FUEL YOUR BRAND
PEI EVENT SPONSORSHIP PROGRAM

ATLANTA
CONVENTION: OCT. 1-4 | TRADE SHOW: OCT. 2-4
GEORGIA WORLD CONGRESS CENTER
PEI offers custom marketing solutions at the PEI Convention at the NACS Show, including event sponsorships, print and digital advertising, and new digital options. Whether you plan to position your company as a thought leader, increase brand awareness, network with industry players or showcase products, PEI can help you increase your ROI at the 2019 PEI Convention at the NACS Show.

**BENEFITS**

**All Sponsors Receive:**
- Logo on select promotional emails
- Logo and hyperlink on the “Attend” page of the PEI Convention website
- Collage-style branding with other sponsor logos on walk-in slide loop in select conference session rooms
- Logo in printed Official Program (if signed by Aug. 14)
- Recognition on thank-you signage

Your company's custom package can include branding at these Convention functions:
- PEI Industry Reception
- Kickoff Breakfast & General Session
- 10-Groups Breakfast & General Session
- PEI Young Executives Event & Reception
- PEI Women Session
- PEI 1-on-1 Lounge

Additional Branding Opportunities:
- Sponsor-branded, custom-labeled bottled water
- Mobile app splash page or banners
- Registration sponsorship
- Promotional item in Convention attendee bags

**ADDITIONAL PROMOTIONAL & AWARENESS**

These investments provide traditional advertising options. Metrics will be provided to measure your ROI.

- Targeted email deployments
- *News From PEI* monthly e-newsletter
- *Business Bullet* monthly e-newsletter
- *SafePractices* targeted monthly e-newsletter
- *PEI Show Daily* e-newsletter

- *PEI Journal* Convention printed issue
  - French door, front cover spread
- *PEI Journal* Convention digital issue
  - Video embedments

To secure your sponsorship, contact Tom Leibrandt at tleibrandt@pei.org or 918-236-3962.

[www.pei.org/sponsorship](http://www.pei.org/sponsorship)
PEI Convention Sponsorship Package Examples

Increase your visibility at the 2019 PEI Convention at the NACS Show. Convention sponsorship packages ensure prominent exposure of your company’s brand to the PEI audience. Work with our team to create a package customized to fit your needs.

INDUSTRY RECEPTION: Sponsor the largest gathering of PEI members at the 2019 Convention. More than 700 attendees will see your logo on cocktail napkins, branded specialty items and the mobile app. Attendees won’t miss your support of this special networking event.

KICKOFF BREAKFAST & KEYNOTE: Your logo will be prominent inside the ballroom for all attendees to see, as well as on printed notepads and branded pens, and your company will be mentioned in a post-breakfast mobile app notification.

10-GROUPS BREAKFAST & GENERAL SESSION: Get in front of these active PEI members. Your logo will be visible in the ballroom, including on scratch pads attendees will use and keep. New this year, the package includes recognition as a sponsor for the coffee breaks for the individual 10-Groups that meet throughout the afternoon.

YOUNG EXECUTIVES EVENT & RECEPTION: Show off your brand to future industry leaders. Your logo will appear on a giveaway item and on cocktail napkins during the reception. Your company will be mentioned in the reminder mobile app notification.

PEI WOMEN EVENT: This highly engaged networking group of PEI members will see your logo on a promotional giveaway item and on signage in the room. Your company will be mentioned in the reminder mobile app notification.

LATIN AMERICAN PROGRAM: This growing program is in its third year. Put your branding in front of the group on printed scratch pads and pens attendees will use and take home.

PEI 1-ON-1 LOUNGE: Sponsor the lounge and refreshments for PEI members who stop by for a break or a 1-on-1 group discussion. Everyone will see your logo, including near the refreshments and on cup sleeves. Your branding will exist throughout the duration of the PEI 1-on-1 Lounge.

COFFEE BREAKS: Attendees love their morning coffee breaks between sessions. Get your logo on a sign, and on custom-labeled beverage napkins and cup sleeves.

REGISTRATION PACKAGE: Reach every Convention attendee through branding on digital assets and on-site in the main registration room. Attendees love the fun ribbons available at the ribbon bar, where your logo will be displayed.

BAG SPONSOR: Join other sponsors in providing bags to all PEI attendees. Provide your branded gift and we’ll include it in the bag to be distributed on-site to Convention attendees. Include your logo, tagline, URL or exhibit booth number.

