



The PPAI Expo 2025

Sponsorship & Advertising Opportunities

Contact Your Account Manager

- STANDARD



Sandy Mendoza
972.258.3019 | SandyM@ppai.org
Account Manager



Mark Rykojc
972.258.3027 | MarkR@ppai.org
Account Manager

- PROFESSIONAL



Taylor Coward
972.258.3033 | TaylorC@ppai.org
Strategic Account Manager



Heather Mangold
972.258.3051 | HeatherM@ppai.org
Strategic Account Manager

- BUSINESS SERVICES



Connie Brazil
972.258.3064 | ConnieB@ppai.org
Channel Development Manager,
Business Services

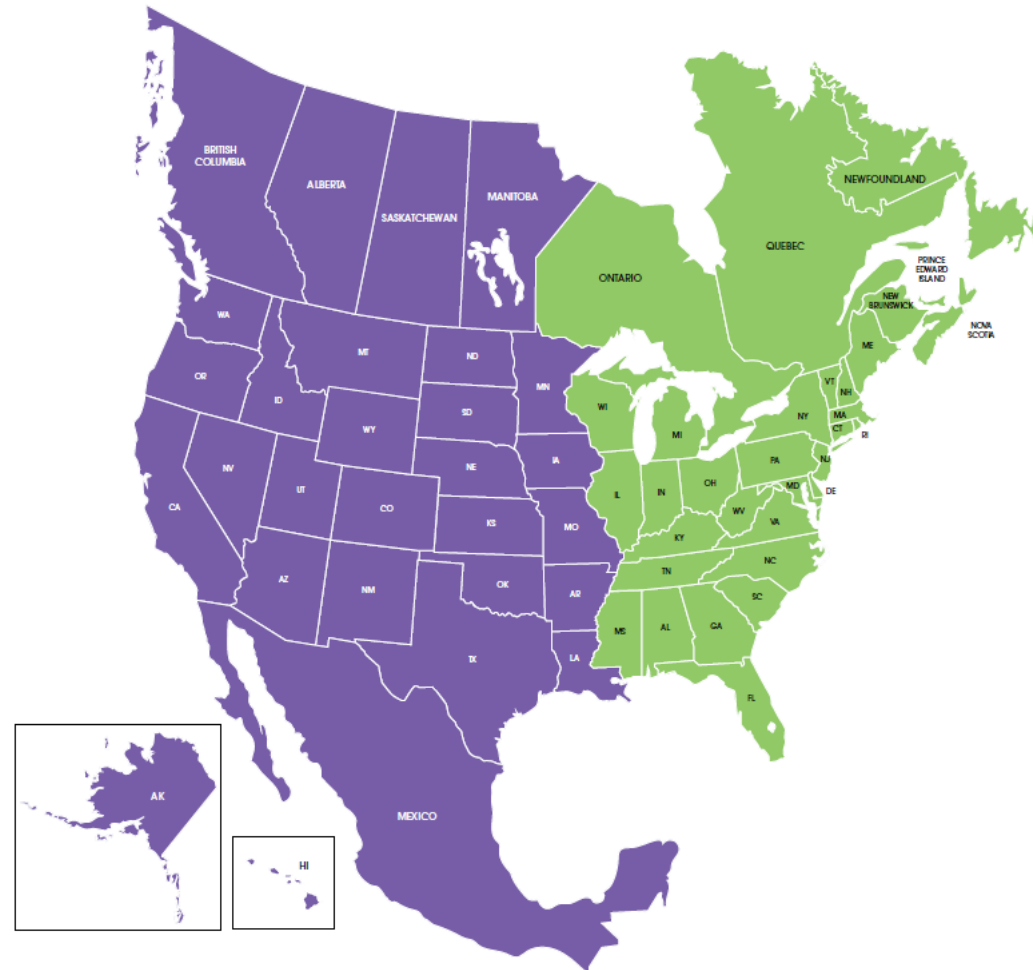


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Boost Your Brand Visibility & Increase Booth Traffic

Research conducted by the Center for Exhibition Industry reveals that sponsorships have the potential to boost booth traffic by an impressive 104%. This not only generates more leads but also increases ROI and enhances brand recognition, which are key elements in a successful marketing strategy. Keep your brand at the forefront of both existing and potential clients' minds before, during, and after The PPAI Expo with the comprehensive marketing solutions offered by PPAI.

