

★ ★ ★ ★ ★
2020
PREISS
LEADERSHIP CONFERENCE

BOSTON, MASSACHUSETTS



Sponsorship Information



– MAY 18-21, 2020 –

THE REVERE HOTEL | BOSTON COMMON

*PREISS*CONFERENCES.COM



Friends & Sponsors,

Our Preiss Company Team is busy preparing and planning for our 2020 Annual Leadership Conference. Those of you who have joined and supported us at one or more of our previous conferences know that these events foster not only the continued growth of our company's leaders and key decision-makers, but also the professional and personal bonds with trusted partners like you.

This year, The Preiss Company's 2020 Annual Leadership Conference will be held May 18th through the 21st at The Revere Hotel in Boston, Massachusetts. For three entire days, TPCO will be taking over the country's oldest city and we want you right there with us!

Each year, our Committee selects a new destination with unique venues that are not only able to accommodate the specific needs of a large-scale conference, but also offer unique ways to integrate and showcase our generous sponsors. We are currently working to finalize our Vendor Expo venue and will release more information as soon as it becomes available.

We understand that every sponsor wants to maximize their ROI on their contribution. Our goal is to always maximize our sponsors' investment in our organization and strengthen their personal connection to TPCO leaders and decision makers. If you have any specific needs for your display or sponsorship package, please don't hesitate to let us know and we will work diligently to try to accommodate your requests. As always, we will continue to dedicate a block of the agenda for this event.

Registration can be completed at www.preissconferences.com. If you have any questions, please don't hesitate to contact us at conference.committee@tpco.com.

We hope to see you in Boston!

The Preiss Leadership Conference Committee

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SPONSORSHIP OPPORTUNITIES



We are happy to customize your selected sponsorship package in order to meet your needs & goals. For questions regarding sponsorship and/or sponsorship packages, please contact conference.committee@tpco.com

	★★★★ CONSTITUTION (PLATINUM) SPONSOR \$15K CONTRIBUTION	★★★ NEWBURY (GOLD) SPONSOR \$7.5K CONTRIBUTION	★★ FENWAY (SILVER) SPONSOR \$5K CONTRIBUTION	★ PLYMOUTH (BRONZE) SPONSOR \$2.5K CONTRIBUTION
DEDICATED PROMOTIONAL SPACE AT VENDOR EXPOSITION	X	X	X	X
ACCESS TO ALL CONFERENCE NETWORKING EVENTS	X	X	X	X
INVITATION TO CONFERENCE GALA (MAY 20TH)	X	X	X	X
LOGO IN OFFICIAL CONFERENCE GUIDE BOOK	X	X	X	X
LOGO ON SPONSOR SIGNAGE IN CONFERENCE VENUE	X	X	X	X
AD PLACEMENT IN OFFICIAL CONFERENCE GUIDE BOOK	FULL PAGE	HALF PAGE	QUARTER PAGE	
15% OFF SPONSORSHIP ADD-ONS (SEE NEXT PAGE)	X	X	X	
OPPORTUNITY TO INTRODUCE SPEAKER OR SESSION	X	X		
INFO OR PROMOTIONAL ITEM DISTRIBUTION AT CHECK-IN	X	X		
OPPORTUNITY FOR PRESENTATION OR CALL WITH PM LEADERSHIP	60 MINUTES	30 MINUTES		
OPPORTUNITY FOR ATTENDEE E-MAIL BLAST	X	X		
OFFICIAL SPONSOR OF (1) NIGHTLY ROOM DROP ITEM	X			
EXCLUSIVE SPONSOR SIGNAGE AT CONFERENCE VENUE	X			
OFFICIAL SPONSOR OF (1) CONFERENCE EVENING EVENT	X			



REVOLUTIONARY (DIAMOND) SPONSOR

\$30K CONTRIBUTION

THE "REVOLUTIONARY" (DIAMOND LEVEL) SPONSORSHIP INCLUDES ALL AVAILABLE SPONSORSHIP BENEFITS PLUS A DEDICATED CONFERENCE SESSION WITH ALL ATTENDEES.

