



**promo  
marketing**  
Media Services. Marketing Solutions.

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## **MEDIA KIT 2021**

# A NOTE FROM THE TEAM



## WELCOME TO PROMO MARKETING

Our mission is to build community, create successful business opportunities and help suppliers stand out in this \$25+ billion dollar industry. We are the thought leaders and go-to source of the promotional products industry. Most importantly, we create and nurture business opportunities between our audience and our clients through integrated media programs, video services, white-glove events, marketing and ad services, custom catalogs, editorial content, webinars and more. Our events, digital products, and services are designed with our clients in mind to deliver value, provoke actions and generate measurable results and revenue. Your success is our primary objective. There are many different paths to reach, connect and engage with distributor professionals, let us help you find the right path for your business.

With that in mind, we have constructed the following pages to help you meet your definition of success through a multitude of channels and methods that will effectively engage and educate our audience about your product, solution or service. Whether it be search engine placement, a webinar sponsorship, or a multi-channel marketing campaign, we will find the right fit for you to connect to our engaged audience of over 121,000+ buying and selling professionals.

We look forward to partnering with you in 2021 and being a part of what success means to you and your team.



**CHIP DANBY**  
Executive Vice President  
Promo Marketing Media Group

# BRAND MAP

## Promo Marketing Group – Bridging the Gap Between Suppliers and Distributors

Powered by Promo Marketing and our sister brand Print+Promo, Promo Marketing Group is the go-to source for marketing services in the print and promotional product industries. Whether you wish to advertise digitally or through print, we will find the right path for your brand message. With 121,000+ buying and selling industry professionals and over 70,000 marketable emails on our file, we will meet your definition of success through a multitude of channels.

The Promo Marketing Group takes great pride in providing its audience with superior editorial content, critical information, industry new and cutting-edge sales strategies through our magazine, e-newsletters, live events, video services, webinars, and research projects.

**MAGAZINE** 

Print+Promo Marketing is the premiere monthly publication serving the print and promotional products industry—it’s your source for products, resources, marketing, business strategies and the convergence of the print and promotional products industries. Each month’s issue is devoted to bringing the newest products and latest industry news to print and promo distributors.

**POWER MEETING EVENTS** 

Designed for the industry’s elite, Promo Marketing Power Meetings are exclusive relationship building events featuring up to 40 pre-scheduled one-on-one sessions between distributors and suppliers over 4 days. Each meeting is held in an exclusive supplier suite, securing privacy and improving supplier-selling opportunities. Power Meetings provide suppliers with an unmatched selling environment and a guaranteed ROI.

**PROMO MARKETING SEARCH** 

Promo Marketing Search is the only free online product search platform for distributor professionals. Get your products in front of the thousands of distributors using it every day. Promo Marketing will upload and host your products onto PromoMarketing.com’s powerful search engine, as well as end-buyer friendly versions onto PromoMarkit.com.

**E-NEWSLETTER** 

Promo Marketing Headlines is a free daily email newsletter from the editors of Promo Marketing magazine, providing sales advice, tips and industry news for distributors. Threads is a free biweekly email newsletter that brings retail sensibility to the promotional apparel marketplace.

# BRAND MAP

## WEBINARS, EARNING



Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees. You pick the topic and content, your brand logo is featured on all marketing materials, and you receive the full list of registrants immediately after the webinar.

## VIDEO SERVICES



We provide full video production from pre-to post-production encoding, streaming and delivery, as well as social media and optimized online video strategy after the final cut.

## PODCAST SPONSORSHIP



The Promo Marketing Podcast features firsthand interviews and thought-provoking conversations with some of the \$23 billion promotional products industry's biggest names. Hosts Sean Norris and Brendan Menapace offer witty, informative and concise takes on developing stories and ongoing trends.

## DATA APPENDING



We enhance your existing data with up-to date demographic and other contact details to ensure you're not wasting your marketing dollars on an outdated database. You gain access to the latest and greatest audience information in the marketplace.

## SOCIAL MEDIA



Connect with us and join the conversation by following Promo Marketing on LinkedIn, Twitter, Instagram and Facebook. Learn more about partner voices with your sales rep today..



