

— V I R T U A L —
PPAI PRODUCT RESPONSIBILITY™
S U M M I T

2020 SPONSORSHIP LEVELS

PLATINUM (\$7,500) **3 AVAILABLE**

- Recognized as platinum-level event sponsor
- Exclusive sponsor recognition at two sessions
 - Sessions to be selected by sponsor based on current availability
 - Opportunity to have 3-minute video played at beginning of sessions*
- Sponsor profile on virtual platform
- One-page flyer to be included in Product Responsibility Summit box mailed to first 100 registered attendees*
- Full Page Ad in *PPB* magazine
- Logo recognition in conference materials, on event webpage, and throughout event
- Placement in *PPB* magazine ad recognizing event sponsors, post event
- 30% discount on any additional Product Responsibility 2020 advertising and sponsorship opportunities

GOLD (\$5,500) **3 AVAILABLE**

- Recognized as gold-level event sponsor
- Exclusive sponsor recognition of one session
 - Session to be selected by sponsor based on current availability
 - Opportunity to have a 3-minute video played at beginning of session*
- Sponsor profile on virtual platform
- One-page flyer to be included in Product Responsibility Summit box mailed to first 100 registered attendees*
- Logo recognition in conference materials, on event webpage, and throughout event
- 2 vertical banner ads in *PPB Newslink*
- Placement in *PPB* magazine ad recognizing event sponsors, post event
- 20% discount on any additional Product Responsibility 2020 advertising and sponsorship opportunities

SILVER (\$3,000) **5 AVAILABLE**

- Recognized as silver-level event sponsor
- Exclusive sponsor recognition at one of the below sessions (choose 1)
 - Monday Short Session: Regulatory Round-Up
 - Tuesday Short Session: State of the Industry
 - Wednesday Happy Hour: Supply Chain War Stories
 - Thursday Short Session: How Do We Manage Sustainability and Social Responsibility in a Disposable World
 - Friday Short Session: What does the future hold?
- 1 vertical banner ads in *PPB Newslink*
- Logo recognition in conference materials, on event webpage, and throughout event
- Placement in *PPB* magazine ad recognizing event sponsors, post event
- 10% discount on any additional Product Responsibility 2020 advertising and sponsorship opportunities

BRONZE (\$1,500) **5 AVAILABLE**

- Recognized as bronze-level event sponsor
- Exclusive sponsor recognition of one of the daily roundtable chats
- Logo recognition in conference materials, on event webpage and throughout the event
- Placement in *PPB* magazine ad recognizing event sponsors, post event

PRODUCT SPONSOR (\$250)

- Exclusive opportunity per product category
- Product distribution to first 100 registered attendees
- Recognized as a product sponsor for the event
- Recognition in conference materials, on event website and throughout event
- Placement in *PPB* magazine ad recognizing event sponsors, post event

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2020 Advertising and Sponsorship Opportunities

Sponsor Profile (\$1,500) Exclusively Available to Exhibitors and Level Sponsors

- Profile included in the sponsorship section of the virtual platform
- Profile includes:
 - Company name and logo
 - Company description and contact information
 - Feature 5 products and 10 informational documents
 - Header image or video
 - Image: 1200 x 675 pixels, max file size 1MB
 - Video: Prerecorded and hosted on YouTube or Vimeo
- Interact with attendees

Ad Retargeting Sponsorship (\$1,500) 2 AVAILABLE

- Get exclusive direct access to the Product Responsibility Summit audience and retarget them with your company's ads that will showcase your brand, anywhere they visit online.
- Quality Targeting: Different from generic targeting on common ad platforms to market your company. Stand out with and showcase your business to those who need you the most.
- This sponsorship includes retargeting to this audience for a three-week timeframe (choose one)
 - Three weeks before the event
 - Three weeks after the event
- Must provide advertisement in all nine ad sizes and in required ad specifications.

Splash Page Sponsorship (\$1,500) Exclusive Sponsorship

- Your advertisement will be the first thing that attendees see when they logon.
- Link to your website or your sponsor profile page within the virtual platform

Push Notification (\$750) Limited Availability

- Only one opportunity available per day (5 total)
- Your message pushed to desktop and mobile attendees. Link to your website or sponsor profile.
- Message limited to 160 characters

Banner Ad (\$750) Limited Availability

- Ad is displayed on most pages of the virtual platform
- Link to your website or your sponsor profile page within the virtual platform
- Ad Specifications: 1080 x 360 pixels, Max file size 300kb

Side Banner Ad (\$750) Limited Availability

- Ad is displayed on most pages of the virtual platform
- Link to your website or your sponsor profile page within the virtual platform
- Ad Specifications: 1080 x 1920 pixels, max file size 1MB