



MIDWEST ARTS XPO
SEPTEMBER 22-25

RAISING THE BAR 4 MAX

2026 Midwest Arts XPO

Sponsorship Opportunities & Benefits

Milwaukee | September 2026



Partner With MAX

Thank you for considering a sponsorship of the 2026 Midwest Arts XPO. Sponsorship opportunities are designed to deliver meaningful visibility, engagement with attendees, and alignment with the MAX community.

Questions?

Contact 2026 MAX Sponsorship Co-Chairs:

Sarah McCarthy / sarah@dandelionartists.com

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CONFERENCE & EVENT SPONSORS

Benefits for Conference and Event Sponsors

All Conference and Event Sponsor levels include the following benefits:

- Early Marketplace Exhibit Hall Assignment
- MAX E-Newsletter Recognition
- Company Logo on MAX Website
- Social Media Recognition
- Invitation to VIP Sponsor Reception at MAX
- Sponsorship Badge Ribbon
- Recognition on the XPO Floor Entrance Tower

CONFERENCE SPONSORSHIP OPPORTUNITIES

Premiere Presenting Sponsor

Sponsorship Item	Premiere Presenting Sponsor
Price	\$20,000+
Availability	1
Benefits	<ul style="list-style-type: none"> • All Sponsor Level Benefits above plus: • Featured Logo on MAX Website Homepage • Logo in “Premiere Presenting Sponsor” position on MAX banner(s) throughout the Baird Center • Logo in Exterior Digital Signage at the North Entrance of the Baird Center • 90 second pitch at Opening Plenary • Logo Recognition on Baird Center Interior Digital Screens and Kiosks • Two Complimentary Booth Spaces, Including Two Registrations • Two Additional Registrations • 60 second video spot on digital screen

Presenting Sponsor

Sponsorship Item	Presenting Sponsor
Price	\$10,000+
Availability	2
Benefits	<ul style="list-style-type: none"> • All Sponsor Level Benefits above plus: • Featured Logo on MAX Website • Logo in “Presenting Sponsor” position on MAX banner(s) throughout the Baird Center • 60 second All XPO pitch opportunity

	<ul style="list-style-type: none"> • Logo Recognition on Baird Center Interior Digital Screens and Kiosks • One Complimentary Booth Space, Including One Registration • One Additional Registration • 30 second video spot on digital screen
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Director

Sponsorship Item	Director
Price	\$5,000
Availability	4
Benefits	<ul style="list-style-type: none"> • All sponsor Level Benefits above plus: • Logo Recognition on Baird Center Interior Digital Screens and Kiosks • One Complimentary Booth Space (includes one registration) OR One Primary Conference Registration • One Additional Registration • 30 second video spot on digital screen

Star

Sponsorship Item	Star
Price	\$2,500
Availability	6
Benefits	<ul style="list-style-type: none"> • All Sponsor Level Benefits above plus: • 30 second video spot on digital screen

EVENT OPPORTUNITIES

Event Sponsors are recognized on related event signage and welcoming remarks.

Opening Reception

Sponsorship Item	Opening Reception
Price	\$5,750
Availability	2
Benefits	<ul style="list-style-type: none"> • One Complimentary Booth Space (includes one registration) OR One Primary Conference Registration • One Additional Registration • + 60 second pitch at event

Keynote Speaker

Sponsorship Item	Keynote Speaker
Price	\$6,000
Benefits	<ul style="list-style-type: none"> • One Complimentary Booth Space (includes one registration) OR One Primary Conference Registration • One Additional Registration • + 60 second pitch at event

Closing Reception

Sponsorship Item	Closing Reception
Price	\$5,750
Benefits	<ul style="list-style-type: none"> • One Complimentary Booth Space (includes one registration) OR One Primary Conference Registration • One Additional Registration • + 60 second pitch at event

Center Stage Conversations Luncheon

Sponsorship Item	Center Stage Conversations Luncheon
Price	\$5,000
Availability	2
Benefits	<ul style="list-style-type: none"> • One Complimentary Booth Space (includes one registration) OR One Primary Conference Registration • One Additional Registration • Two 30 second pitches at event. There are two sessions and therefore each sponsor will speak once during the welcome or closing at both sessions.