## RESEARCH



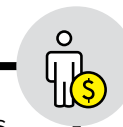
NAPCO Research will partner with you to develop custom data-centric solutions that can help with business goal prioritization, opportunity discovery, market segmentation, landscape insight, user needs and wants, product features and functionality, content marketing strategy, research and development, market conditions, benchmarking, industry trends, and brand awareness.

## CUSTOM PUBLICATIONS



With Promo Marketing's award-winning editorial staff, you can now create custom publications that help highlight your company in unique ways. This service is extremely successful in producing specialty products, including catalogs, company magazines and other collateral materials.

## E-BLASTS & LIST RENTAL



Looking to take your marketing campaigns to the next level? We offer access to our postal and e-mail list rentals. Our lists are filled with quality names that will get you a high response rate. They are especially great for catalog mailings.

# PRINT+PROMO MARKETING MAGAZINE

NEW MONTHLY PREMIUM PRINT PUBLICATION  
*PRINT+PROMO MARKETING MAGAZINE*



## Your valued resource for your marketing message

*Promo Marketing Magazine*, the leading source for the latest products and news in the promotional products industry unites with *Print+Promo*, the leading business strategy resource for print and promo distributors. This premium magazine provides a single platform to highlight the convergence these markets have experienced and outline key benefits, opportunities, and strategies for selling both print and promo. With an increased circulation 40,000 distributor readers a month, this is an excellent opportunity for you to showcase your brand, product, or services.



*Print+Promo Marketing* will provide you with an expanded audience for your products and services.

## As a valued partner, here are the benefits you can expect from *Print+Promo Marketing Magazine*

- Increased circulation of distributor readers to 40,000 each month
- Thought-provoking and award-winning business strategy information for the distributor owner and sales professional
- The latest product trends and case studies for industry verticals
- Insights and advice from well-known industry professionals
- Expanded coverage of our annual top distributors, top suppliers, and top CSRs lists

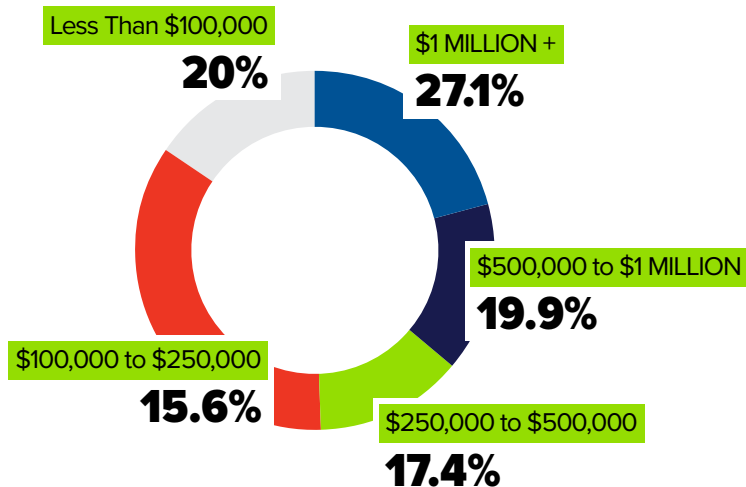
# PRINT AUDIENCE

## THE CONVERGENCE OF THE PRINT AND PROMO MARKETS.

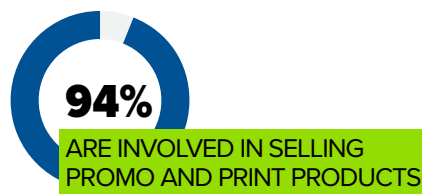
*Print+Promo Marketing Magazine* is the go-to source for print and promo distributors. The convergence of the print and promo markets that promotes growth, expands business opportunities, and connects the two markets that already have countless synergies. Print+Promo Marketing will provide you with an expanded audience for your products and services in a premium publication like no other.

### PERSONAL SALES VOLUME

The Promo Marketing audience is made up of a diverse group of businesses and sales volumes; product and advertisements reach a full range of budgetary needs.



### PRIMARY BUSINESS



*Print+Promo Marketing* magazine reaches top-level decision makers. Your advertising message is read by more than 40,000 subscribers who have buying power—executives involved in the purchasing of your products.



