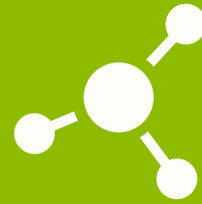




NATCON **24**

PROMOTING A BETTER TOMORROW

ENVIRONMENTAL.
SOCIAL.
GOVERNANCE.



SPONSORSHIP OPPORTUNITIES



September 9 - 11

**The International Centre
Toronto, ON**

Contact

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PPPC

NATCON 2024 SHOW SPONSOR

\$7,500 (Exclusive Sponsorship)

Here's your exclusive sponsorship opportunity to make your brand stand out among the others to key audiences and decision-makers during the Canadian promotional products industry's **BIGGEST** industry event of the year – **NATCON 2024**. As part of your exclusive sponsorship, your company's logo will be predominantly displayed on ALL primary show marketing materials for NATCON 2024 including:



- PPC NATCON 2024 website
- PPC Social Media channels
- PPC You've Got Promo Mail bi-monthly newsletter
- NATCON 2024 Sponsor Signage
- SAGE Mobile
- Opportunity to have one branded promotional product distributed at the entry to the show floor.

Sponsorship VIP Perk: YOUR company logo on every show badge!



AWARDS CEREMONY SPONSOR

\$4,000 (Exclusive Sponsorship)

Join the winner's circle by exclusively sponsoring the most coveted industry social night of the year – the **2024 PPPC Awards Ceremony** AND the **pre-awards ceremony Cocktail Reception**. Great chance to support (and toast!) your fellow members as we recognize the excellence in our industry.

This exclusive sponsorship opportunity will increase your brand awareness and have your fellow members heralding you for what promises to be a fun and memorable evening!



Your exclusive 2024 PPPC Awards Ceremony Sponsorship includes:

- Your company named as the official host of the Pre-Awards Cocktail Reception and 2024 PPPC Awards Ceremony on September 10 at the Royal Woodbine Golf Clubs' Clubhouse venue.
- PPPC Award hosts to give a shout-out at the start of the ceremony to our official sponsor of the Pre-Awards Cocktail and Awards Ceremony.
- Your logo included in ALL marketing materials for the 2024 PPPC Awards including:
 - Pre-Awards Cocktail Reception and Awards Ceremony-only signage including display screens throughout the venue,
 - 2024 PPPC Awards Winners e-Booklet distributed to members and housed on the
 - PPPC Website post-awards,
 - the PPPC Website,
 - PPPC social media recognition, and
 - inclusion in the PPPC You've Got Promo Mail bi-monthly newsletter (pre-, during and post-awards).
- Your company logo on the 2024 Pre-Awards Cocktail Reception-only drink tokens. And 150 of these tokens provided to you to distribute at your booth during NATCON 2024 for use at the Pre-Awards Cocktail Reception-only.
- Opportunity to provide at your own-cost PPPC-approved and removable decals for the Pre-Awards Cocktail Reception and Awards Ceremony-only venue mirrors and bars in the Clubhouse. *

Please note: the 2024 Networking After-Party directly following the PPPC Awards is a separate sponsorship opportunity and not associated with the above sponsorship opportunity to sponsor the Awards Ceremony.

**Sponsors responsible for development, delivery and affixing branded decals to areas within the sponsored areas. Along with instructions on how to remove them safely.*

Sponsorship Perk: Opportunity to provide one branded promotional product to be offered at the end of the evening as a takeaway to guests.



NETWORKING AFTER-PARTY SPONSOR

\$5,000 (Exclusive Sponsorship)

Who doesn't love a good party – or host!

As the exclusive sponsor of this year's Networking After-Party directly following the 2024 PPPC Awards, you'll have the chance to showcase your brand and elevate your status among your peers within the promotional products industry.

Here's what your sponsorship includes:



- Your company named as the official host of PPPC **Networking After-Party** (directly following the 2024 PPPC Awards*) on September 10 at the Royal Woodbine Golf Clubs' Vue venue.
 - Your logo included in ALL marketing materials for the PPPC Networking After-Party including:
 - Networking After-Party-only signage including display screens throughout the venue,
 - PPPC Website,
 - PPPC social media recognition, and
 - inclusion in the PPPC You've Got Promo Mail bi-monthly newsletter (pre-, during and post-awards).
 - Your company logo on the After-Party-only drink tokens and 150 of these drink tokens to be provided to you to distribute at your booth during NATCON 2024 for use at the Networking After-Party-only post-Awards Ceremony.
 - DJ to commence the party with a shout-out to you and your brand for sponsoring it.
 - Opportunity to provide PPPC-approved branded and removable decals for the mirrors with the After-Party event space only. *
- Please note the above Networking After-Party Sponsorship is separate than the Pre-Awards Cocktail Reception and Awards Ceremony sponsorship.*
- *Sponsors responsible for development, delivery and affixing branded decals to areas within the sponsored areas. Along with instructions on how to remove them safely.*

Sponsorship Perk: Opportunity to provide one branded promotional product to be offered at the end of the evening as a takeaway to guests.



