

# PPPC NATIONAL CONVENTION SPONSORSHIP & VISIBILITY OPPORTUNITIES

**SEPTEMBER 9-12**  
TORONTO INTERNATIONAL CENTRE



**Contact**

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# Show Opportunities



## **NATCON 2019 Lead Sponsor \$6,000 (Exclusive Sponsorship)**

Increase your company's visibility and create brand awareness with this opportunity, targeting all attendees. Your company's logo will be displayed on all the primary marketing materials for Natcon 2019 including the website, sponsor signage, and directory. You also have the option to include a standard electronic flyer (created by you) in one E-Show Daily or the post-show Recap communication. Included as well is a full-page ad in the printed show guide and the option to have your branded product distributed at the entry to the show floor.

**Bonus: Your logo on every show badge!**

## **Image Awards Sponsor \$4,000 (Exclusive Sponsorship)**

Increase your company's visibility and create brand awareness with this opportunity to stand out before, during and after the Image Awards. Your company's logo will be displayed on all Image Awards primary marketing materials for Natcon 2019 including the website, sponsor signage, convention centre monitors, and directory. In addition, your company logo will be featured on-screen during the Image Awards Ceremony as well as the electronic communications announcing the finalists and the winners. You also have the option to include a standard electronic flyer (created by you) in one E-Show Daily or the post-show Recap communication. Included is a full page in the printed show guide and the option to have your branded product distributed at the entry to the Image Awards Ceremony.

## **Professional Development Day Sponsor - \$2,500 (Exclusive Sponsorship)**

Increase your company's visibility and create brand awareness with this opportunity focusing on Professional Development. Your company's logo will be displayed on all Professional Development primary marketing materials for Natcon 2019 including the website, sponsor signage, convention centre monitors, directory and pre-conference promotions. You also have the option to include a standard electronic flyer (created by you) in one E-Show Daily or the post-show Recap communication. Included are 25 free registrations for your clients or staff and the option to have your branded product distributed to Professional Development attendees.

## **Power of Partnership Party \$2,500 (Exclusive Sponsorship)**

Increase your company's visibility and create brand awareness with this opportunity focusing on the Power of Partnerships. Your company's logo will be displayed on all Power of Partnership primary marketing materials for Natcon 2019 including the website, sponsor signage, directory and pre-conference promotions. You also have the option to include a standard electronic flyer (created by you) in one E-Show Daily or the post-show Recap communication. Included is the option to have your branded product distributed to party attendees.

## **VIP Reception Sponsor \$1,500 (Exclusive Sponsorship)**

Increase your company's visibility and create brand awareness with this opportunity at this intimate, invitation only event. In attendance will be PPPC Hall of Fame members, Past Chairs of the Board, Chapter Volunteers, Diamond members of the Association (35+ years of membership), PPPC National and Chapter Board Members and special VIP guests. Your company's logo will be displayed on all VIP Reception primary marketing materials. Included is the option to have your branded product distributed to party attendees.

## **Education Day Bag Insert Sponsor \$250 (flyer) / \$500 (product sample - limited to five)**

Include either one product or one marketing flyer in every bag given to each show attendee. Sponsor is permitted to place their logo, booth number and PPPC # on the product to be distributed. PPPC approval is required for product selection and final artwork.

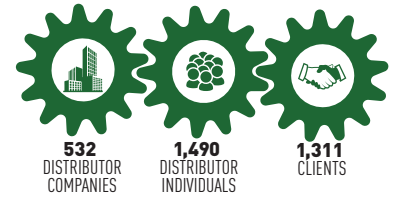
# PPPC National Convention

## Increase your company's visibility and create brand awareness!

PPPC's annual National Convention is the largest promotional product trade show in Canada.

**Over 190 suppliers in 318 booths welcomed close to 3000 attendees in 2018.**

PPPC's new partnership with SAGE & PPAI grew our membership by more than 400 new distributor companies and we look forward to breaking attendance records this year!



75% of distributors surveyed\* place a high or very high value on attending the National Convention!

70% of distributors surveyed\* say they are likely or very likely to visit suppliers that do pre-show advertising!

## Product Opportunities

### Exclusive Product Sponsorship - \$1,000

Your product will be the exclusive product used at the PPPC Natcon for its specific product category. Increase your visibility and receive innumerable impressions throughout the PPPC Show. Depending upon the product being sponsored, your exclusive product will be distributed by PPPC in the registration area. Some products are distributed in other areas. Sponsor is permitted to place their logo, booth number and PPPC # on the products to be distributed. PPPC approval is required for product selection and final artwork. Your logo will be displayed on the Natcon website, sponsor signage, and directory.

