

>>> BACK TO Business

Virtual Business Development
Meetings for Print & Promo Distributors
WINTER EDITION



ATTENDEE PROSPECTUS

JAN. 25-28, 2021

FEB. 1-4, 2021

pmpowermeetings.com
connect.goprintandpromo.com

PRESENTED BY:



PRINT+PROMO



THE VIRTUAL BACK TO BUSINESS EVENT

Over the past year of near-constant change, challenges and a health crisis, our team has pivoted to find a safe and effective way to conduct business. At Promo Marketing and Print+Promo, every year we host incredible conferences around the country that bring supplier and distributors together from the print and promo industries.

Over the past months, from the end of August into September, and then again in November, top distributors and 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, the incredible reviews and the need to stay as safe: we are so excited to announce **The Back to Business Virtual Event | Winter Edition taking place from Jan. 25-28 and Feb. 1-4, 2021.**

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. There will be daily scheduled 20-minute meetings from 10 a.m. to 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 two events 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 private scheduled 20-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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Go for it! It's the best way we have right now to engage in real conversations with reputable suppliers who are wanting to be a real vendor "partner" with you! Take it seriously. Get to know the reps a bit for personally and professionally and you will find enormous opportunity! I also found it less stressful to be able to space out the meetings, rather than do them intensely over a couple of days...made it much easier to process the crazy amount of information, and to keep up with regular day to day business while still giving these meetings my full focus at the time.

“

DO IT! It is easy to think you have all the suppliers you need but the reality is you don't know what you don't know. Every one of my meetings has let me learn more about the industry and products offerings I did not know were available from certain companies. Obviously not everyone will be a hit but even if you find 1 or 2 new suppliers it is worth every minute.

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You get what you put in... Invest the time to educate yourself on the trending product offerings and set yourself apart!

“

I find these virtual events real good platforms for suppliers to showcase new products and services and to establish themselves as a trusted resource for distributors.”

“

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.



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:**
Jan. 25-28, 2021
Feb. 1-4, 2021
- **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.