104%

Increase Booth Traffic

16,000+

Industry Professionals

10,070

Qualified Distributors

Show Sponsorships

Expo Live Interview - \$1,000

Present your top-selling or latest products/services to an engaged audience of eager and driven distributors – and attract a larger crowd to your booth.

Your interview will be broadcast a minimum of two times during the week on the Expo Live TVs, at the PPAI Booth and in the main lobby.

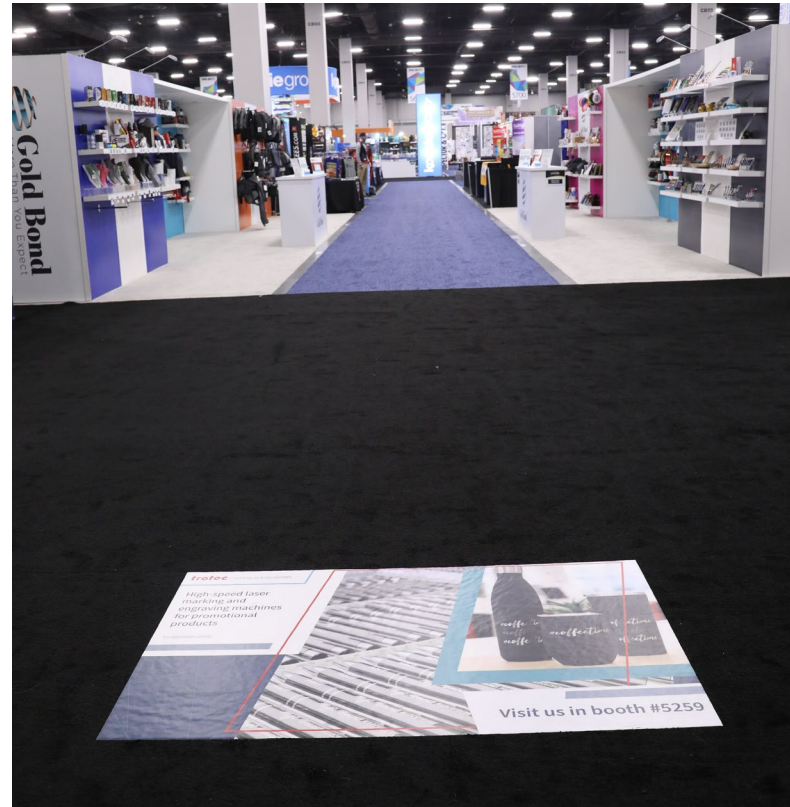
Qty: 3



Carpet Graphic - \$1,250

A high-quality carpet graphic logo measuring 3' x 5' will be strategically positioned by PPAI in a prime spot within the exhibit hall.

Qty: 2



Marketing Email Sponsorship - \$1,250

With a targeted audience exceeding 65,000 qualified industry distributors, your message will be showcased alongside the latest news and updates for The PPAI Expo. These emails spotlight essential show features that readers won't want to miss, leading them directly to your website through your ad.

Email date selection is on a first-come, first-served basis.

Qty: 10



The image shows a marketing email template for the PPAI Expo 2024. At the top, there is a header with the PPAI EXPO 2024 logo and a photo of people at the event. Below the header, the text reads "Exhibits January 16-18 | Conference January 15". The main body of the email starts with "Final Hours - Act Now!" followed by "Hi Mark,". The text then states: "Today, December 7, is the last day to take advantage of registration discounts for [The PPAI Expo 2024](#). Registration will increase to \$149/person." It then says "Don't miss the opportunity to:" followed by a bulleted list: "• Explore an extensive showcase of over 250,000 products.", "• Engage in enriching educational sessions.", and "• Network with more than 15,000 industry professionals." Below this, it says "By attending, you are not just witnessing the size of the industry you are a part of - you are actively shaping the future of your business!". There are three circular icons with photos of people, each with a caption: "Networking Opportunities", "Best-In-Class Speakers", and "900+ Trusted Exhibitors". At the bottom, there is a banner for "AMERICAN ACCENTS PPAI EXPO BOOTH #3434" with various product images and text: "Low Minimums", "Quick Turn Arounds", "Made & Printed in the USA", and "Visit our booth for free samples!".

PPAI EXPO 2024
Exhibits January 16-18 | Conference January 15

Final Hours - Act Now!