### JOB FUNCTION

#### Business Management

- CEOs
- Vice Presidents
- Presidents
- General Managers
- Corporate Officers

#### Sales Management

- VP of Sales
- Account Executives

#### Marketing/Sales

- CMOs
- Marketing Managers

**Print+Promo Marketing is the go-to source for print and promo distributor sales professionals primarily within the Top 50 Distributor businesses.**



# EDITORIAL CALENDAR

MONTH	COVER STORY	FEATURES	BUSINESS STRATEGIES	SECTIONS
<b>JANUARY</b> <b>Ad Close:</b> Dec. 30, 2020 <b>Materials Due:</b> Dec. 31, 2020	<ul style="list-style-type: none"> <li>• <b>Selling Print and Promo –</b> What to Know About the Crossover</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Tags &amp; Labels</li> <li>• <b>Promo Feature:</b> PPE Products</li> <li>• <b>Apparel Feature:</b> Athletic &amp; Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Sales Tactics for Engaging and Prospecting Remote Clients</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Health Care</li> <li>• <b>Hot List:</b> New Products for 2021, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps &amp; Headwear, Signs &amp; Banners</li> </ul>
<b>FEBRUARY</b> <b>Ad Close:</b> Jan. 27, 2021 <b>Materials Due:</b> Jan. 29, 2021	<ul style="list-style-type: none"> <li>• <b>The COVID Effect –</b> How the Pandemic Has Changed the Global Supply Chain</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Jumbo Rolls</li> <li>• <b>Promo Feature:</b> Totes &amp; Bags</li> <li>• <b>Apparel Feature:</b> T-shirts</li> </ul>	<ul style="list-style-type: none"> <li>• Cultivating a Creative Work Culture</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Technology</li> <li>• <b>Hot List:</b> Drinkware, Spa &amp; Relaxation, Napkins, Stickers &amp; Decals, USA-Made, Note Pads, Name Tags &amp; Buttons</li> </ul>
<b>MARCH</b> <b>Ad Close:</b> Feb. 26, 2021 <b>Materials Due:</b> March 2, 2021	<ul style="list-style-type: none"> <li>• <b>State of the Industry Report</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Security Printing &amp; Checks</li> <li>• <b>Promo Feature:</b> Golf Products</li> <li>• <b>Apparel Feature:</b> Golf Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Supplier Perspective: Don't Make These Common Order Mistakes</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Entertainment</li> <li>• <b>Hot List:</b> Candy &amp; Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards</li> </ul>
<b>APRIL</b> <b>Ad Close:</b> April 1, 2021 <b>Materials Due:</b> April 6, 2021	<ul style="list-style-type: none"> <li>• <b>Mergers &amp; Acquisitions –</b> Navigating the Current Landscape and Preparing For the Future</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Packaging</li> <li>• <b>Promo Feature:</b> Tech Items</li> <li>• <b>Apparel Feature:</b> 2021 Style Guide</li> </ul>	<ul style="list-style-type: none"> <li>• Using LinkedIn for New Customer Development</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Automotive</li> <li>• <b>Hot List:</b> Outdoor Products, Keytags &amp; Keyrings, Beverage Insulators, Desk Accessories, Lotion &amp; Sunblock, Towels &amp; Robes, Promo Tags, Magnets</li> </ul>
<b>MAY</b> <b>Ad Close:</b> April 27, 2021 <b>Materials Due:</b> May 4, 2021	<ul style="list-style-type: none"> <li>• <b>Women in Print and Promo –</b> Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Pressure Seal</li> <li>• <b>Promo Feature:</b> Drinkware</li> <li>• <b>Apparel Feature:</b> Polos &amp; Business Casual</li> </ul>	<ul style="list-style-type: none"> <li>• Kitting: Why It's Gaining Popularity and What You Should Know</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Restaurants &amp; Bars</li> <li>• <b>Hot List:</b> Journals &amp; Notebooks, Coolers, Snacks &amp; Gift Baskets, Phone &amp; Tablet, Backpacks &amp; Duffels, Laser Cut Sheets &amp; Unit Sets</li> </ul>
<b>JUNE</b> <b>Ad Close:</b> May 28, 2021 <b>Materials Due:</b> June 3, 2021	<ul style="list-style-type: none"> <li>• <b>Featured Longform –</b> Topic TBD</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Direct Mail</li> <li>• <b>Promo Feature:</b> Sports, Tailgating &amp; Outdoor Products</li> <li>• <b>Apparel Feature:</b> Caps &amp; Headwear</li> </ul>	<ul style="list-style-type: none"> <li>• How to Provide Product Samples Without Going Broke</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Financial</li> <li>• <b>Hot List:</b> Sports Apparel &amp; Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping &amp; Gift Packaging, Calendars</li> </ul>
