



BACK TO BUSINESS:

Virtual Business Development Meetings for Print & Promo Distributors

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!

Join in this Virtual Back To Business Event



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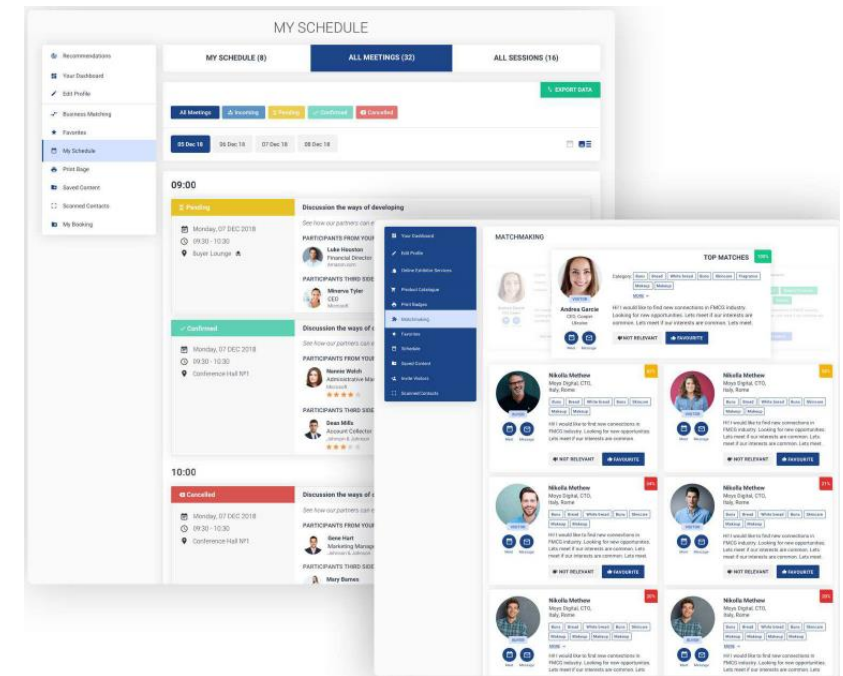


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A Digital Experience: Coming Together in All New Ways

- **Guaranteed 1 : 1 Meetings** - Interact with **150 high value distributors**
- **Best-in-Class Virtual Platform** – Artificial Intelligence matchmaking algorithm recommends supplier and distributor connections.
- **Quality and Quantity Meet** – More Distributors More Opportunity
- **The Print and Promo World Intersect** – Increase ROI Potential
- **Share What's Selling** – Enlighten Top Distributors from both the Print & Promo Community on the latest products and trending items.
- **Product Solution Showcase** – Promote your products, request meetings and chat with suppliers and colleagues.
- **Continue the Conversation** – Provide content, videos, white papers, case studies and communicate with all participants available for 30 days post event.
- **No Additional Cost** - Bypass travel, hotel, shipping, booth, staffing.



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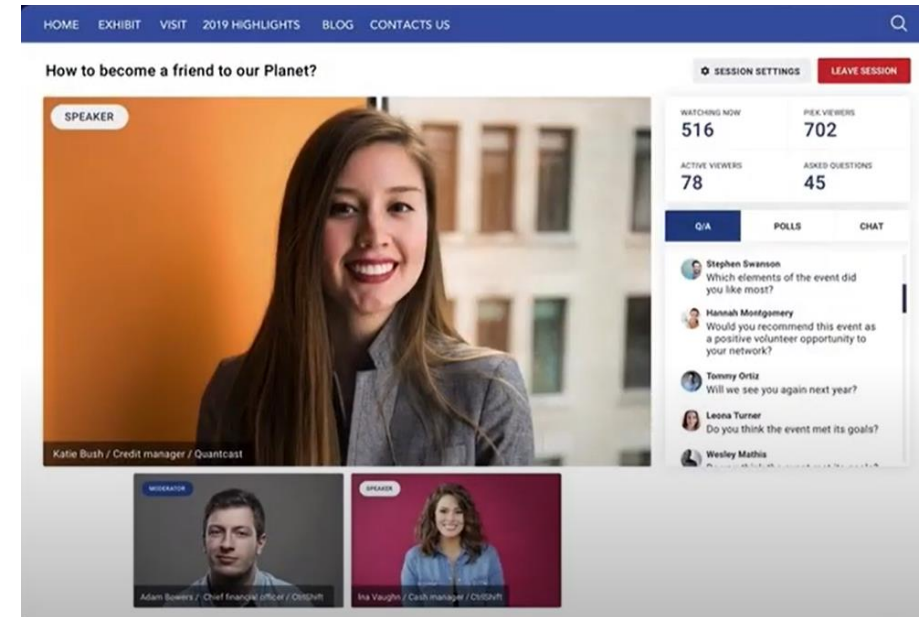
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MAKE THE RIGHT CONNECTIONS

