

# >>> BACK TO Business

Virtual Business Development  
Meetings for Print & Promo Distributors



## ATTENDEE PROSPECTUS

AUG. 24 - 27, 2020  
AUG. 31 - SEPT. 3, 2020

[pmpowermeetings.com](http://pmpowermeetings.com)

PRESENTED BY:



PRINT+PROMO

## THE VIRTUAL BACK TO BUSINESS EVENT

In light of the recent health crisis and travel bans, our team decided to prioritize the well-being and safety of our attendees, sponsors and staff. We wanted to merge the print and promotional products industries together in the best and most effective way possible. After many weeks of planning, Promo Marketing and Print+Promo decided to merge to offer an immersive and valuable online experience that will take place from August 24-27, 2020 and August 31-September 3, 2020. There will be daily scheduled 20-minute meetings from 11 a.m.– 2:50 p.m. EST. daily over the span of these two weeks.

We want to bring the networking and meaningful business connections you would have at a Power Meeting or Distributor Connect to this state-of-the-art platform. This is a never-before-seen platform distributors and suppliers of print and promotional products won't want to miss. From the AI match-making capabilities, to its data and analytics and technological advancements, we believe we are bringing something truly unique to the industry. This will change the way we conduct business, seek new business opportunities, and expand your portfolio and new market segments.

Our dedicated team at Promo Marketing and Print+Promo can ensure that this virtual summit experience will be worth every minute of your time. Distributors and suppliers are excited to make better business decisions, discuss how they have pivoted and improved their products over the last few months and explore the platform with pre-scheduled 1:1 meetings. This will be a highly organized and well planned event. Only the top distributors and top suppliers are approved, so you know you will be meeting with qualified participants. You will be interacting with distributors with a personal sales volume of \$500k and up, and only the biggest suppliers. You will get the chance to have scheduled 20 minute meetings

- both suppliers and distributors will be able to choose who they meet as long as meeting minimums are reached. There will be marketing content, informative white papers, demonstrations and videos, product showrooms and chat boxes where you can track your statistics, plan a meeting with someone new or simply connect via social media after (or favorite them and follow up later). Every attendee is a possibility for new business connections, willing to talk to you about your company, new opportunities, and the future of the industries. So what are you waiting for? Did we mention there are some MAJOR incentives? See below for the run-down of the can't-miss incentives. This is an incredible opportunity to discuss where your business is going, how you have developed new strategies and continue to grow your business, so don't wait to sign up. Spots will go fast.



**For information on the virtual Back to Business event please visit [pmpowermeetings.com](http://pmpowermeetings.com) or contact Mike Cooper at [mcooper@napco.com](mailto:mcooper@napco.com).**

We believe this is the industry event of the year that will merge the print and promo worlds like never before. The Back to Business Virtual Event is designed to meet the needs of both attendees and vendor sponsors together in a focused business environment. So let's get back to business. Register today!

## WHY ATTEND?

### Benefits of Attending

- **Business Development / Networking Event** – Connections that lead to meaningful business opportunities.
- **What's Selling** – Top Suppliers from both the Print and Promo Communities will showcase their latest products and trending items.
- **Best-in-Class Virtual Platform** – Artificial Intelligence matchmaking algorithm recommends supplier and distributor connections, so you always will be matched with someone who is relevant to you.
- **Product Solution Showcase** – Interact with products, and videos, request meetings and chat with suppliers and colleagues.
- **Continue the Conversation** – Supplier content white papers, case studies and communication tools with all participants are available for 30 days post event.

### Make the Right Connections

#### FEATURING — 42 Industry Leading Suppliers:

- 30 Promo Product Suppliers
- 12 Print Suppliers
- Enhance Relationships
- Maximize Opportunities
- Build Knowledge
- Match and Fill Your Needs
- Develop New Market Segments
- Expand Your Offering

#### AGENDA — 1:1 Meeting Zone:

- **Dates:**  
Monday, Aug. 24 – Thursday, Aug. 27  
Monday, Aug. 31 – Thursday Sept. 3
- **Times:**  
11 a.m. – 2:50 p.m. EST.
- 20 Minutes per meeting
- Minimum: 10 Meetings
- Maximum: Only As Schedule Permits
- Pre-Event Supplier Connections

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## INCENTIVES

### \$3000

Three \$1000 cash prizes for the most engaged during the event. (Meetings, supplier product views, supplier video views, content downloads, etc.)

### \$2000

Four \$500 cash prizes for anyone who takes at least 10 meetings. (These will be drawn at random).

### \$500

Supplier Choice Award for the distributor who receives the most votes for the best meeting.

**Please see contest rules for more information.**