SPONSORSHIP Add-Ons

ABOUT SPONSORSHIP ADD-ONS: ★★★★★

SPONSORSHIP ADD-ONS ARE DESIGNED TO BE SPONSORSHIP ENHANCEMENTS AND ARE ONLY AVAILABLE IN ADDITION TO PLYMOUTH, FENWAY, NEWBURY, CONSTITUTION & REVOLUTIONARY SPONSORSHIP PACKAGES.

EXCLUSIVE AND LIMITED ADD-ONS ARE ON A ON A FIRST-COME, FIRST-SERVE BASIS. WE'RE HAPPY TO CUSTOMIZE THESE AS WELL AS THE BENEFITS OF BASE SPONSORSHIP PACKAGE IN ORDER TO SUIT YOUR NEEDS AND ACHIEVE YOUR GOALS - JUST LET US KNOW!

**EXCLUSIVE
SAVINGS**

15% OFF ADD-ONS ★
WITH FENWAY (SILVER) LEVEL SPONSORS & ABOVE

SURVEYS & SNACKS | \$500

(ONLY \$425 WITH FENWAY PACKAGES & ABOVE)

WHAT BETTER WAY TO GET A STRAIGHT ANSWER OUT OF SOMEONE THAN TO GIVE EM' A SNACK! LEVEL UP YOUR SPONSORSHIP WITH "SURVEYS & SNACKS" TO AMP UP YOUR EXPOSURE AND GET SOME MARKET RESEARCH DONE AT THE SAME TIME! IT'S SIMPLE. YOU GIVE US THE SURVEY (PRINT, DIGITAL, WHATEVER YOU PREFER!) & WE'LL DISTRIBUTE ALONG WITH SNACKS IN BETWEEN SESSIONS.

SIDEBAR MEDIA AD | \$500

(ONLY \$425 WITH FENWAY PACKAGES & ABOVE)

REVOLVING DIGITAL AD SPACE ON THE BIG SCREEN! OUR DEDICATED CONFERENCE DISPLAY ROLLS ON OUR LARGE CONFERENCE PROJECTION SCREEN DURING BREAKFAST AND BETWEEN CONFERENCE SESSIONS. ARTWORK CHANGES EVERY 10 SECONDS AND REPEATS.

30-SECOND VIDEO AD | \$1500

(ONLY \$850 WITH FENWAY PACKAGES & ABOVE)

REVOLVING VIDEO AD SPACE ON THE BIG SCREEN! YOUR COMPANY'S 30-SECOND VIDEO WILL BE INTEGRATED WITH REGULAR CONFERENCE PROGRAMMING ON OUR DEDICATED CONFERENCE DISPLAY THAT WILL BE ACTIVE ON OUR LARGE PROJECTION SCREENS DURING BREAKFAST AND BETWEEN REGULAR CONFERENCE SESSIONS.

PROMOTIONAL HIGHLIGHT REEL | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

RE-LIVE THE MEMORIES AND RE-USE THEM HOWEVER YOU'D LIKE! THIS SPONSORSHIP ADD-ON GETS YOU A 45 SECOND VIDEO/HIGHLIGHT REEL OF YOUR COMPANY'S ACTIVITIES AND INVOLVEMENT AT OUR 2020 LEADERSHIP CONFERENCE VENDOR EXPO.

3'X3' FLOOR DECALS | \$750

(ONLY \$637.50 WITH FENWAY PACKAGES & ABOVE)

TALK ABOUT GETTING SOME FOOT TRAFFIC! THIS UNIQUE OFFERING GETS YOUR COMPANY LOGO IMPLEMENTED AND PRINTED ON A CUSTOM CONFERENCE-THEMED FLOOR DECAL THAT WILL BE PROMINENTLY DISPLAYED IN THE ENTRYWAY OF OUR DEDICATED CONFERENCE SPACE.



