

2021 Promotional Opportunities In Detail

As we look forward to 2021, PPAI Expo Direct-2-You will be the premier virtual live event for the promotional products industry—providing focused education and thought leadership, networking opportunities, business meetings, and product discovery, with a contemporary twist.

This new opportunity allows the entire promotional products community to safely explore products and share ideas to prepare for business success in 2021.

◆Registration Sponsor – Exclusive Opportunity – \$6,000

- Sponsor's logo or advertisement will be on all registration confirmations sent via e-mail to all registered attendees. This includes both the initial registration confirmation e-mail sent to attendees upon completion of registration as well as the show reminder e-mail sent leading up to the show.

◆Product Pavilion Sponsorship – Exclusive Opportunity – \$6,000

- Your company will be the one of the five categories in the product pavilion, an entire section dedicated just to your company's products
- Unlimited number of product entries in your company section
- 10 entries to be included in another category selection (New, Made In USA, Green or PPE)
- 1 entry in the product spotlight video
- Recognition as product pavilion sponsor in pre-show marketing from PPAI (based on production deadlines)

◆Product Pavilion \$250

- Showcase a product in one of the 4 themed product categories: New, Made In The USA, Green or Personal Protective Equipment (PPE)
- Attendees will have access to the product pavilion area before, during and after exhibit hours. The product pavilion will be open 8 am–10 pm, CT January 11–14, 2021. Providing attendees 32 hours outside of exhibit hours to explore the product pavilion.
- Attendees will be able to add your company to their walk list directly from the product pavilion

each product /category

◆Product Spotlight Video – Limited Availability – \$250

- PPAI will produce an engaging video of promotional products, make sure your top product(s) are included in this product spotlight video
- Video will be played on PPAI Live throughout the show
- Video will be posted to PPAI Social Media with sponsors tagged
- Products featured in the video will also be part of a post-event e-mail spotlighting the products and the video
- Requirements for participation:
 - Must have an entry in the product pavilion
 - PPAI must approve products for participation
 - Product must be mailed by deadline to be in the video

◆Email Sponsorship – Limited Availability – \$500

- Exclusive sponsor spot per email
- Ad Dimensions: 200 pixels x 250 pixels provided in jpg format along with a hyperlink

spot

◆Product Category Feature – Limited Availability – \$250

- Limit 4 per category
- Be one of four companies listed in the top row of exhibitors when the exhibitor list is filtered by category.

each

◆Featured Exhibitor – Limited Availability – \$750

- On the PPAI Expo Direct-2-You website, your company name and logo will be in an eye-catching, scrolling list at the top of the page
- On the virtual platform your company will stand out from the crowd with a placement in the lobby
- On the virtual platform your company will stand out with a flag identifying you as a featured exhibitor
- On the virtual platform your attendees can filter the exhibit list by featured exhibitors
- In SAGE Mobile for PPAI Expo Direct-2-You you will be part of the featured exhibitor list during and after the show
- Recognition as Featured Exhibitor in PPAI pre-show marketing (based on production deadlines)