<b>JULY</b> <b>Ad Close:</b> June 28, 2021 <b>Materials Due:</b> July 2, 2021	<ul style="list-style-type: none"> <li>• <b>Decoration</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Presentation Folders &amp; Brochures</li> <li>• <b>Promo Feature:</b> Writing Instruments</li> <li>• <b>Apparel Feature:</b> Socks &amp; Footwear</li> </ul>	<ul style="list-style-type: none"> <li>• Finding and Recruiting Good Account Executives</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Education</li> <li>• <b>Hot List:</b> Tech &amp; Audio, Automotive, Glassware &amp; Barware, Backpacks, Fleece &amp; Outdoor Apparel, Beverage Labels</li> </ul>
<b>AUGUST</b> <b>Ad Close:</b> July 27, 2021 <b>Materials Due:</b> July 30, 2021	<ul style="list-style-type: none"> <li>• <b>Top 100 Print and Promotional Products Distributors –</b> With Interviews From the Top</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Wide-Format Printing</li> <li>• <b>Promo Feature:</b> 4th Quarter Selling Guide</li> <li>• <b>Apparel Feature:</b> Women's Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Effective Self-Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Manufacturing</li> <li>• <b>Hot List:</b> Chocolate, Blankets, Watches &amp; Jewelry, Planners, Rugged &amp; Safety Apparel, Greeting &amp; Holiday Cards</li> </ul>
<b>SEPTEMBER</b> <b>Ad Close:</b> Aug. 27, 2021 <b>Materials Due:</b> Sept. 8, 2021	<ul style="list-style-type: none"> <li>• <b>Meet Your CSR All-Stars –</b> The Best and Brightest at Reducing Client Friction and Keeping Projects Organized</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Specialty &amp; Sensory Print Effects</li> <li>• <b>Promo Feature:</b> Holiday &amp; Seasonal</li> <li>• <b>Apparel Feature:</b> Outerwear &amp; Jackets</li> </ul>	<ul style="list-style-type: none"> <li>• Overcoming Presentation Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Consumer Packaged Goods</li> <li>• <b>Hot List:</b> Mats, Hand Sanitizer, Luggage &amp; Travel, Coffee Accessories, Cookies &amp; Baked Goods, Writing Instruments, Flags &amp; Banners, Direct Mail</li> </ul>
<b>OCTOBER</b> <b>Ad Close:</b> Sept. 28, 2021 <b>Materials Due:</b> Oct. 5, 2021	<ul style="list-style-type: none"> <li>• <b>Top 100 Print and Promotional Products Suppliers –</b> With Interviews from the Top</li> <li>• <b>Supplier Excellence Awards</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Continuous Forms</li> <li>• <b>Promo Feature:</b> Food Promotions</li> <li>• <b>Apparel Feature:</b> Uniforms</li> </ul>	<ul style="list-style-type: none"> <li>• Managing Client Color Expectations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Energy</li> <li>• <b>Hot List:</b> Awards, Caps &amp; Headwear, Lip Balm, Printed Products, Kitchen &amp; Household, Drinkware, Badges &amp; Badge Holders, Business Cards</li> </ul>
<b>NOVEMBER</b> <b>Ad Close:</b> Nov. 2, 2021 <b>Materials Due:</b> Nov. 8, 2021	<ul style="list-style-type: none"> <li>• <b>Featured Longform –</b> Topic TBD</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Integrated Labels</li> <li>• <b>Promo Feature:</b> Fitness, Health &amp; Wellness</li> <li>• <b>Apparel Feature:</b> 2022 Apparel Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Leaving Money on the Table: Why Distributors Need to Become a One-stop Shop</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vertical Market Spotlight:</b> Retail</li> <li>• <b>Hot List:</b> Mobile Accessories, Sports Bags, Mugs &amp; Tumblers, Lanyards, Tote Bags, Youth &amp; Teen Apparel, Catalogs, Brochures, Folders</li> </ul>
<b>DECEMBER</b> <b>Ad Close:</b> Nov. 19, 2021 <b>Materials Due:</b> Nov. 24, 2021	<b>ANNUAL BUYER'S GUIDE</b>			

# PROMOMARKETING.COM

ACHIEVE MULTI-CHANNEL MARKETING SOLUTIONS WITH PROMOMARKETING.COM, THE ONLY COMPREHENSIVE AND FULLY INTEGRATED ONLINE DESTINATION FOR PROMOTIONAL PRODUCTS DISTRIBUTORS AND SUPPLIERS.

