



You're Invited!

# BACK TO BUSINESS:

**Virtual Business Development Meetings  
for Print & Promo Distributors**

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August 24-27, 2020 | August 31-September 3, 2020

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PRINT+PROMO

# It's Time to Get Back to Business

The results of a recent *Promo Marketing Business Indicators Survey* show a deep economic contraction across the promotional products and printing industry.

- One bright spot is the adaptability and confidence seen among participating companies. Most companies surveyed are not taking this situation lying down and are instead adjusting to survive the current recession.
- Large majorities report that quote activity and new orders are trending down. On a positive note, 38.2% expect business to improve during the month ahead, while 40.1% expect business to stay the same.



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# It's Time to Get Back to Business

Many distributors and suppliers are pivoting to in-demand products.

“We've had to reposition our business and repurpose our existing machinery. Instead of selling awards for events we are selling signs and graphics for retailers.” and “pivoting to PPE captured tons of business.”

Some are already seeing business return and sales are starting to increase again. Most of these businesses report that sales began to pick up starting in late April or early May.

“We've seen a strong comeback in the past few weeks,” one respondent wrote on May 8th.

**THE KEY** to participating fully in the **RECOVERY**: Don't wait until it is full on. **BEGIN PREPARING NOW!**

## Register today for the Virtual Back To Business Event



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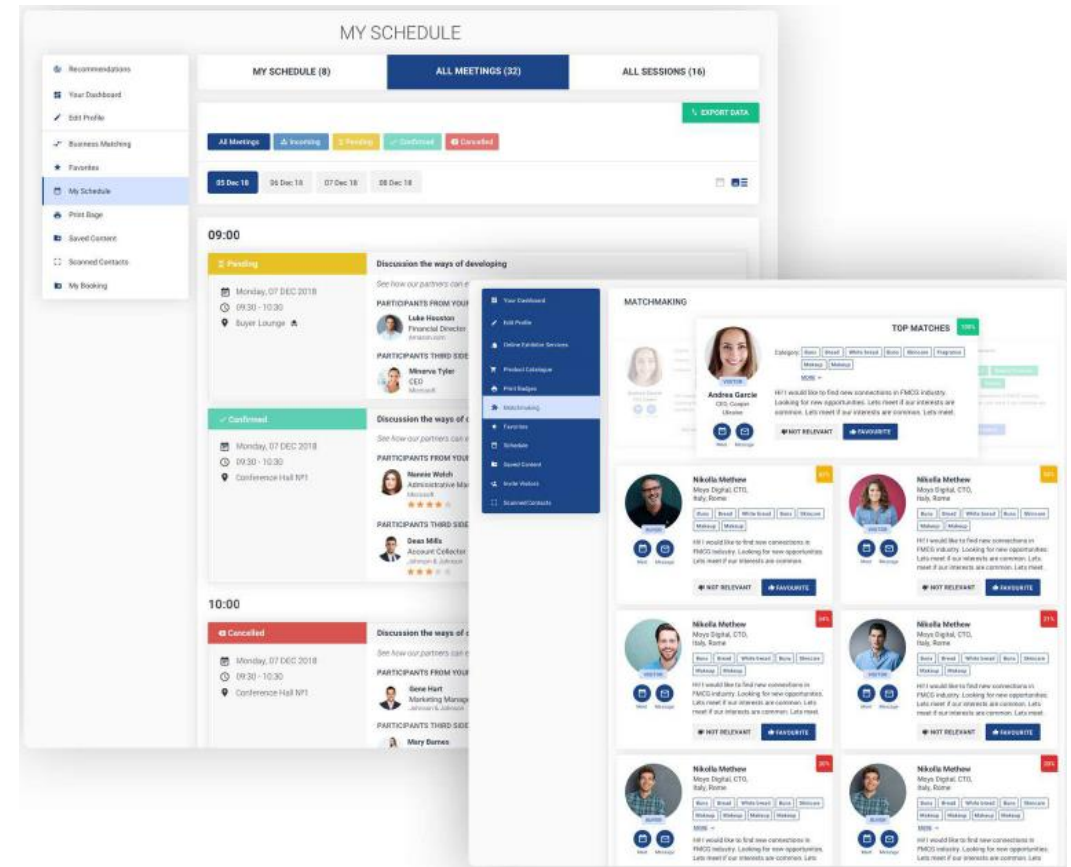


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# The Virtual Back to Business Summit

- **Business Development / Networking Event** – Connections leading 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
- **Product Solution Showcase** - Interact with products, videos, request meetings and chat with suppliers and colleagues
- **Continue the Conversation** – Supplier content white papers, case studies and communication tools with all participants is available for 30 days post event.



