Sponsorship Program 2018

Industry Reception: Make a splash in front of the largest single gathering of PEI members at the Convention. In previous years, this event has attracted upward of 700 attendees. From your logo in lights to cocktail napkins and branded specialty items, the attendees won’t miss your support of this special networking event.

Kick-off Breakfast and Keynote: Your logo will be very visible inside the meeting room for all attendees to see as well as on printed notepads and branded pens, and your company will be mentioned on the reminder notification from the mobile app.

10-Groups Breakfast and General Session: Get in front of these highly engaged members. Your logo will be very visible in the room, including on printed program and scratch pads that attendees will use and take with them afterward.

Young Executives Event and Reception: Show off your brand to this group of future industry leaders. Your logo will be on a promotional giveaway item inside the room and on cocktail napkins during the reception, and your company will be mentioned on the reminder notification from the mobile app.

PEI 1-on-1 Lounge: Sponsor the lounge and refreshments for all of the PEI members who stop by for a break or attend the 1-on-1 group discussions will see your logo branding inside the room, including near the coffee and tea and on cup sleeves. Among the activities taking place in the lounge is the kick off of a new PEI Give Back effort, which will take place during the PEI Women event on the pre-show day on Sunday, October 7, and remain active throughout lounge hours on Monday and Tuesday.

Latin American Program: Your logo will be very visible in the room, including on a printed program and scratch pads and pens that attendees will use and take with them afterward.

Water Sponsor: Water coolers in concurrent conference session rooms with floor sticker at each bubbler and custom signage inside select PEI meeting rooms.

Registration Package: Sponsor will reach every Convention attendee through logos on digital assets and on-site in the main registration room.

Bag Sponsor: Join other sponsors in providing bags to all PEI attendees. Provide your gift and we’ll include it in the bag to be distributed on-site to Convention attendees.

To secure your sponsorship, contact Jennifer Lindsey at jlindsey@pei.org or call 918-236-3964
www.pei.org/sponsorship
Mobile App Sponsorships: Select from the Splash Page (exclusive) or the bottom banner ad, which will rotate with up to three (3) other ads with up to a maximum total of four (4) ads.

OCTOBER 7-10 CONVENTION • OCTOBER 8-10 TRADE SHOW

PEI Industry Reception

$15,000

Multiple sponsors

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed direct-mail promotional brochure (if received by July 26), which will be mailed approximately 8 weeks prior to the start of Convention

On-site Branding
- Company-branded specialty promo item to be distributed during event (PEI to provide sample items for sponsor to make selection)
- One-color imprint logo on cocktail napkins to be distributed from the bars inside the ballroom
- One GOBO—Sponsor logo shown projected onto wall inside the room
- Feature wall with sponsor-branded wall cling inside ballroom (shared with other sponsors)
  - Size approx 8’ x 6’
  - Uplighting to enhance artwork
  - PEI to create design
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)

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Kick-off Breakfast and Keynote

$7,500

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding
- Color logo on table tents on every table at the Kick-off Breakfast
- Color logo on signage inside the entrance to room
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
- Verbal recognition (mention during intro) by Kick-Off Keynote introducer
- Logo on junior size padfolio and branded pens, provided to all attendees at the Kick-off Breakfast and Keynote
- Recognition on one (1) mobile app push notification during Convention

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10-Groups Breakfast and General Session

$5,000

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding

Breakfast
- Color logo on table tent cards on all attendee tables
- Color logo on printed 10-Group program
- Color logo on signage inside entrance to the room

General Session
- Color logo on scratch pads at each seat
- Verbal recognition (mention during intro) by introducer
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
- Recognition on one (1) mobile app push notification during Convention

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PEI Young Executives Event and Reception

$5,000

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding
- Color logo on signage inside entrance to the room
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
- Logo on branded promotional item to be provided to attendees.
- Logo on cocktail napkins distributed with drinks during the reception
- Color logo on printed program
- Recognition on one (1) mobile app push notification during Convention

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Latin American Program and Luncheon

The Latin American initiative in 2017 was so popular that PEI is offering it again in 2018.

$5,000

Pre-Event Branding

- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding

- Color logo on signage inside the entrance to the room
- Color logo on printed program
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
- Logo on scratch pads and branded pen

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PEI 1-on-1 Lounge

Sponsor the refreshments during PEI 1-on-1 and during the PEI Women’s Give Back event

$6,500

Pre-Event Branding

- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding

- Color Logo on table tent cards on all attendee tables in the session room
- Color Logo on signage inside the room
- One-color logo on coffee cup sleeves (sample item pictured below)
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
- Recognition on one (1) mobile app push notification during Convention

Coffee cup sleeve

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Water Sponsor

$7,000

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding
- Water coolers in concurrent conference session rooms with floor sticker at each bubbler
- Custom water sponsor signage, quantity two (2), to be placed by event management inside select PEI meeting rooms
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)

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Mobile App

Choose From These Two Options

Both will receive:

Pre-Event Branding
- Logo on promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

Splash Page
$1,500
Exclusive – Limit One (1) Sponsor

- Your ad will be the first thing seen when an attendee opens the app
- Three-second ad will open each time an attendee opens the app
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)

Bottom Banner
$1,500

- Ad will propagate all pages throughout the app
- Ad will rotate with up to four () total sponsor ads
- Collage-style branding with other sponsor logos on PowerPoint slide shown during concurrent sessions
- Company listed in text in the printed Official Program (if signed by August 6)

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Registration Package

$5,000
Exclusive - Limit One Sponsor

Don’t miss a single PEI Convention Attendee!

Pre-Event Branding
- Link to sponsor page on PEI website (with link to sponsor’s website) on every transactional email confirmation
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, which will be mailed approximately 8 weeks before Convention (if received by July 26)

On-site Branding
- Logo at Ribbon Bar located at the main PEI registration area in the upper lobby of the North Building
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)
Bag Sponsor

$3,000 per sponsor
Must have minimum of four (4) sponsors to proceed
*Maximum six (6) sponsors

Details:
- Connect with all Convention attendees through a PEI logo’d Convention bag
- Sponsor provides promo item to be included in all bags
- Bag stuffing provided by PEI

Pre-Event Branding
- Link to sponsor page on PEI website on every transactional email confirmation
- Logo on select email promotional emails
- Logo on “Attend” page of PEI Convention website

On-site Branding
- Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in text in the printed Official Program (if signed by August 6)

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