## Home Page Advertising

**1 Splash Position:** 980x670 pixels space, and include a 970x90 pixels web banner

**Rate: starting at \$2,550/month (min. 3x months)**

**2 Home Page:** 300x250 pixels Banner Advertising

**Rate: starting at \$975/month (min. 3x months)**

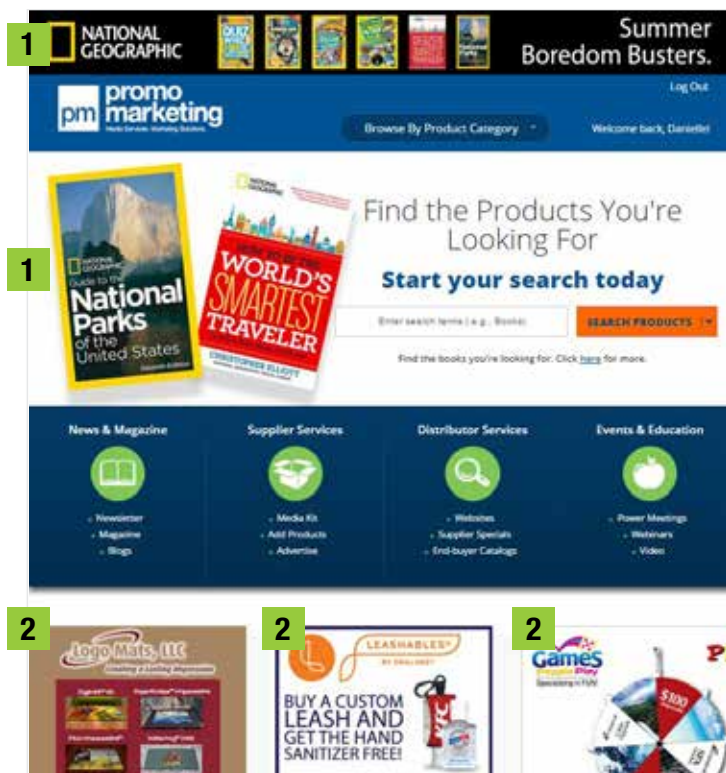
## Banner Advertising

**3 Run of Site:** 728x90 pixels or 300x250 pixels

**Rate: starting at \$1,075/month (min. 3x months)**

**4 Audience Extension:** Varies; Ads will be displayed to distributors through their off-brand and social media searches through Promo Marketing's electronic advertising services. Contact your Promo Marketing representative for rates.

**Rate: starting at \$35/M (min. 50,000 impressions/month)**





# PM SEARCH

## Product Upload to Search Engine

Promo Marketing will upload and host your products on PromoMarketing.com's search engine, as well as end-buyer friendly versions onto PromoMarkit.com.

**Rate: starting at \$500**

Advertisers have their products uploaded for free.\*

## Product Search Advertising

**1 Priority Product Placement:** Four of your products guaranteed to be listed among first 20 product search results.

**Rate: \$250/month**

**INCLUDES FREE PRODUCT SEARCH BANNERS (VALUE: \$225/MONTH)**

**2 Video Upload to Product Search Engine:** Promo Marketing can upload and host your product videos to each specified product on PromoMarketing.com's product search engine, as well as end-buyer friendly versions onto PromoMarkit.com.

**Rate: starting at \$750 (min. 10 videos)**

**Did you know we have a free search engine for distributors?**

Promo Marketing Search is the only free online product search platform for distributor salespeople. Get your products in front of the thousands of distributors using it every day. Promo Marketing will upload and host your products onto PromoMarketing.com's powerful search engine, as well as end-buyer friendly versions onto PromoMarkit.com.schedule.

