** Operations/Administration
- 12%** Other Title
- 12%** Outside Sales
- 1%** Owner/Principle
- 26%** Sales Management



## Questions?

If you are interested, please contact John Ross at [ross@mcp-amc.com](mailto:ross@mcp-amc.com) for more details.