Hi Mark,

Today, December 7, is the last day to take advantage of registration discounts for [The PPAI Expo 2024](#). Registration will increase to \$149/person.

Don't miss the opportunity to:

- Explore an extensive showcase of over 250,000 products.
- Engage in enriching educational sessions.
- Network with more than 15,000 industry professionals.

By attending, you are not just witnessing the size of the industry you are a part of - you are actively shaping the future of your business!

Networking Opportunities

Best-In-Class Speakers

900+ Trusted Exhibitors

AMERICAN ACCENTS
PPAI EXPO
BOOTH #3434

Low Minimums
Quick Turn Arounds
Made & Printed in the USA
Visit our booth for free samples!



Freestanding Graphic Panel



These single-sided 4' x 8' graphic panels are strategically positioned around the lobby, showcasing your company to attendees as they prepare to enter the show floor.

- Hall B/C - \$1,750 - Qty: 30
 - The placement of the panel(s) will be determined by PPAI.
- Hall E/F - \$1,400 - Qty: 10
 - The placement of the panel(s) will be determined by PPAI.
- Entrance Hall B/C - \$2,000 - Qty: 10
 - The placement of the panel(s) will be determined by PPAI.
- Registration Hall A - \$1,400 - Qty: 5
 - The placement of the panel(s) will be determined by PPAI.



Promo & Pints Product Sponsorship - \$2,500

- The Promo & Pints product sponsorship is an exclusive opportunity per product category. Your exclusive product will be distributed by PPAI at Promo & Pints.
- Sponsors are permitted to place their logo and messaging on the product to be distributed, with PPAI approval.
- Past products have included: floormats, cups and coasters.

Quantity: 5



Expo Live Commercial - \$3,000



Bigger is always better. Be featured on TVs in the PPAI booth and in the main lobby. Discuss your business and products while steering traffic to your booth.

Your 30-second commercial will air on the Expo Live TVs, on The PPAI Expo show floor and in the main lobby a minimum of four times per day.

Qty: 3



Promo & Pints Sponsorship - \$6,000

Who doesn't enjoy a cold beverage after a long day on the show floor? While distilleries are taking a bite out of the most of your marketing budget by increasing brand visibility and attracting more visitors to your booth.

This opportunity includes:

- Recognition as the Promo & Pints sponsor with pre-show marketing materials (social media production deadline)
- Your company logo on the show floor signage
- 200 drink tickets for you to hand out to attendees at your discretion
- The option to have a product distributed at Promo & Pints.

Qty: 1



Escalator Sponsorship



Capture the attention of distributor attendees who take the escalators to the convention center's second floor. Seamlessly showcase your message as they journey between floors to attend The PPAI Conference, meetings and events.

Sponsorship is available per escalator bank.



- Escalator Cling – Hall A - \$6,500 – Qty: 1
- **New!** Escalator Cling – Hall C - \$4,500 – Qty: 1
- **New!** Escalator Carpet Logo – Hall A or Hall C - \$6,500 ea. – Qty: 2
- **New!** Escalator Wall Inserts – Hall A - \$12,000 Qty: 1



Lobby Booths - \$7,000

Capture the attention of distributors even before they step foot onto the show floor by securing a prime spot in the main lobby. Showcase your company and products in the bustling heart of the event, where foot traffic is at its peak.



Product Sponsorship



Exclusive opportunity per product category.

Depending on the product being sponsored, your exclusive product will be distributed in designated areas.

Sponsors will work with PPAI to select product and create a co-branded look for distribution.

Contact your account manager for pricing.



Mascot Sponsorship

Engage attendees and generate traffic to your booth in the carpeted Level 1 lobby area with the option of distributing marketing materials.

Contact your account manager for pricing.



Pop-Up Sponsorship



Maximize your brand's visibility and attract more attendees to your booth as a proud sponsor of a PPAI Expo Pop-Up.

Allow us to tailor a custom Pop-Up sponsorship package designed specifically for your company.

Limited availability, contact your account manager for details.



Product Pavilion

Product Pavilion Product(s)



Highlighting your newest and most sought-after products, the Product Pavilions are designed to enhance brand visibility and attract valuable foot traffic to your booth. By showcasing your products in the Product Pavilion, distributors can get a firsthand look at your top products across various categories.

