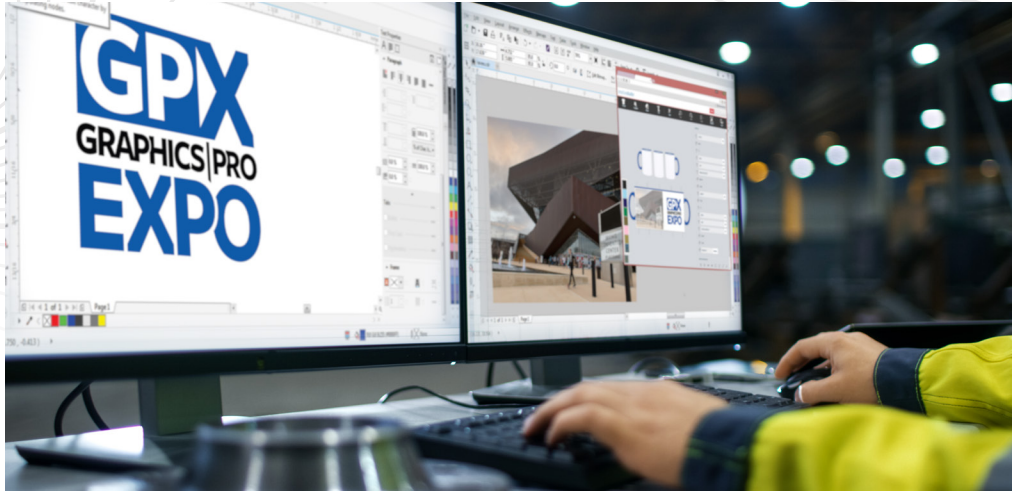


# Exhibitor Guide

# GPX **BREAKAWAY**

**SOFTWARE: TOOLS FOR PRODUCTION & DESIGN**

**MARCH 24, 2021**



Reach and engage an audience interested in learning more about upgrading the all-important bridge between conception and output reality at the first GPX Breakaway of 2021.

This online event will give graphics shops the opportunity to research and review the software tools available to make their jobs run more smoothly and efficiently as we

take a deep dive into design suites, clip-art, inventory management, scheduling, RIPs and more.

Whether you're a software developer, output equipment manufacturer, or supplier, you have an important connection with these front-end tools. Help our audience bridge the gap, and pick up valuable leads and new customers in the process.

**The GPX Breakaway series will be an effective tool for filling your sales funnel based on the numbers below from the 2020 Breakaways:**



**2,595**

*Average number of Registered Industry Professionals per event*



**76.66%**

*Attendee Job Function: Owner/President/CEO*



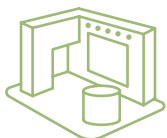
**203**

*Average number of attendees per presentation/session*



**3,426**

*Unique/distinct visitors over the first five 2020 Breakaways*



**100**

*Average number of leads per Digital Showcase (online booth)*

\*Data from Breakaway Sessions 1-5, 2020

Target Audience: GPX Breakaway will be promoted to more than 100,000 graphics professionals in the awards, engraving, personalization, signage, digital printing, and apparel decorating markets.

# GPX Breakaway Pricing

## Title Sponsorship: \$5,000

- Prominent logo placement on promotions, and a clickable banner in the main hub
- Social media marketing
- Promotional email featuring Title Sponsors
- Pre-event promotion to 100,000+ graphics pros
- Free-Pass link, customized per Sponsor
- Interactive Showcase Page during the event, which includes a list of attendees who visit your Showcase (including email addresses) both during the event and the post-show on-demand period
- Up to one-hour pre-recorded presentation with live chat
- Sponsor contact information at the end of the presentation
- Additional presentations **\$2,700** each
- Rotating Logo Button on event homepage
- Event registration list, including post-show on-demand registrants
- Attendee list from your presentation (including email addresses)
- Pre-show Breakaway Buys email, highlighting your Showcase Page specials and features
- Email to registered attendees before the show opens, providing them with early VIP access to the Showcase Pages
- Post-event invitation to review and share, courtesy of all Sponsors
- Includes one free Reel Quick Tip and one pre- or post-show eDirect
- Breakout: Sponsor-led Zoom meeting with attendees on a specific topic. **\$500** additional (limited to Title Sponsors only)

## Presenting Sponsorship: \$2,700

- Pre-event promotion to 100,000+ graphics pros
- Social media marketing
- Free-Pass link, customized per Sponsor
- Interactive Showcase Page during the event, which includes a list of attendees who visit your Showcase (including email addresses) both during the event and the post-show on-demand period
- Up to one-hour pre-recorded presentation with live chat
- Sponsor contact information at the end of the presentation
- Rotating Logo Button on event homepage
- Event registration list, including post-show on-demand registrants
- Attendee list from your presentation (including email addresses)
- Pre-show Breakaway Buys email, highlighting your Showcase Page specials and features
- Email to registered attendees before the show opens, providing them with early VIP access to the Showcase Pages
- Post-event invitation to review and share, courtesy of all Sponsors

## Showcase: \$800

- Pre-event promotion
- Interactive Showcase Page during the event
- Free-Pass link, customized per Sponsor
- Pre-show and post-show Breakaway Buys emails, highlighting your Showcase Page specials and features
- Email to registered attendees before the show opens, providing them with early VIP access to the Showcase Pages
- Post-event invitation to review and share, courtesy of all Sponsors
- Event registration list
- List of attendees who visit your Showcase (including email addresses) both during the event and the post-show on-demand period

## Web Billboard: \$395

Capture the attention of attendees as they register online at the event site.

## eDirect: \$230/1,000 names, 2,500-name minimum

Get your message out with exclusive, custom email blasts sent to the marketing universe, or a demographic within that universe, before, or after the event.

## Reel Quick Tips: \$250

A commercial-style 3-5-minute video reel showing a quick production tip or how-to suggestion about your product. Multiple reels may be purchased. Reels to be used multiple times throughout the presentation, and will be sent out as a recap to registered attendees as a reminder to view on-demand after the event.

## | Deadlines & Due Dates |

**Title and Presenting Sponsorship Commitment Deadline: January 18, 2021**

**Presentation title and description due: January 25, 2021**

**Showcase deadline: February 1, 2021**

**Presentation video and Reel Quick Tips materials due: March 3, 2021**

**Contact your GRAPHICS PRO EXPO sales manager today as spots are limited!**



**Brandy Jamison-Neth**

Executive Trade Show Sales Manager  
Awards & Engraving and Printwear markets  
Email: brandy@nbm.com | Phone: 720-566-7245



**James "Ruggs" Kochevar**

Director of Sales  
Sign & Digital Graphics market  
Email: jkochevar@nbm.com | Phone: 720-566-7237