Expanded Audience Profile:

- **150 Qualified Distributors (>\$500K Sales)**
 - **105 Promo Distributors**
 - **45 Print+Promo Distributors**
 - Match Products With Distributors Needs
 - Increased Connection Probability
 - Enhance Relationships
 - Maximize Opportunities
 - Drive New Markets Segments
 - Promote Your New and Moving Offering



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Meetings that Matter

1:1 Meeting Zone - Guaranteed private meetings

- Scheduled meetings, choosing from 150 qualified distributor attendees pre-event
- **Dates:** Mon. Aug 24th – Thurs. Aug 27th , Mon. Aug 31st – Thurs. Sept 3rd
- **Meeting Times:** Daily, 11:00am – 2:15pm Daily
- **20 Minutes per meeting**
- Take the guess work out of meeting evaluation
- Review new products or products that are most applicable in today's environment
- Discuss viable and current business opportunities

Solution Showcase for Additional Networking and Product Exposure

- Message ALL registrants directly and Chat within the environment
- Share product information, videos, white papers etc.
- Product Spotlights and Asset Spotlights in Virtual Booth

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



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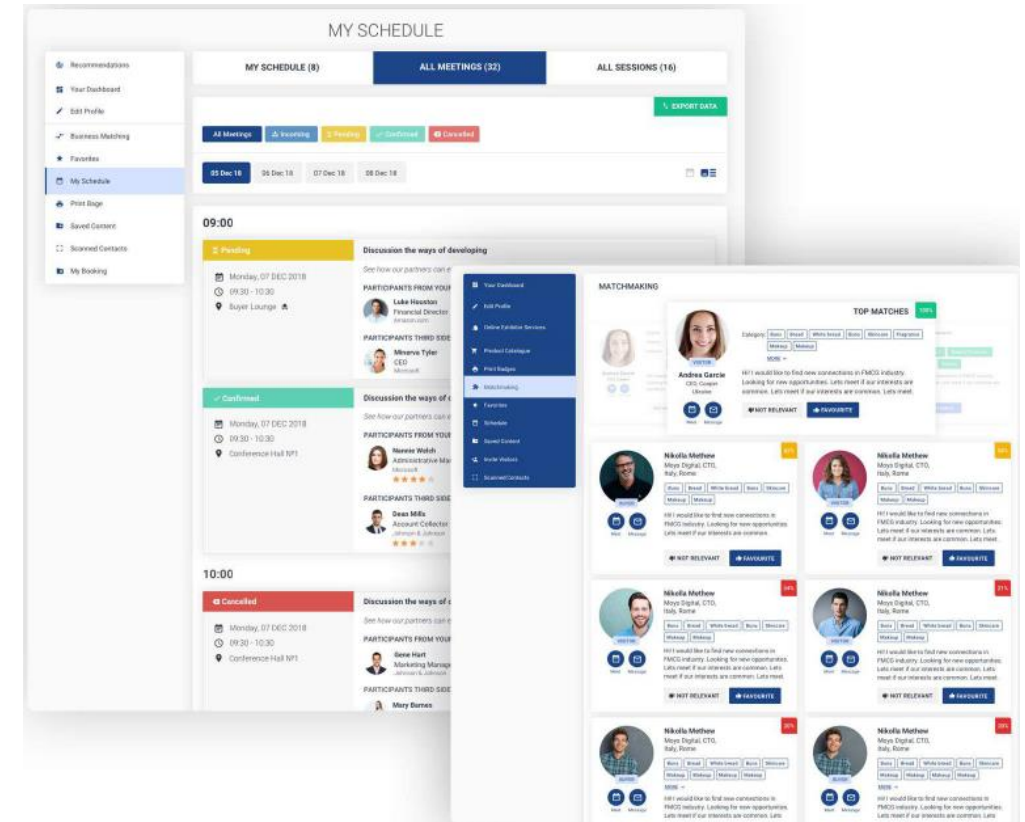


