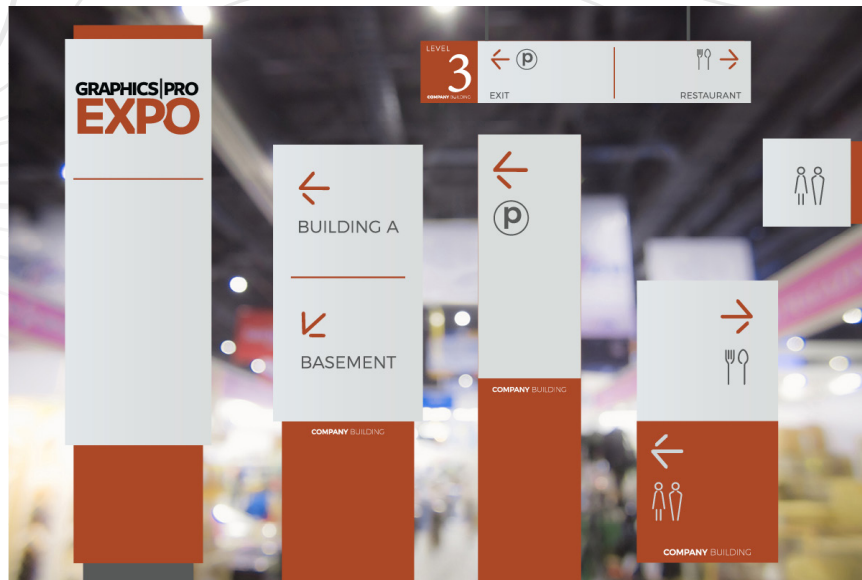


Event Guide

GPX BREAKAWAY

WAYFINDING: SOLUTIONS INDOORS AND OUT
APRIL 28, 2021



Get your message out and provide solid educational direction and leadership to an engaged and qualified audience looking to add or improve their wayfinding and architectural signage products and capabilities.

This online event is geared toward providing shops with a pathway to higher profits and creative solutions, whether it's floor graphics, temporary P.O.P., weather-resistant materials, dimensional letters and materials, architectural design, or ADA-compliant solutions.

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



2,430

Average number of Registered Industry Professionals per event



71%

Attendee Job Function: Owner/President/CEO



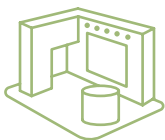
188

Average number of attendees per presentation/session



9,644

Unique/distinct registrants over the first six 2020 Breakaways



104

Average number of leads per Showcase Page

**Data from Breakaway Sessions 1-6, 2020*

Target Audience: GPX Breakaway will be promoted to more than 100,000 graphics professionals with additional marketing focused on those actively engaged in wayfinding/architectural signage.

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 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 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: February 23, 2021

Presentation title and description due: March 2, 2021

Showcase deadline: March 9, 2021

Presentation video and Reel Quick Tips materials due: April 7, 2021

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



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