

# **digital** **PACKAGING** **SUMMIT**



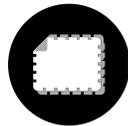
LABELS



FLEXIBLE  
PACKAGING



FOLDING  
CARTON



CORRUGATED

## **SPONSORSHIP PROSPECTUS**

NOVEMBER 16-18, 2020

PONTE VEDRA BEACH,  
FLORIDA

[digitalpackagingsummit.com](http://digitalpackagingsummit.com)

ORGANIZED BY

**Packaging  
Impressions**

**NAPCO  
MEDIA**

**SGIA**



## WHY SPONSOR? LET'S COUNT THE WAYS...

### The Digital Packaging Summit Value Proposition is Simple...

As a sponsor, you have guaranteed one-on-one time with highly targeted and pre-qualified executive decision makers. Our "1:1 Meeting-Case Study-Boardroom" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- **Private Case Study Presentations** with rotating groups of 10-15 senior executives in the process of reviewing digital solutions for implementation.
- **Additional networking opportunities including:** receptions, breakfasts and luncheons, golf, casino night and awards night, where attending executives vote on the best vendor products and presentations.
- **Keynote presentations and panels:** in-depth presentations and panels featuring vendor executives on hardware, software, services, supplies, future directions, success stories, etc.

We have created an exclusive forum where buyers and sellers can come together, in an environment facilitated by experts, to share their experiences, needs, products and services. Of course it's a world-class venue with comfort, food and networking that is first class. Let's not forget the golf, the Atlantic Ocean crashing on the beach outside or the many other meaningful relationships and experiences you will have.

All qualified executives receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for attendees-and a 100% qualified audience for participating sponsors (vendors). In consideration for their package, all participants are bound to sign an agreement that stipulates their participation in all meetings and events.

### What makes the Digital Packaging Summit different from other events?

The Digital Packaging Summit assembles all key players, including user organizations, technology manufacturers, software providers and supplies vendors. The goal of this meeting is to bring these leaders together to formalize relationships across all elements of the supply chain in new and exciting ways in order to further advance the use of digital technologies in critical market segments. Rather than just another tradeshow or exhibition, the Digital Packaging Summit is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

## SPONSORSHIP OPPORTUNITIES

### Keynote Partner: \$50,000

- Keynote Panel Presentation
- Six (6) Case Study Presentations (25-min sessions in boardroom setting with up to 15 attendees per session)
- Up to Three (3) designated meeting tables in the attendee 1:1 meeting zone
  - Ability to conduct up to forty-five (45) 1:1 meetings with executive attendees
  - First access to 1:1 self-scheduling systems
- Insertion of one white paper into attendee orientation kit
- Maximum promotional exposure via on-site signage, event website and all advertising and promotional vehicles
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Five (5) all-access supplier passes with option to add an additional three supplier passes at a rate of \$2,500 per staff member

### Diamond Package: \$35,000

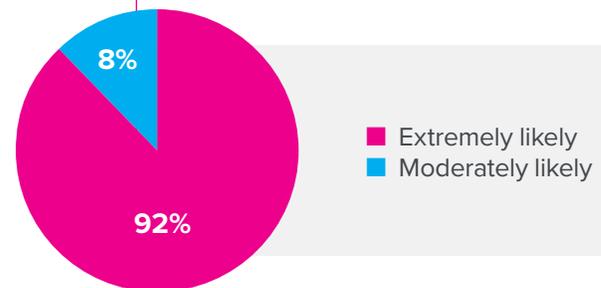
- Four (4) Case Study Presentations (25-minute sessions in boardroom setting with up to 15 attendees per session)
- Up to Two (2) designated meeting tables in the attendee 1:1 meeting zone
  - Ability to conduct up to thirty (30) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling systems
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Three (3) all-access supplier passes with option to add an additional two supplier passes at a rate of \$2,500 per staff member

### Qualified Attendees

The attendees that come to our events are targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of attendees. We bring in high-level decision makers, not numbers and numbers of unqualified attendees.

When a sponsor comes to the Digital Packaging Summit they don't have to "hope" that they have meaningful meetings. Sponsors' 1:1 and group meetings are pre-scheduled so they know exactly what they are getting and how to prepare. The hosted model is a proven approach that gives sponsors and attendees what they came for: ways of improving and advancing their businesses.

### How likely are you to recommend the Digital Packaging Summit to partners or other suppliers?



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## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Gold Package: \$20,000

- Two (2) Case Study Presentations (25-minute sessions in boardroom setting with up to 15 attendees per session)
- One (1) designated meeting table in the attendee 1:1 meeting zone
  - Ability to conduct up to fifteen (15) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling systems
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Two (2) all-access supplier passes with an option to add an additional supplier pass at a rate of \$2,500.

### Silver Package: \$13,500

- One (1) Case Study Presentations (25-minute sessions in boardroom setting with up to 15 attendees per session)
- One (1) designated meeting table in the attendee 1:1 meeting zone
  - Ability to conduct up to ten (10) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling systems
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- One (1) all-access supplier pass with an option to add an additional supplier pass at a rate of \$2,500.

### Options

- Customized sponsorship packages are available along with additional sponsorship items such as network receptions, meals, and other opportunities.

### What our sponsors have to say

"Best sales event ever!"

— STEVEN LEIBIN EVP,  
BUSINESS DEVELOPMENT MATIK, INC.

"Perfect event for getting in contact with decision makers and important influencers for Investment in digital printing Technology."