New Colleague Orientation

Sponsorship Item	New Colleague Orientation
Price	\$ 575
Availability	3
Benefits	—

Youth & Family Symposium

Sponsorship Item	Youth & Family Symposium
Price	\$2,500
Level	Key Sponsor
Benefits	—

Youth & Family Symposium

Sponsorship Item	Youth & Family Symposium
Price	\$ 500
Availability	2
Level	Supporting Sponsor
Benefits	—

Professional Development

Sponsorship Item	Professional Development
Price	\$ 500
Availability	4
Benefits	—

VISIBILITY & BRANDING SPONSORS

Benefits for Visibility & Branding Sponsors

All Visibility & Branding Sponsors include the following benefits:

- Early Marketplace Exhibit Hall Assignment
- Company listing on MAX Website
- Invitation to VIP Sponsor Reception at MAX
- Sponsorship Badge Ribbon
- Recognition on the XPO Floor Entrance Tower

VISIBILITY & BRANDING OPPORTUNITIES

Badge Holders

Sponsorship Item	Badge Holders
Price	\$7,000
Availability	1
Benefits	—

Tote Bags

Sponsorship Item	Tote Bags
Price	\$6,000
Availability	1
Benefits	—

Morning Coffee Connect

Sponsorship Item	Morning Coffee Connect
Price	\$1,250
Availability	3
Notes	Baird Center 1st Floor
Benefits	— logo on adjacent signage

Bag Product Placement

Sponsorship Item	Bag Product Placement
Price	\$500
Availability	5
Notes	(notebooks, pens, etc. provided by sponsor)
Benefits	—

XPO Hall Coffee Stations

Sponsorship Item	XPO Hall Coffee Stations
Price	\$1,500
Availability	4
Notes	(Includes morning and afternoon coffee & tea, plus one afternoon snack)
Benefits	— logo on adjacent signage

MAX Digital Monitors

Sponsorship Item	MAX Digital Monitors
Price	\$1,500
Availability	10
Notes	30 second clip on looped video
Benefits	—

XPO Hall Central Hub Charging Station

Sponsorship Item	XPO Hall Central Hub
Price	\$2,500
Availability	1
Notes	Charging Station (table w/ logo)
Benefits	— logo on table linen

App Splash Page

Sponsorship Item	App Splash Page
Price	\$5,000

Availability	1
Benefits	—

Showcase Bar Branding

Sponsorship Item	Showcase Bar Branding
Price	\$2,500
Availability	2
Benefits	— logo on adjacent signage

App Home Banner

Sponsorship Item	App Home Banner (1 day)
Price	\$1,250
Availability	4
Benefits	—

Massage Therapists

Sponsorship Item	Massage Therapists
Price	\$3,500
Availability	1
Notes	In XPO Hall Green Room Lounge
Benefits	— logo on adjacent signage

App Push Notifications

Sponsorship Item	App Push Notifications
Price	\$1,500
Availability	3
Notes	(1 notification per day)
Benefits	—

Marketplace Map

Sponsorship Item	Marketplace Map (included in tote bags)
Price	\$850
Availability	3
Benefits	—

XPO Wifi

Sponsorship Item	XPO Wifi
Price	\$3,000

Availability	1
Benefits	— logo on adjacent signage

Booking Calendar

Sponsorship Item	Booking Calendar
Price	\$ 850
Availability	2
Notes	(Printed, included in tote bags)
Benefits	— logo on printed calendar

Escalator Runners - 1st to 2nd Floor

Sponsorship Item	1st to 2nd Floor
Price	\$6,250
Availability	1
Notes	Escalator Runners
Benefits	—

Escalator Runners - 2nd to 3rd Floor

Sponsorship Item	2nd to 3rd Floor
Price	\$6,250
Availability	1
Notes	Escalator Runners
Benefits	—

Escalator Runners - 3rd to 4th Floor

Sponsorship Item	3rd to 4th Floor
Price	\$6,250
Availability	1
Notes	Escalator Runners (TWO SETS)
Benefits	—

4th Floor Mezzanine Hanging Banner

Sponsorship Item	4th Floor Mezzanine
Price	\$5,500
Availability	1
Notes	Custom Hanging Banner
Benefits	—

Escalator Bank Windows – Baird Center 2nd Floor

Sponsorship Item	2nd Floor
Price	\$2,500
Availability	6
Notes	Escalator Bank Windows
Benefits	—

Hotel Key Cards

Sponsorship Item	Hotel Key Cards
Price	\$5,000
Availability	2
Notes	(Hyatt & Spring Hill Suites only)
Benefits	— logo featured on custom hotel key cards

Brewers Game Bus

Sponsorship Item	Brewers Game Bus
Price	\$1500
Availability	1
Notes	Up to 60 attendees
Benefits	— logo on directional sign, 60 second pitch on the bus, option to provide swag item

ADDITIONAL SUPPORT OPPORTUNITIES

I ❤️ MAX

Sponsorship Item	I ❤️ MAX
Price	Any Level
Notes	(suggested donation \$50-\$500)
Benefits	<ul style="list-style-type: none"> • Name Recognition on MAX Website • Adorable pin to show off your support • Entry into drawing for one free registration to MAX 2027 • High Fives and Hugs from your MAX Community

Collegiate Arts Bridge Support

Sponsorship Item	Collegiate Arts Bridge Support
Price	Any level
Notes	
Benefits	<ul style="list-style-type: none"> • Name Recognition on MAX Website • Help this vital new program