MOBILE APP SPONSORSHIPS: Mobile app usage is growing. Your ad can be seen on the bottom banner, which will rotate with up to three (3) other ads, with a total of four (4) ads.
Select From Three (3) Levels
One (1) Sponsor per Level

All levels receive
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed direct-mail promotional brochure (if signed and logo received by Aug. 14), which will be mailed approximately 8 weeks prior to the start of Convention
- Logo on post-Convention “Thank You” page in *PEI Journal*

1st Tier—$8,000
- Company-branded specialty item distributed during event (PEI to provide sample items for sponsor to select)
- One-color imprint logo on cocktail napkins to be distributed from bars in the ballroom (collage-style with other sponsors)
- One mobile app push notification with sponsor name promoting the Reception
- Table tents at Reception to include sponsor logo (may include other sponsor logos)
- Logo included (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in the printed Official Program (if signed and logo received by Aug. 14)

2nd Tier—$6,000
- One-color imprint logo on cocktail napkins to be distributed at the bars in the ballroom (collage-style with other sponsors)
- Table tents at Reception to include sponsor logo (may include other sponsor logos)
- Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in the printed Official Program (if signed and logo received by Aug. 14)

3rd Tier—$4,000
- Table tents at Reception to include sponsor logo (may include other sponsor logos)
- Logo (collage-style with other sponsor logos) on walk-in slide loop in concurrent education rooms
- Company listed in the printed Official Program (if signed and logo received by Aug. 14)

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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 eight (8) weeks before Convention (if signed and logo received by Aug. 14)

On-Site Branding

• One mobile app push notification with sponsor company name, sent after the breakfast
• Color logo on table tents on every table at Kickoff Breakfast
• Logo on junior-size padfolio and branded pens provided to all attendees at Kickoff Breakfast & Keynote
• Color logo on signage inside room entrance
• Logo included “collage-style” (with other sponsor logos) on walk-in slide loop in education rooms
• Company listed in printed Official Program (if signed and logo received by Aug. 14)
• Verbal recognition during Kickoff Keynote introduction

Post-Convention Branding

• Logo on post-Convention “Thank You” page in PEI Journal

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Pre-Event Branding

- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)

On-Site Branding

**Breakfast**
- Color logo on table tent cards on all attendee tables
- Color logo on signage inside room entrance

**General Session**
- Color logo on scratch pads at each seat
- Verbal recognition during introduction

**10-Groups Breakout Meeting Coffee Breaks**
- Logo on signs near coffee break areas, which are in place during 10-Groups breakouts
- Logo on table tent inside each room

**Other On-Site Branding**
- Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in printed Official Program (if signed by Aug. 14)
- Recognition on one (1) mobile app push notification during Convention

Post-Convention Branding

- Logo on post-Convention “Thank You” page in *PEI Journal*

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Pre-Event Branding

- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)
- Logo on pre-event email to all registered Young Executives members

On-Site Branding

- Color logo on signage inside room entrance
- Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in printed Official Program (if signed by Aug. 14)
- Logo on branded item provided to attendees; PEI to provide up to three (3) options for sponsor selection
- Logo on cocktail napkins distributed with drinks during reception
- Color logo on printed Official Program (if signed and received by Aug. 14)
- Recognition on one (1) mobile app push notification during Convention promoting Young Executives function

Post-Convention Branding

- Logo on post-Convention “Thank You” page in PEI Journal

Exclusive Sponsorship
$4,000

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Pre-Event Branding

• Logo on select promotional emails
• Logo on “Attend” page of PEI Convention website
• Logo on printed, direct-mail promotional brochure, mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)
• Logo on pre-event email to all registered PEI Women

On-Site Branding

• Color logo on signage inside room entrance
• Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
• Company listed in printed Official Program (if signed by Aug. 14)
• Logo on branded item provided to attendees; PEI to provide up to three (3) options for sponsor selection
• Logo on cocktail napkins during event
• Color logo on printed program
• Recognition on one (1) mobile app push notification during Convention promoting PEI Women event

Post-Convention Branding

• Logo on post-Convention “Thank You” page in PEI Journal

Exclusive Sponsorship
$4,000

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LATIN AMERICAN PROGRAM & LUNCHEON