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# MAKE THE RIGHT CONNECTIONS

## FEATURING 42 Industry Leading Suppliers:

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

 <p>Pacesetter Awards</p> <p>3 Interlocking Panel Sneeze Guard \$174.70</p>	 <p>Pacesetter Awards</p> <p>Clear Acrylic Front Counter Mount Sneeze... \$81.28</p>	 <p>Pacesetter Awards</p> <p>Clear Panel with Triangle Legs \$102.65</p>	 <p>Pacesetter Awards</p> <p>Clear Acrylic Front Counter Mount Sneeze... \$108.75</p>	 <p>Pacesetter Awards</p> <p>Clear Acrylic And Wood Table Top Sneeze ... \$120.85</p>
 <p>Pacesetter Awards</p> <p>Clear Acrylic Table Top Sneeze Guard \$157.05</p>	 <p>Pacesetter Awards</p> <p>Clear Panel with Triangle Legs \$188.15</p>	 <p>Pacesetter Awards</p> <p>Clear Acrylic Table Top Sneeze Guard \$195.40</p>	 <p>Prime Line</p> <p>Disposable Soap Sheets \$0.92</p>	 <p>Prime Line</p> <p>On-the-Go PPE Kit 1 \$7.59</p>
 <p>Prime Line</p> <p>Bella+Canvas® Daily Face Cover / Mask \$3.39</p>	 <p>Prime Line</p> <p>Disposable Gloves - Nitrile \$0.77</p>	 <p>EMT</p> <p>Safety Key Multi-Tool \$3.10</p>	 <p>Castle Merchandising Inc.</p> <p>3-Ply Disposable Face Masks (50 Count) \$100.00</p>	 <p>Prime Line</p> <p>2-in-1 Face Cover Towel \$4.99</p>

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# Meetings that Matter

## AGENDA 1 : 1 Meeting Zone:

- **Dates:**
  - Mon. Aug 24<sup>th</sup> – Thurs. Aug 27<sup>th</sup>
  - Mon. Aug 31<sup>st</sup> – Thurs. Sept 3<sup>rd</sup>
- **Times:**
  - Daily, 11:00am – 2:15pm
- **20 Minutes per meeting**
- **Minimum: 10 Meetings**
- **Maximum: Only As Schedule Permits**
- **Pre-Event Supplier Connections**

The screenshot shows a virtual meeting interface. At the top, there is a navigation bar with links: HOME, EXHIBIT, VISIT, 2019 HIGHLIGHTS, BLOG, CONTACTS US. The main title of the meeting is "How to become a friend to our Planet?". Below the title, there are statistics: WATCHING NOW: 516, PEK VIEWERS: 702, ACTIVE VIEWERS: 78, ASKED QUESTIONS: 45. There are tabs for Q/A, POLLS, and CHAT. The Q/A section shows several questions from participants: Stephen Swanson asks "Which elements of the event did you like most?", Hannah Montgomery asks "Would you recommend this event as a positive volunteer opportunity to your network?", Tommy Ortiz asks "Will we see you again next year?", Leona Turner asks "Do you think the event met its goals?", and Wesley Mathis asks "Do you think the event met its goals?". The main video feed shows a speaker, Katie Bush, Credit manager / Quantcast. Below the main feed are two smaller video feeds: Adam Bowers, Chief financial officer / OnShift (Moderator) and Ina Vaughn, Cash manager / OnShift (Speaker).



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# SPACE LIMITED: Register Now

## Back to Business: Virtual Business Development Meetings

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Distributor Qualifications: Minimum \$500k in sales.



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