**AUDIENCE**

**46,000** ACTIVE DISTRIBUTOR MEMBERS SEARCHING FOR YOUR PRODUCTS



# E-NEWSLETTER

Promo Marketing's e-Newsletters, Headlines and Threads, each reach tens of thousands of qualified opt-in distributors, daily and bi-weekly respectively. Headlines provides sales advice, tips and industry news for distributors, while Threads brings retail sensibility to the promotional apparel marketplace. Whatever your specialty, our newsletters are the perfect medium to deliver brand or lead-generation advertising.

## HEADLINES AND THREADS E-NEWSLETTER

Delivered Weekly to  
**18,000+ subscribers**

**1 Leaderboard:** (728x90 pixels)

**starting at \$795/insertion (min. 4x)**

**2 Top Rectangle:** (300x250 pixels)

**Rate: starting at \$535/insertion (min. 4x)**

**3 Mid-Issue Rectangle:** (300x250 pixels)

**Rate: starting at \$465/insertion (min. 4x)**

**Sponsored Content Post:**

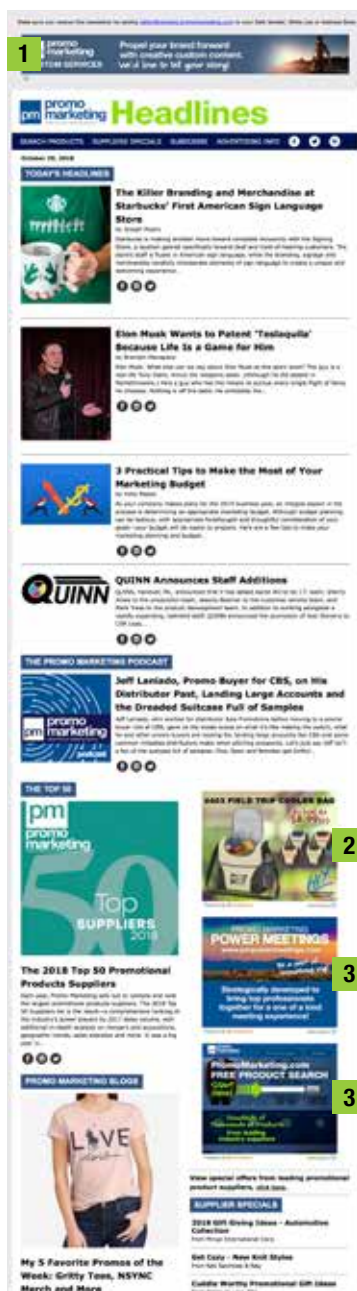
Native advertising designed to look like editorial published in our Headlines and Threads e-Newsletter and our content page. There are two options:

**Partner Voices: Rate: starting at \$2,150**

- | Sponsor provides article about relevant topics/information to the distributor audience
- | Published in Headlines for 1 week, on PM site indefinitely
- | Distribution on Promo Marketing social media feeds
- | Full page built for article, plus three banner ad units

**Featured Resource: starting at \$2,450**

- | Sponsor provides downloadable asset (whitepaper, article, infographic, etc.)
- | Asset will have headline and intro in Headlines e-Newsletter for 1 week
- | Receive up to 125 leads for asset



# E-NEWSLETTER TAKEOVER

WANT YOUR BRAND TO STAND OUT? TAKE OVER THE PROMO MARKETING E-NEWSLETTER!

## NEWSLETTER TAKEOVER

# INCLUDES:

- 1 **Leaderboard** (728x90) or **Billboard** (970x250 scales to 728x188)
- 2 **Medium Rectangle 1** (300x250)
- 3 **Medium Rectangle 2** (300x250)  
Should be different creative from “2” position
- 4 **Skyscraper** (160x600)
- 5 **Half Page/Film strip** (300x600)

**Rate: starting at \$2,150**

LIMITED AVAILABILITY –  
WHILE SUPPLIES LAST!





