

>>> **BACK TO Business**

**Virtual Business Development
Meetings for Print & Promo Distributors
FALL EDITION**



ATTENDEE PROSPECTUS

NOV. 9-12, 2020

NOV. 16-19, 2020

pmpowermeetings.com

PRESENTED BY:



PRINT+PROMO



THE VIRTUAL BACK TO BUSINESS EVENT

Over two weeks, from the end of August into September, more than 100 distributors and more than 30 suppliers got together for an event designed specifically to generate more business for those involved. Simply put, it shattered our expectations. Due to popular demand and the incredible reviews, we are so excited to announce The Back to Business Virtual Event | Fall Edition taking place from Nov. 9 – 12 and Nov. 16 – 19, 2020.

At Promo Marketing and Print+Promo, every year we host incredible events around the country that bring together suppliers and distributors from the print and promo industries. This year we are prioritizing the well-being and safety of our attendees, sponsors and staff. Due to the health crisis, we have pivoted to an immersive and valuable online experience: The Back to Business Virtual Event | Fall Edition happening from Nov. 9 – 12 and Nov. 16 – 19, 2020.

There will be daily scheduled 30-minute meetings from 10 a.m. – 6 p.m. EST daily over the span of these two weeks. You can schedule your meetings to fit your personal schedule and meet with as many people as you like (we ask you take at least 10 meetings). Our goal is to bring the networking and meaningful business connections you would have at a Power Meeting or Distributor Connect to this state-of-the art platform.

From the AI match-making capabilities, to its data and analytics and technological advancements, we believe we are bringing something truly unique to the industry. This has changed the way we conduct business, seek new business opportunities, and expand your portfolio and new market segments.

Our dedicated team at Promo Marketing and Print+Promo can ensure that this virtual experience will be worth every minute of your time. Distributors and suppliers loved our last event and it led to more informed business decisions, opportunities to discuss how they have pivoted and brought in more revenue.

You will get the chance to have scheduled 30-minute meetings - both suppliers and distributors will be able to choose who they meet as long as meeting minimums are reached. There will be marketing content, informative white papers, demonstrations and videos, product showrooms and chat boxes where you can track your statistics, plan a meeting with someone new or simply connect via social media after (or favorite them and follow up later).



For information on the virtual Back to Business event please visit pmpowermeetings.com or contact Mike Cooper at mcooper@napco.com.

Did we mention there are some MAJOR incentives? See below for the run-down of the can't-miss incentives. This is an incredible opportunity to discuss where your business is going, how you have developed new strategies and continue to grow your business, so do not wait to sign up. Spots will go fast.

REGISTER TODAY!



LET THE PAST DISTRIBUTOR ATTENDEES GIVE YOU SOME ADVICE...



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“

No excuses! What's easier than clicking a button, never leaving your office or home and opening the door to new business partnerships to grow your business. Besides, it's FREE.

“

Absolutely attend. Nothing to lose and lots to gain.

“

One on one conversations are very helpful. You have the supplier's undivided attention.

“

In this current environment, it is a great way to connect and strategize with vendors.

“

Excellent way to learn more about individual vendors in a closed setting.

“

Definitely worth the time. This virtual event helps locate new vendors and see offerings you may or may not have know others carry that spark ideas for current projects and plant seeds for go to groups on future projects.

“

In today's COVID environment, this is as close to supplier distributor networking as you can get, it is very interactive and all parties appeared to be 100% on board with plenty of time to spend with you on the calls and dedicated to working together afterwards—extremely beneficial for all.



WHY ATTEND?

Benefits of Attending

- **Business Development / Networking Event** – Connections that lead to meaningful business opportunities.
- **What's Selling** – Top Suppliers from both the Print and Promo Communities will showcase their latest products and trending items.
- **Best-in-Class Virtual Platform** – Artificial Intelligence matchmaking algorithm recommends supplier and distributor connections, so you always will be matched with someone who is relevant to you.
- **Product Solution Showcase** – Interact with products, and videos, request meetings and chat with suppliers and colleagues.
- **Continue the Conversation** – Supplier content white papers, case studies and communication tools with all participants are available for 30 days post event.

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Make the Right Connections

FEATURING — 30 Industry Leading Suppliers:

- Top Promo Product Suppliers
- Top Print Suppliers
- Maximize Opportunities
- Build Knowledge
- Match and Fill Your Needs
- Develop New Market Segments
- Expand Your Offering

AGENDA — 1:1 Meeting Zone:

- **Dates:**
Nov. 9 – 12, 2020
Nov. 16 – 19, 2020
- **Times:**
10 a.m. - 6 p.m EST
- 30 Minutes per meeting
- Minimum: 10 Meetings
- Maximum: Only As Schedule Permits
- Pre-Event Supplier Connections

INCENTIVES

\$3000

Three \$1000 cash prizes for the most engaged during the event. (Meetings, supplier product views, supplier video views, content downloads, etc.)

\$2000

Four \$500 cash prizes for anyone who takes at least 10 meetings. (These will be drawn at random).

\$500

Supplier Choice Award for the distributor who receives the most votes for the best meeting.

REFERRAL PROGRAM

Two cash prizes for anyone who brings in 3 referrals. (These will be drawn at random). All attendees who bring in 3 referrals, AND who make their 10 meetings (and more) will be entered to win.

Please see contest rules for more information.