- **Apparel** **CONFIRMED** (approximately 36 pieces required; minimum \$40 each)
- **Bag – tradeshow** **CONFIRMED** (approximately 2,000 required)
- **Bag – education day** (approximately 200 required; minimum \$10 A each)
- **Candy** (approximately 5,000 pieces required)
- **Lanyard** **CONFIRMED** (approximately 3,000 required)
- **Pen** (approximately 2,200 required for both education day and tradeshow)
- **Writing Books – education day** (approximately 200 required; minimum \$10 A each)
- **Paper and Plastic Goods Sponsor** (500 napkins, 2,000 coffee cups etc.)
- **Other:** \_\_\_\_\_ (please request a specific opportunity for consideration)

## Show Advertising Opportunities

### Show Advertising Opportunities - \$100 - \$2,000

Enhance your market presence and increase brand awareness with your target audience with these PPPC Natcon 2019 Advertising Opportunities.

#### Electronic Advertising:

- **Banner ad within PPPC Pre-Show Countdown communications in the month leading up to the show** (4 ads, \$125 per ad per week or 4 ads for \$400)
- **E-Show Daily banner ad emailed to 3,000 recipients every morning during the Natcon** (\$100 per ad per day or \$295 for all 3 days)

#### Printed Advertising:

- **2019 Show Guide** (Inside front cover or inside back cover \$1,300. Outside back cover \$1,450, one full page \$1,100, half page \$600.)
- **Custom badge inserts** (a 4.25" x 4.75" print out inserted into every show badge holder \$3,000)

### Sage Mobile Advertising at Natcon 2019

- **SAGE Mobile Enhanced Listing Natcon 2019 - \$150** Your company will stand out in SAGE Mobile with an enhanced listing in the exhibitor list for the show. Your company listing will be highlighted to catch distributors' attention as they are looking through the list.
- **SAGE Mobile Featured Exhibitor Natcon 2019 - \$300** Includes everything in an enhanced listing plus featured suppliers will be listed in SAGE Mobile, the official show directory, in a special featured section specifically for the PPPC Natcon.
- **Push Notification - \$1000** (Limited Availability) Send a 200-character message directly to Natcon 2019 distributor attendees' mobile devices (using SAGE Mobile) during the show. Include special offers and increase traffic.

\* based upon PPPC Natcon 2018 post-show survey

# NATIONAL CONVENTION SHOW GUIDE 2019

<b>COVER</b>	Inside Front Cover	<b>\$1,300</b>
	Inside Back Cover	<b>\$1,300</b>
	Outside Back Cover	<b>\$1,450</b>
<b>INSIDE PAGE</b>	1 page (8.375" x 10.875" + 0.125" bleed)	<b>\$1,100</b>
	1/2 page (7.625" x 4.875")	<b>\$600</b>
	1/4 pages (3.625" x 4.875")	<b>\$400</b>
<b>COVER WRAP</b>	Print area 16.875" x 4.5" + 0.125" bleed (Add 1.625" of blank area for gluing on left or right side)	<b>\$2,500 (RESERVED)</b>

Applicable taxes not included.

**SPACE IS LIMITED.  
FIRST-COME,  
FIRST-SERVED!**

**SAVE 10% WHEN YOU ADVERTISE  
IN BOTH SHOW GUIDE & E-SHOW DAILY!**

**E-SHOW DAILY** (electronic publication)

E-mailed to 3,000 recipients **EVERY MORNING**

during the National Convention.

**BANNER ADS ONLY \$100** per ad per day or **\$395** for all 4 days. Ads linked to the url of your choice and appear in both English & French Versions.

Please select: MON SEPT 09 TUE SEPT 10 WED SEPT 11 THU SEPT 12  
(Trade show opens September 11)

Order form must be received by August 9, 2019. Show Guide artwork is due August 9, 2019.

Pay by credit card to reserve your space!

\*\*\*\* 50% PROCESSED ARTWORK DEADLINE. BALANCE PROCESSED PUBLICATION DATE. \*\*\*\*

**EFT** (We encourage you to make your payment by EFT (Electronic Fund Transfer), the least costly and the only option that fully protects your company from fraud or Canada Post strikes. Please contact Accounting at maria@pppc.ca and she will provide you with our banking information.)

Visa or Mastercard or AMEX

Name of Cardholder \_\_\_\_\_

Account No. \_\_\_\_\_ Expiry Date (MM/YY) \_\_\_\_/\_\_\_\_

Or send a cheque with this form to PPPC, 386 Broadway, Suite 503, Winnipeg, MB R3C 3R6

Company Name \_\_\_\_\_ PPPC# \_\_\_\_\_

Your Name \_\_\_\_\_ Tel.# \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sorry, no cancellations and no refunds after confirmation.

E-mail [info@pppc.ca](mailto:info@pppc.ca)

or reserve by fax 1-800-489-8741 or 514-489-7760

PPPC Member Pricing

PPPC Subscribers add 30%