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Sponsor Packages – Gold Level \$6,000

- One-to-One Meetings
 - Conduct up to thirty (30) 1:1 meetings with distributor attendees
 - Access to 1:1 self-scheduling system 2 to 3 weeks prior to the event
- Virtual booth in the “Solution Showcase”
 - Company profile (logo, description, etc.)
 - Up to 20 products in the booth (white papers, case studies, videos, brochures, etc.)
 - Message ALL registrants directly and Chat within environment
- Post-show complete attendee information and contact details (150 Distributor Contacts)



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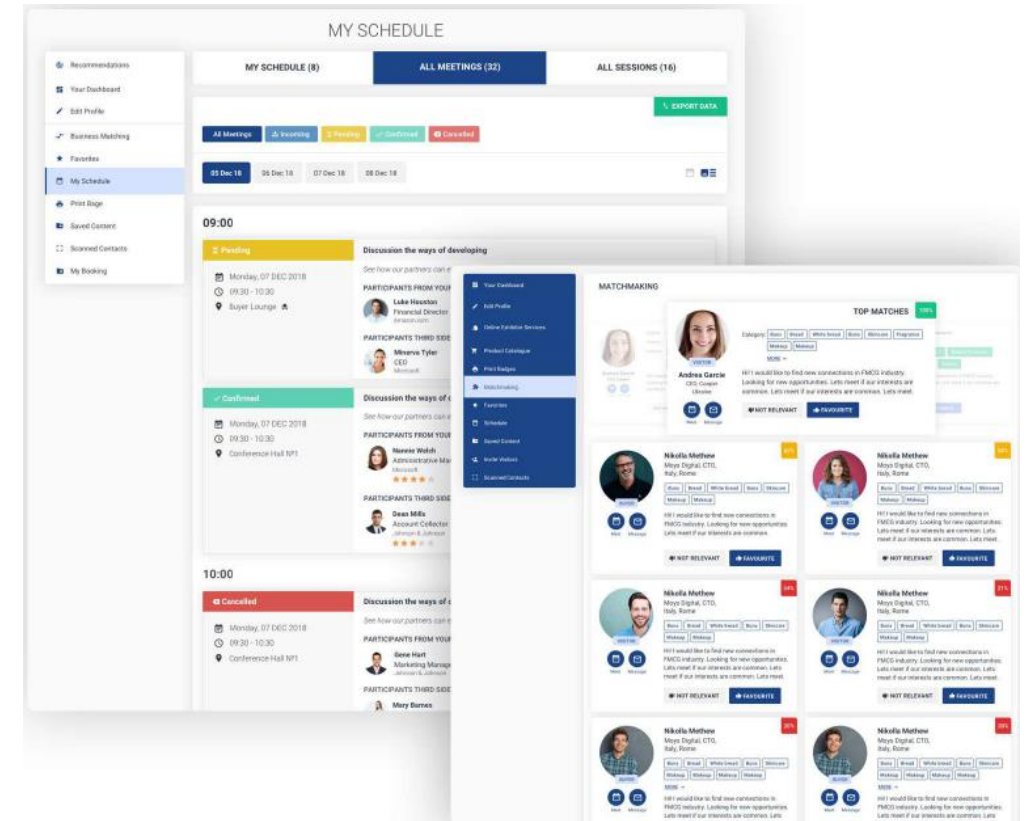
Sponsor Packages – Silver Level \$4,500

• One-to-One Meetings

- Conduct up to thirty (30) 1:1 meetings with distributor attendees
- Access to 1:1 self-scheduling system 2 to 3 weeks prior to the event

• Virtual booth in the “Solution Showcase”

- Company profile (logo, description, etc.)
- Up to 15 products in the booth (white papers, case studies, videos, brochures, etc.)
- Message ALL registrants directly and Chat within environment



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