All entries will be displayed on a table inside the Product Pavilion area with a sign featuring your company name, product name and booth number.



See category descriptions on the next slide



Product Pavilion Product(s)

New Products

To qualify as a new product, the submitted entry must have been introduced to the marketplace after The PPAI Expo 2024. The product must also be displayed in the exhibitor's PPAI Expo 2025 booth.

green products

Participants in the Green Products Pavilion are required to align their product claims with guidance produced by Federal Trade Commission (FTC). The FTC Green Guides are intended to help businesses better harmonize their product claims with consumer expectations and avoid making misleading environmental claims. [The FTC's Green Guides can be found here.](#) PPAI reserves the right to remove any product that does not meet these guidelines.

Made In The USA

To qualify as a Made-in-the-USA product, the submitted entry must be manufactured in the USA.

1st Time Exhibitor

To qualify as a First-Time Exhibitor Product Pavilion entry, The PPAI Expo 2025 must be the first time the company submitting the product entry has exhibited at The PPAI Expo.

See pricing on the next slide



Product Pavilion Product(s)

	<u>Price</u>	<u>Dimensions</u>	<u>Weight</u>
Standard Product Pavilion Product Entry	\$410 per item	Under 18" w x 4' h x 2' d	Under 75 lbs.
Medium Product Pavilion Product Entry (due to weight)	\$500 per item	Under 18" w x 4' h x 2' d	Over 75 lbs.
Large Product Pavilion Product Entry	\$750 per item	Larger than 4' w x 7' h	Over 75 lbs.

Medium Product Entry (by size or by weight)

Product entry is smaller than 4' wide x 7' high but larger than 18" wide x 4' high x 2' deep. If the product entry weighs more than 75 lbs. but is smaller than 18" wide x 4' high x 2' deep, it also qualifies as a Medium Product Entry.

Large Product Entry

Product entry is larger than 4' wide x 7' high.



Spotlight Showcase - \$250

Lobby:

- Product displayed in lobby showcase. Your company name and booth number included on small sign with product.
- Entry must be the same as displayed in Product Pavilion area to qualify.

Quantity: 30 products, location determined by PPAI



Product Pavilion Sneak Peek Sponsor - \$6,000

The Product Pavilion Sneak Peek Sponsor will receive:

- Your company name or logo in pre-show marketing (based on production deadlines)
- Option to provide product for distribution during the event
- Your company logo on event signage
- Qty: 1