ULTIMATE AWARDS CEREMONY & AFTER-PARTY SPONSORSHIP

\$8,000 (Exclusive Sponsorship)



**This Ultimate sponsorship opportunity is available for a limited time and as an alternative to the two exclusive and separate sponsorship opportunities offered above for the 1) PPC Pre-Awards Cocktail Reception & Awards Ceremony and, 2) the PPC Networking After-Party. Should you decide to take advantage of this Ultimate Sponsorship opportunity the original two sponsorship opportunities will no longer be available.*

Go BIG or go home! Here's your exclusive opportunity to host the Canadian promotional products industry's BIGGEST social event of the year! The 2024 PPC Awards Ceremony AND the Networking After-Party that directly follows the award ceremony.

Increase your brand visibility and showcase your social prowess by sponsoring and hosting our most coveted social events of the year. Your Ultimate Sponsorship will provide you with the following:

- Your company featured in ALL marketing materials related to the 2024 Pre-Awards Cocktail Reception, 2024 PPC Awards Ceremony and the Networking After-Party including:
 - All onsite signage related to the Awards Ceremony and After-Party including display screens throughout the Vue and Clubhouse (Royal Woodbine Golf Club) venues
 - PPC website
 - PPC social media recognition
 - PPC You've Got Promo Mail bi-monthly newsletter
 - Award Winner's e-Booklet distributed to members and housed on the PPC website post-awards.
- Your company logo on the Pre-Awards Cocktail Reception and Networking After-Party drink tokens. And 250 of these drink tokens to be provided to you to distribute at your booth during NATCON 2024 and for use during the Pre-Awards Cocktail Reception and Networking-After Party.
- PPC Awards Hosts and After-Party DJ to do a shout-out thanking your company for sponsoring the evening's festivities.
- Provide 2-3 promotional products to be featured in the party area for partygoers to take at their leisure with a promotional product card with your brand.
- Opportunity to feature PPC-approved, branded, and removable decals for the mirrors within the party event space(s). *

**Ultimate sponsor will be responsible for cost, development, delivery and affixing/removing these decals from the event space. Along with instructions on who to best remove them by the end of the evening.*

Ultimate Sponsorship Perk: a company-themed food station at the After-Party directly following the Awards Ceremony.

PPPC NATIONAL CONVENTION

Increase your company's brand visibility and awareness at NATCON 2024

Here's your chance to show off your top promotional wares during PPPC's annual National Convention (NATCON 2024) deemed Canada's BIGGEST promotional product trade show.

Featuring over 100 suppliers in 180 booths and welcoming over 1,050 attendees and their top clients in one spot, in two days to connect, innovate and succeed.

Great opportunity to get up close and personal and connect with key decision makers, show your promotional product innovation, and succeed in growing your networks and business!

Take advantage TODAY of the NATCON 2024 Product Opportunities below to showcase your promotional product prowess and make your mark at this year's national convention.



1,000+
DISTRIBUTOR
INDIVIDUALS



850+
CLIENTS



180+
BOOTHS

75% of distributors surveyed* place a high or very high value on attending the National Convention!

70% of distributors surveyed* say they are likely or very likely to visit suppliers that do pre-show advertising!



Product Opportunities

Exclusive Product Sponsorship - \$1,000 (check one)

Your product will be the exclusive product used at PPPC's NATCON 2024 for its specific product category. Increase your visibility and receive innumerable impressions throughout the PPPC Show.

Depending upon the product being sponsored, your exclusive product will be distributed by PPPC in the registration area. Some products are distributed in other areas.

As an official sponsor you'll be permitted to place your logo, booth number and PPPC # on the products to be distributed. **PPPC approval is required for product selection and final artwork.** As part of your sponsorship, your company logo will be displayed on the NATCON 2024 website, and sponsor signage.

- Apparel** - PPPC staff and registration staff (approximately 36 pieces required; minimum \$40 each)
- Bag** - tradeshow (approximately 1,500 required)
- Lanyard** (approximately 3,000 required)
Paper and Plastic Goods Sponsor (500 napkins, 2,000 coffee cups etc).
- Pens** (approximately 1,500 required)
- Paper and Plastic Goods** Sponsor (500 napkins, 2,000 coffee cups etc).
- Other:**
(please request a specific opportunity for consideration)

SHOW ADVERTISING OPPORTUNITIES



Opportunities Ranging from \$100 - \$2,000

Enhance your market presence and increase brand awareness with your target audience with these PPPC NATCON 2024 Advertising Opportunities.



Electronic Advertising:

- Banner ad within PPPC Pre-Show Countdown communications in the month leading up to the show (4 ads, \$125 per ad per week or 4 ads for \$400)
- E-Show Daily banner ad emailed to 3,000 recipients every morning during the NATCON (\$100 per ad per day or \$295 for all 3 days)



SAGE Mobile Advertising at NATCON 2024

- SAGE Mobile Enhanced Listing NATCON 2024 - \$150
Your company will stand out in SAGE Mobile with an enhanced listing in the exhibitor list for the show. Your company listing will be highlighted to catch distributors' attention as they are looking through the list.
- SAGE Mobile Featured Exhibitor NATCON 2024 - \$300
Includes everything in an enhanced listing plus featured suppliers will be listed in SAGE Mobile, the official show directory, in a special featured section specifically for PPPC NATCON 2024



PPPC NATCON 2024

- Push Notification - \$1000 (Limited Availability)