<p>◆Education Sponsor</p> <ul style="list-style-type: none"> · Sponsor PPAI provided education · Includes an ad on the Education Sessions page of the virtual platform. Ad size 200 x 400 pixels, provided in jpg · Includes a sponsor mention in all PPAI provided education 	<p>– Exclusive Sponsor –</p>	<p>\$6,000</p>
<p>◆Education Track Sponsor</p> <ul style="list-style-type: none"> · Have your own education section within the platform · Provide up to 20 of your own on-demand education videos · Content must be approved by PPAI 	<p>– Limited Availability –</p>	<p>\$6,000</p>
<p>◆Education Session</p> <ul style="list-style-type: none"> · Provide your own education video to be featured in the supplier provided education section · Content must be approved by PPAI 	<p>– Limited Availability –</p>	<p>\$1,500</p>
<p>◆Message Alert</p> <ul style="list-style-type: none"> · Limit 5 per day · Your message or promotion in a pop-up alert deployed at a set time during the show for all distributors in attendance to see. · Content must be approved by PPAI 	<p>– Limited Availability –</p>	<p>\$1,500 each alert</p>
<p>◆Networking Event Sponsors</p> <p>3 non-competing sponsors per event (night)</p> <ul style="list-style-type: none"> · Acknowledgment of sponsors during the event · Sponsors will be mentioned in the message notification about the networking event · Recognition as Event Sponsor in pre-show marketing from PPAI (based on production deadlines) · Recognition as Event Sponsor in social media post · Recognition by MC during PPAI Live 	<p>– Limited Availability –</p>	<p>\$2,500 each</p>
<p>◆Virtual Pop-Up Sponsor</p> <ul style="list-style-type: none"> · Each day of the show PPAI will be hosting at least one virtual pop-up event. · Sponsor will be mentioned in the message notification about the pop-up event · Sponsor name/logo will be featured during the pop-up event · Sponsor will be mentioned in social media post about the pop-up event · Recognition by MC during PPAI Live 	<p>–1 per day –</p>	<p>\$2,500</p>
<p>◆Crossy Booth Game Sponsorship</p> <ul style="list-style-type: none"> · Sponsor Graphic at beginning of game: 900 x 500 pixels, PNG file · Sponsor Logo middle of game: logo provided in PNG file · Sponsor Booth Logo at end of game: 900 x 500 pixels, PNG file 	<p>– Exclusive Opportunity –</p>	<p>\$3,000</p>
<p>◆Product for Standard Product Mailer</p> <ul style="list-style-type: none"> · Get your product in the hands of up to 500 distributor attendees that purchase the PPAI Expo Direct-2-You standard product box · Include a flyer in the product box, content must be approved by PPAI · Recognition as product box sponsor in pre-show marketing from PPAI (based on production deadlines) · Featured in unboxing video that will be featured on PPAI Live and be posted on social media · Featured in email spotlight of PPAI Expo Direct-2-You products · PPAI must approve product for mailer 	<p>– Limited Availability –</p>	<p>\$1,000 each product</p>
<p>◆Product for Premium Product Mailer</p> <ul style="list-style-type: none"> · Get your product in the hands of up to 500 distributor attendees that purchase the PPAI Expo Direct-2-You standard product box. · Include a flyer in the product box, content must be approved by PPAI · Recognition as product box sponsor in pre-show marketing from PPAI (based on production deadlines) · Featured in unboxing video that will be featured on PPAI Live and be posted on social media · Featured in email spotlight of PPAI Expo Direct-2-You products · PPAI must approve product for mailer 	<p>– Limited Availability –</p>	<p>\$1,000 each product</p>

- ◆PPAI Expo Direct-2-You Website Ad** – Limited Availability – **\$1,000**

 - Registration, show schedule, planning tips and tricks... what do they all have in common? They are housed on the PPAI Expo Direct-2-You website. Take advantage of the opportunity to have your message in front of attendees as they plan for the upcoming show.
 - Ad Dimension: 300 pixels x 249 pixels, jpg or PNG. No gifs, pdfs or animated files will be accepted.

- ◆Social Media Spotlight** – Limited Availability – **\$500**
spot

 - A featured post on PPAI's social media including Facebook, Instagram and Twitter
 - Sponsor provides:
 - Opening sentence for the post
 - Up to 3 hashtags
 - Image or video for the post
 - PPAI must approve content

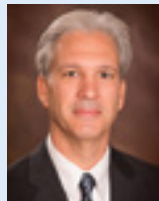
- ◆Expo Live Commercial** – Limited Availability – **\$2,000**

 - Your 30-second commercial will air on Expo Live a minimum of 4 times per day (16 times throughout the conference)
 - In addition, this includes an Expo Live interview (valued at \$750)

- ◆Expo Live Interview** – Limited Availability – **\$750**

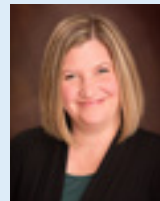
 - Your interview with the PPAI Expo Direct-2-You MC will be aired twice a day on Expo Live
 - This is an opportunity to discuss your business and products and drive traffic to your booth

PPAI Business Development Account Managers



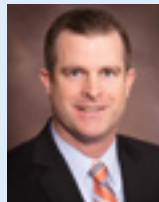
**Major Account
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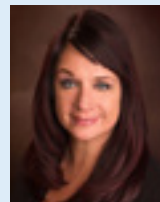
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