Exclusive Sponsorship
$4,000

Pre-Event Branding
- Link to sponsor page on every email transactional confirmation
- Logo on email promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on promotional brochure (if signed and logo received by Aug. 14)

On-Site Branding
- Color logo on signage inside room entrance
- Collage-style branding with other sponsor logos on walk-in slide loop in education rooms
- Company listed in the printed Official Program (if signed and logo received by Aug. 14)
- Logo on scratch pads and branded pen
- Recognition on one (1) mobile app push notification during convention

Post-Convention Branding
- Logo on post-Convention “Thank You” page in PEI Journal

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Pre-Event Branding

- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure, mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)

On-Site Branding

- Color logo on table tent cards on all attendee tables in area
- Color logo on signage in the room
- One-color logo on coffee cup sleeves (sample pictured below)
- Logo on beverage napkins for refreshments in area
- Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in printed Official Program (if signed by Aug. 14)

Post-Convention Branding

- Logo on post-Convention “Thank You” page in PEI Journal

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www.pei.org/sponsorship
Maximum Two (2) Sponsors
$2,500 for One (1) / $4,000 for Both

Pre-Event Branding
- Logo on select promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed, direct-mail promotional brochure mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)

On-Site Branding
- Sponsor logo on beverage napkins at coffee and tea stations near PEI meeting rooms on mornings of education sessions (Wednesday and Thursday, Oct. 2 and 3)
- One-color logo on coffee cup sleeves
- Custom coffee break sponsor signage by coffee stations near PEI meeting rooms where higher traffic is anticipated
- Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
- Company listed in printed Official Program (if signed by Aug. 14)

Post-Convention Branding
- Logo on post-Conference “Thank You” page in PEI Journal

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Pre-Event Branding

- Logo on promotional emails
- Logo on “Attend” page of PEI Convention website
- Logo on printed direct-mail promotional brochure, mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)
- Ad will propagate all pages throughout app
- Ad will rotate with up to four (4) total sponsor ads
- Collage-style branding with other sponsor logos on walk-in slide loop in education rooms
- Company listed in printed Official Program (if signed by Aug. 14)

Post-Convention Branding

- Logo on post-Convention “Thank You” page in PEI Journal

Specs

- 640 pixels width x 80 pixels height
- JPEG/JPG/PNG/GIF
- 72 dpi, RGB, no transparency, border or shadow

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www.pei.org/sponsorship
REGISTRATION PACKAGE

Exclusive Sponsorship
$5,000 per Sponsor

Don’t miss a single PEI attendee.

Pre-Event Branding
• Logo on registration reminder email to all registered attendees approximately 1-2 weeks before Convention.
• Logo on sponsor page of PEI website (with link to sponsor’s website)
• Logo on select promotional emails
• Logo on “Attend” page of PEI Convention website
• Logo on printed, direct-mail promotional brochure mailed approximately eight (8) weeks before Convention (if signed and logo received by Aug. 14)

On-Site Branding
• Logo at ribbon bar located at PEI badge pickup counter in the Westin Peachtree on Sunday and at Main Registration and Badge Pickup at the GWCC throughout event
• Specialty ribbons will be ordered and included on ribbon bar along with traditional PEI Convention ribbons
• One (1) unique ribbon distributed exclusively from sponsor’s exhibit booth
• Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
• Company listed in printed Official Program (if signed by Aug. 14)
• One (1) mobile app push notification reminding attendees to visit ribbon bar

Post-Convention Branding
• Logo on post-Convention “Thank You” page in PEI Journal

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$3,500 per Sponsor

Minimum three (3) sponsors to execute package
Maximum four (4) sponsors

Details

• Connect with all Convention attendees through PEI logo’d Convention bag
• Sponsor provides logo’d item to be included in all bags
• Bag stuffing provided by PEI
• Bags distributed at Satellite Badge Pickup at Westin Peachtree Plaza and at Main Registration and Badge Pickup at the GWCC to attendees

Pre-Event Branding

• Logo on select email promotional emails
• Logo on “Attend” page of PEI Convention website

On-Site Branding

• Logo (collage-style with other sponsor logos) on walk-in slide loop in education rooms
• Company listed in printed Official Program (if signed by Aug. 14)

Post-Convention Branding

• Logo on post-Convention “Thank You” page in PEI Journal

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