# PROMO INBOX - SPECIALS

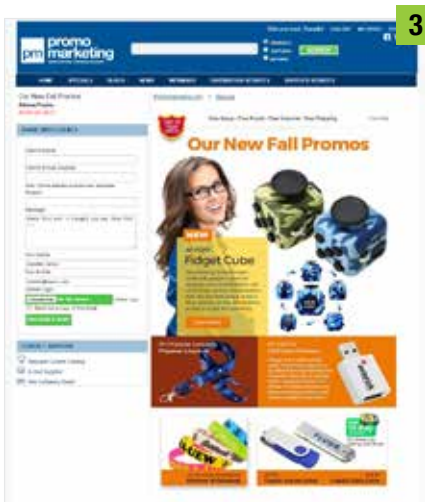
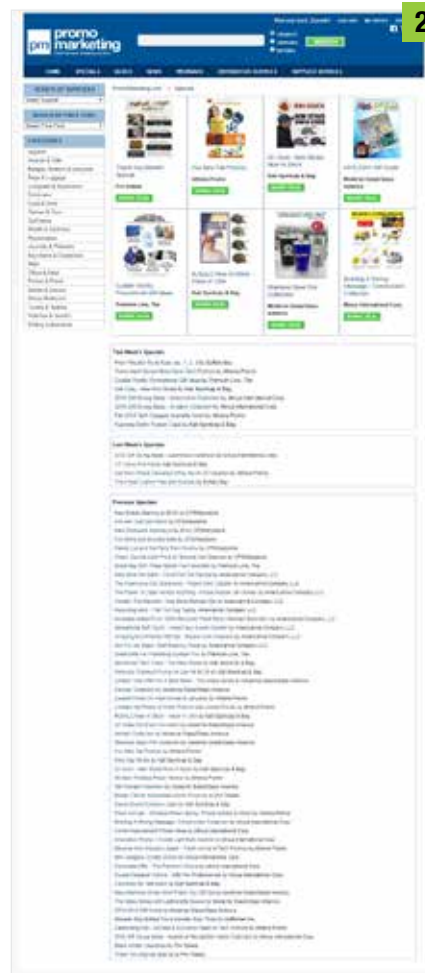
**1 Email Promotion:** Featured e-flyers promoted via email to 70,000+ distributor audience on a weekly basis.

**2 Online Exposure:** E-flyers hosted and searchable on PromoMarketing.com.

**3 Marketing Tools:** Distributors can upload logo and send your e-flyer directly to end-buyers via simple click and send functions.

**4 Search Engine Integration:** e-flyer will be sent within 1-2 hours to distributors who click your product on Promomarketing.com.

**Rate:**  
**\$1,495 (6 months)**  
**\$2,395 (12 months)**



# CUSTOM CONTENT CREATION

WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PROMOTIONAL PRODUCT INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

## As the go-to source for marketing professionals, the Promo Marketing editorial team offers:

- Professional writers and editors with outstanding knowledge of the print and promo industry to develop your content
- Decades of experience generating leads and nurturing relationships with distributors and suppliers
- A collaborative process to create engaging content that accomplishes your goals
- Expertly designed pieces by our experienced team of graphic art designers

## A few examples of what we have done for our partners:

- White Papers
- Digital Catalogs
- Case Studies
- COVID-19 Research Reports
- Infographics
- eBooks
- Custom Publications



Universal Unilink  
PROMOTIONAL ASSOCIATION





# LIVE EVENTS

RESULTS-DRIVEN BUYER EVENTS FOR A-LIST DISTRIBUTORS AND SUPPLIERS

# NETWORK. ENGAGE. DISCOVER.



Created for the industry’s elite, Promo Marketing Power Meetings are exclusive relationship-building events. The conference format features pre-scheduled, one-on-one sessions between distributors and suppliers. Each meeting session is held in an exclusive supplier suite, securing privacy and improving business opportunities. Discover more benefits of attending as a distributor or supplier.

## Your participation in Power Meeting Events includes:

- An upscale, one-bedroom suite for three nights
- All meals and entry to networking events
- Transportation to and from the meeting resort

# LIVE EVENTS

# PROMO MARKETING POWER MEETINGS

Designed for the industry’s elite, Promo Marketing Power Meetings are exclusive relationship building events featuring up to 40 pre-scheduled one-on-one sessions between distributors and suppliers over 4 days. Each meeting is held in an exclusive supplier suite, securing privacy and improving supplier-selling opportunities.