— JUERGEN STOCKER, HEAD OF SALES AND  
PRODUCT MANAGEMENT, STEINEMANN-DPE

"The hosted-buyer Summits from NAPCO Media are much more than a typical conference or trade show event. It's where prospective buyers have a chance to interact, one-on-one, with executives at HP, Inc. This summit will bring the entire ecosystem together for several intensely focused days filled with case studies, end user panels, networking, meeting zones, and keynote sessions."

— STEVE POWERS, HP

"This was the first time S-One Labels and Packaging attended this event and our immediate take-away was 'why didn't we do this last year?'. The attendees were all the key decision makers at the exact type of customer that we seek to help work with and grow. The format is amazing, and we have developed a ton of new business already. Furthermore, we still have a ton more opportunity to cultivate as a direct result of this show and the ROI is easy to justify. We are very much looking forward to attending again next year."

— THOMAS D. HAUENSTEIN, GLOBAL SALES  
DIRECTOR, S-ONE LABELS AND PACKAGING LLC

## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### Add-On Sponsorship Options available to further your presence at the Digital Packaging Summit

#### **Cocktail/Dinner Reception (Second Night): \$11,000**

This is a great networking reception and dinner. Fantastic food, drink and networking with colleagues on the middle evening!

Sponsorship includes: Signage at entrance, food stations and bars, name/logo on all pre-event promotional materials, speaking opportunity at the reception and opportunity to distribute your promotional materials to all.

#### **Awards Dinner (Final Night): \$12,000**

Take advantage of the summit's ultimate and most impactful sponsorship. The Awards Dinner banquet is the culmination of the event where the entire audience of attendees, vendors, media and special guests gather for dinner, entertainment and vendor awards voted on by the attending printer executives.

Sponsorship includes: Speaking opportunity, opportunity to distribute your promotional materials to all, gobo's and branding, signage, branded/commemorative menu card, entertainment and the optional opportunity for you to supply a branded centerpiece or decor for each table.

- This sponsorship can be tailored to your needs. Additional fees may apply.

#### **Welcome Reception/Dinner: \$10,000**

This is a great networking reception under the stars in Ponte Vedra Beach. Fantastic venue, food, drink and networking with colleagues on the opening evening!

Sponsorship includes: Signage at entrance, food stations and bars, name/logo on all pre-event promotional materials, speaking opportunity at the reception and opportunity to distribute your promotional materials to all.

#### **Transportation Sponsor: \$6,000**

This will make a big impression as your company logo will meet and greet all Digital Packaging Summit executive attendees at the airport when they arrive and at the hotel when they depart.

Sponsorship includes: Your logo on meet and greet signage at the airport and the hotel. Name/logo on all pre-event promotional materials. Sponsor team to receive complimentary transfers (up to four) from airport to hotel including return. Event staff will verbally note to all attendees as they receive their badge that your company was the transportation sponsor.

#### **Key Card Sponsor: \$3,500**

Put your logo in the hands of all the attendees!

Sponsorship includes: Distribution of your custom key cards to all the attendees in the Digital Packaging Summit hotel block at the Ponte Vedra Inn & Club.

#### **Casino Night: \$4,000**

This exclusive evening of networking and fun can be sponsored by your company and be remembered by all for the entire year.

Sponsorship includes: Your company will be on all signage and you will get to address the entire audience by welcoming them to this exciting evening and giving away awards of your choice.

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## SPONSORSHIP OPPORTUNITIES (CONTINUED)

### **Networking Breakfast or Lunch \$2,500**

*(4 available)*

Make their day with a luncheon in your honor.

Sponsorship includes: Signage, lunch to be named in your honor and opportunity to distribute your promotional materials to all.

### **Golf Beverage Cart Sponsor: \$2,000**

You get your name on the beverage cart as Digital Packaging Summit attendees play golf.

Sponsorship includes: Sign with logo on the beverage cart during opening day golf.

### **Badge Sponsor: \$2,000**

Build awareness one attendee at a time. Put your company logo on the badges each attending Digital Packaging Summit executive attendee will be wearing at the event.

Sponsorship includes: Logo'd Executive Badge Holders

### **Meeting Zone Refreshment Sponsor: \$1,500**

*(2 available)*

Your company will be branded with signage throughout the One-to-One Meeting Zone. There will be reception food and bars!

Sponsorship includes: Signage at the entrance, and on all food stations and bars.

### **Golf Hole Sponsor: \$1,000**

You get your name out there AND get to play golf. Golf package for one player and a sign with your logo at one of the golf hole tee boxes.

Sponsorship includes: Club rentals and greens fees for one staff member and the opportunity to network with attending executives. Golf Package for one exclusive foursome with two Digital Packaging Summit attendees. (Additional players can be added for \$350/player.)

### **Executive Registration Sponsor: \$1,000**

All Digital Packaging Summit executive attendees will be walking through the door to register. What better way is there to get noticed and make a great first impression?

Sponsorship includes: Exclusive signage branding throughout the registration area including: snack food station, branding prominently displayed on the official event bag for attendees, opportunity to meet and distribute your promotional materials to all executive attendees as they register at the event.

### **Coffee Break Sponsor: 4 available - \$1,000**

Have your logo in front of the Digital Packaging Summit executives during a coffee break at the conference.

Sponsorship includes: Signage at the food and coffee break table.

- \$3,700 for all four breaks over two days.

**For information on sponsoring and/or attending the 2020 Digital Packaging Summit, please visit [digitalpackagingsummit.com](https://digitalpackagingsummit.com) or contact either David Pesko at [dpesko@napco.com](mailto:dpesko@napco.com) or Brian Ludwick at [bludwick@napco.com](mailto:bludwick@napco.com).**