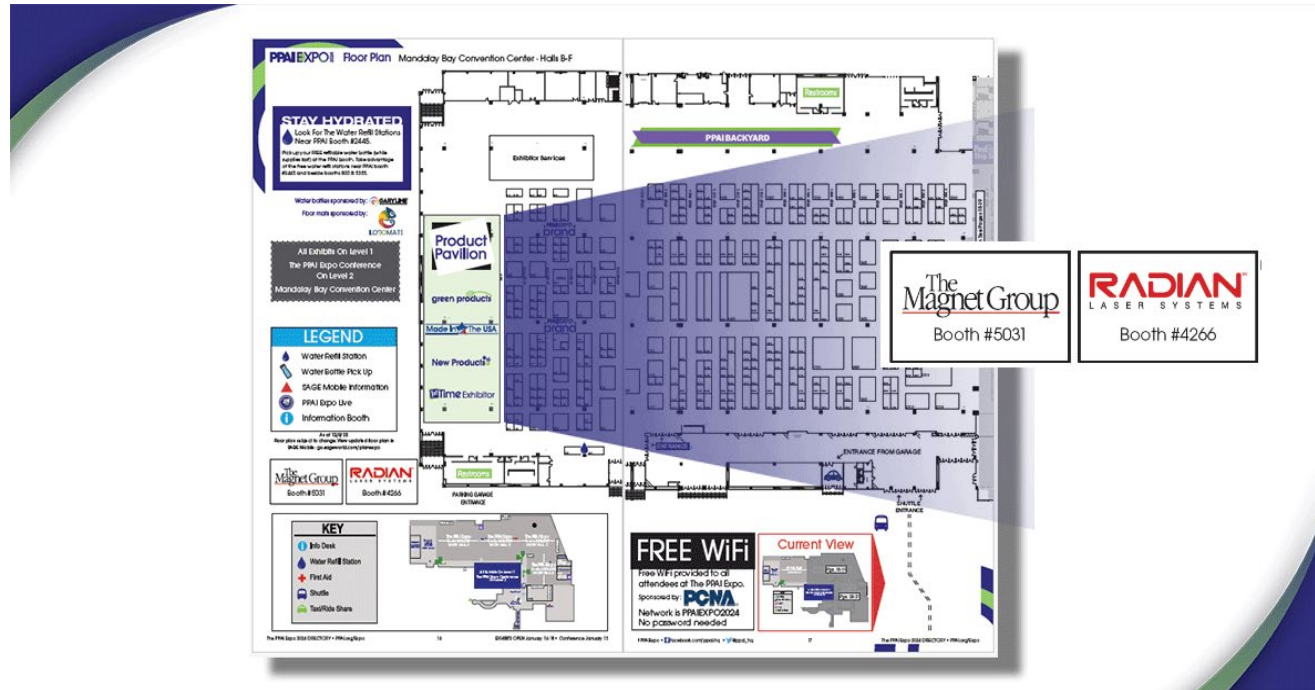
Exhibitor Directory

Boost your visibility in The PPAI Expo Directory, the essential handbook for event-goers. Enhance your brand with premium advertising opportunities to attract more visitors to your booth.

Floor Plan Logos - \$750

Your company logo and booth number will appear on the perimeter of each page of the floor plan in the printed Exhibitor Directory Guide and online version.

Qty: 5



Directory Ads

Back Cover

SOLD OUT \$11,000

Inside Front Cover

\$4,000

Inside Back Cover

\$3,500

Full Page

\$2,500 each

Half-Page (horiz.)

\$1,250 each

Quarter Page (vert.)

\$750 each

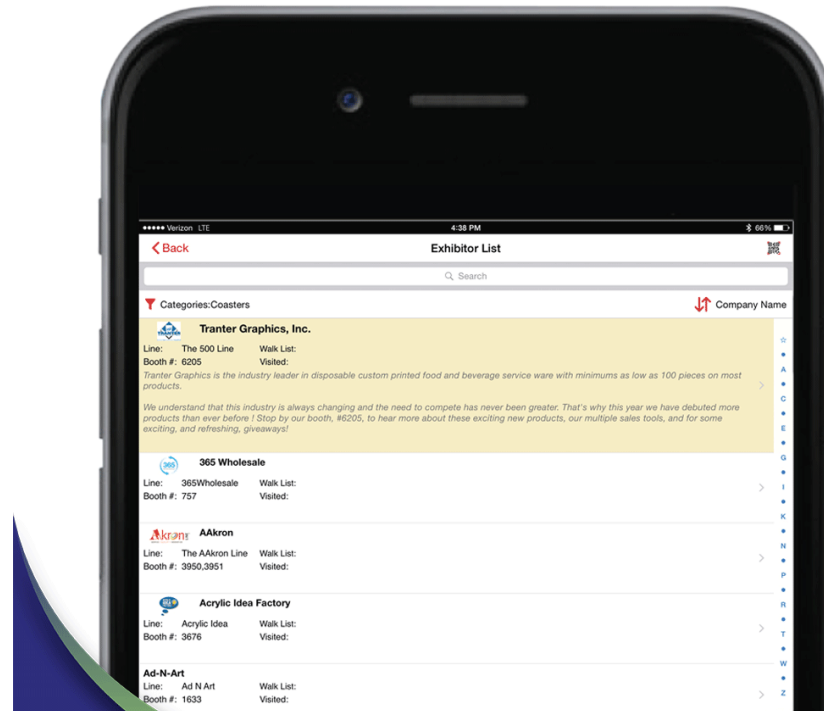


Digital Sponsorships



Product Category Buyout - \$750

Your company listing will be at the top of the category(s) purchased in SAGE Mobile for The PPAI Expo. Only one per category.



Push Notifications - \$1,500

Tailor your message to build brand awareness and drive traffic to your booth during the show, Monday through Thursday. Send a 200-character message directly to the attendees' mobile devices (using SAGE Mobile for The PPAI Expo). Limited opportunities per day.

Qty: 6



SAGE Mobile For The PPAI Expo Sponsor - \$6,000

Every attendee who accesses SAGE Mobile for The PPAI Expo will see your company's logo displayed on the main landing page.