## Distributors are highly qualified

We recruit and vet each distributor. We don’t use traditional event marketing practices that deliver large scale with low impact. We gather decision-makers responsible for with intent and budget to purchase.

## Network

with powerful industry leaders and align your business with the industry’s best of the best.

## Engage

with key sales executives who are qualified to handle top-tiered distributors.

## Discover

new partnerships and expand your strategic, long-term relationships.

**“As always, the Promo Marketing team provided the ingredients for an unbelievable few days of meetings. I had terrific meetings that will undoubtedly result in increased business and new relationships. Thank you for being so professional and providing such a wonderful forum in which to build business. Hats off to the promo marketing team!”**

- Alex Morin, Debco

# WEBINARS

Every Promo Marketing webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand and identifies your company as a go-to source in the promotional products industry.

When we create a Promo Marketing webinar, we use your brand to message with the current interests and needs of our audience (your targets!).

And when all is said and done, you'll have an online event that's on target, expertly marketed, flawlessly produced and delivers a solid return on investment.

**WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.**

## Traditional Webinars:

Live, hour-long educational sessions that feature some of the most renowned experts in marketing. Sponsorship provides a unique opportunity to align your brand with our editorial content.

## Webinar Express:

Short, pre-recorded webinars available to busy promotional product professionals on-demand. Work with an editor to put your presentation together or provide your own content.

**Our experienced marketing and eLearning team have a dedicated marketing plan to create the most exposure through three eblasts, featured resources and social media.**

Take advantage of our premier lead-generation and branding opportunity with a Promo Marketing webinar sponsorship. Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees. You pick the topic and content, your brand logo is featured on all marketing materials, and **you receive the full list of registrants immediately after the webinar.**

# VIDEO SERVICES

Bring your brand to life and interact with customers and prospects in a whole new way via video marketing powered by Promo Marketing. Let our award-winning video team produce your brand video from pre to post-production, whether it is for your product line, company profile, educational content – whatever you imagine. We'll execute a social media and optimized online video strategy to launch your video through Promo Marketing's various media channels, gaining maximum exposure.

**BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY VIA:**



POWERED BY 

ARE DISTRIBUTORS AWARE OF YOUR BRAND?

DO THEY KNOW WHAT SETS YOU APART FROM YOUR COMPETITION?

## Video services include:

- **Award-winning video team** produces your brand video from pre to post-production, whether it is for your product line, company profile, educational content – whatever you imagine
- **Executed social media plan**
- **Optimized online video strategy** to launch your video through Promo Marketing's various media channels
- **Gain maximum exposure** and get in front of thousands of promotional product professionals

Our end-to-end digital video production services offer a sophisticated blend of creativity and insight starting at \$500.

# RESEARCH

## Market Research

NAPCO Research will partner with you to develop custom data-centric solutions that can help with business goal prioritization, opportunity discovery, market segmentation, landscape insight, user needs and wants, product features and functionality, content marketing strategy, research and development, market conditions, benchmarking, industry trends, and brand awareness.

### WHAT CAN NAPCO RESEARCH DO FOR YOU?

- **NAPCO Research CRAFTS** actionable data-centric solutions that leverage our highly engaged media audiences, industry subject matter experts and in-house research expertise.
- We partner with our clients to **IDENTIFY** their unique business challenges and create solutions that **ENABLE** deeply informed decision-making and **DELIVER** results.
- Gain access to NAPCO Media's & PRINTING United Alliance's engaged audiences of industry executives across key industries.

### NAPCO RESEARCH DELIVERS...

#### MARKET INTELLIGENCE

- Landscape Analysis
- Competitive Assessment
- Analyst Presentations at Events
- Benchmarking
- Industry & Economic Trends
- User Research & Analysis

#### BUSINESS DEVELOPMENT

- White Papers & Thought Leadership
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness and Market Positioning
- Printer Growth Strategies & Capital Investment Research

ACCESS NAPCO & PRINTING UNITED ALLIANCE'S AUDIENCES & PANELS OF MORE THAN

**700K+** FOR:

- Surveys, focus groups
- Distribution of thought leadership for lead-generation

### The NAPCO Research Difference



AUDIENCE



INDUSTRY EXPERTISE



RESEARCH EXPERTISE



MARKET REACH & EXPOSURE



# CONNECT WITH US

## Our Team



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## Social



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