SOLD OUT



Conference Sponsorships

Education Breakout Room Sponsor - \$3,000

Sponsorship includes your company being recognized on event signage, on the materials at session(s), on session presentation templates and in The PPAI Expo Directory.

Qty: 8

1:40-2:25 pm

BREAKOUT SESSIONS

2024 Trends To Kick-Start Your Sales • Sponsored By: **PCMA**

MAS 1.0 • Level 2 – **Lagoon H**

Growing Your Diverse Supplier Programs • MAS 1.0 • Level 2 – **Reef B**

Outlook 2024: Promo's Present And Future • MAS 1.0

Level 2 – **Lagoon L**

Become A Sales & Marketing Superstar! • CAS 1.0

Level 2 – **Breakers E**

Crushing It In 2024 • CAS 1.0 • Level 2 – **Breakers B**

SAGE: Website Design Trends for 2024 • CAS 0.5 • Level 2 – **Surf CD**

SAGE: Supercharge Your Search Skills for Time-Saving Success!

CAS 0.5 • Level 2 – **Surf AB**



Conference Product Sponsor - \$6,000



As a conference product sponsor, you have the unique chance to represent your product exclusively within its category. PPAI will showcase your exclusive product during The PPAI Expo Conference in the prestigious level 2 lobby.

Sponsors will work with PPAI to select product and create a co-branded look for distribution.

Qty: 5



General Session Keynote Sponsor



...a part of The FFAI Expo Conference! This is your opportunity to:

- Speak or show a two-minute video prior to the start of the general session.
- Have your company logo displayed on the video screen during the general session prior to the presentation.
- Distribute materials to attendees.

Your company logo will be included in promotion of the general session in pre-marketing and on-site pieces based on production deadlines being met.

- All products, flyers and presentation materials must be approved by FFAI.

Contact your account manager for pricing.





New For 2025

New Opportunities

- Conference Water Stations - \$750 - Qty: 5
 - Provide refreshing infused water throughout the conference and keep the attendees in front of your brand.
- Hall D Banners - \$3,000 Qty: 10
 - Every attendee will walk under your banner as they walk down hall D.
- Window Clings (walkway to Convention Center) - \$13,000 – Qty: (1) set of 5 clings
- Hotel Digital Key Branding - \$15,000 – Qty: 1
- Hotel Key Cards - \$45,000 – Qty: 1
- Media Wall
 - On Tile next to entrance unit - \$7,000 per day – Qty: 4
 - Bayside B Lobby - \$2,500 per day – Qty: 4



Sponsorship Packages

Investment in all advertising and sponsorship opportunities listed on the promotional opportunities contract count toward sponsorship level. Product Pavilion and Spotlight Showcase entries do not count toward sponsorship level.

Bronze Level Sponsor - \$2,000–\$3,999

This sponsorship provides great exposure at the show for only a small investment.

Level Includes:

- Recognition in pre-show and onsite promotional pieces
- Your company name on the 'Thank You To Our Sponsors' signage at the show
- Booth sign identifying your company as a sponsor
- Sponsorship ribbons for booth personnel



Silver Level Sponsor - \$4,000–\$5,499

Highlight your company and strengthen your message to attendees.

Level Includes:

- Recognition in pre-show and onsite promotional pieces
- Sponsorship ribbons for booth personnel
- Floor graphic identifying your company as a sponsor
- Company name on the 'Thank You To Our Sponsors' signage at the show



Gold Level Sponsor - \$5,500-\$10,999

The gold level distinguishes your company from the competition and makes a lasting impression on attendees.

Level Includes:

- Recognition on The PPAI Expo website
- Recognition in pre-show and onsite promotional pieces
- Sponsorship ribbons for booth personnel
- Floor graphic identifying your company as a sponsor
- Company name on the 'Thank You To Our Sponsors' signage at the show
- One free product placement in the Product Pavilion



Platinum Level Sponsor - \$11,000+

Position your company as a true industry leader by becoming a Platinum Level Sponsor. An investment of \$11,000+ provides you with the highest visibility and brand awareness.

Level Includes:

- Recognition on The PPAI Expo website
- Recognition in pre-show and onsite promotional pieces
- Sponsorship ribbons for booth personnel
- Floor graphic identifying your company as a sponsor
- Company logo on the 'Thank You To Our Sponsors' signage at the show
- Two free product placements in the Product Pavilion
- One freestanding graphic panel (placement determined by PPAI)