MID-DAY GIVEAWAY | \$750

(ONLY \$637.50 WITH FENWAY PACKAGES & ABOVE)

MAKE AN IMPRESSION (AND SOMEONE'S DAY!) SPONSOR A "MID-DAY GIVEAWAY" & 3 ATTENDEES WILL BE SELECTED AT RANDOM TO WIN AN AWESOME PRIZE (TBD) SPONSORED BY...YOU!

CHECK-IN INFO/ITEM DISTRIBUTION | \$500

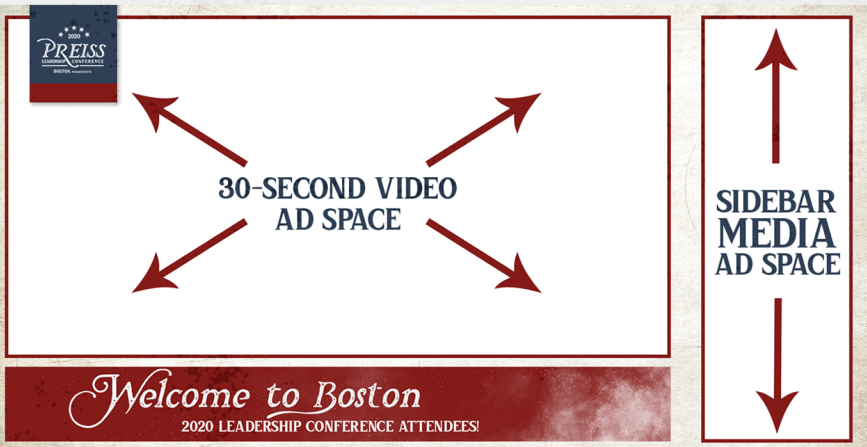
(ONLY \$425 WITH FENWAY PACKAGES & ABOVE)

THIS CONFERENCE ADD-ON GETS YOUR COMPANY INFO/PRINT MATERIAL AND/OR PROMO ITEM INTO THE HANDS OF EVERY ATTENDEE UPON CONFERENCE CHECK-IN

CUSTOM BRANDED STICKERS | \$750

(ONLY \$637.50 WITH FENWAY PACKAGES & ABOVE)

SELECT THIS SUPER-FUN SPONSORSHIP ADD-ON GET YOUR COMPANY'S LOGO IMPLEMENTED AND PRINTED ON A CUSTOM CONFERENCE-THEMED, DIE-CUT STICKER DISTRIBUTED TO ALL ATTENDEES!



EXCLUSIVE SAVINGS

15% OFF ADD-ONS ★ WITH FENWAY LEVEL SPONSORS & ABOVE

CUSTOM ENAMEL PINS | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

INDULGE IN WHAT IS UNDOUBTEDLY A LEADERSHIP CONFERENCE FAN FAVORITE! ATTENDEES COLLECT THESE FUN ENAMEL PINS AND BRING THEM WITH THEM YEAR AFTER YEAR. THIS SPONSORSHIP ADD-ON WILL IMPLEMENT YOUR COMPANY LOGO INTO A .5" CUSTOM ENAMEL PIN TO BE DISTRIBUTED TO EACH ATTENDEE TO SHOW OFF FOR YEARS TO COME!



EVENING ROOM DROP | \$3,000

(ONLY \$2,550 WITH FENWAY PACKAGES & ABOVE)

ADD THIS ELEMENT TO YOUR SPONSORSHIP PACKAGE AND WE'LL ADD AN EXTRA ATTENDEE GIFT TO ONE OF OUR NIGHTLY ROOM DROPS. TAGGED FOR EACH ATTENDEE, FROM YOU!

AFTERNOON TABLE DROP | \$1,500

(ONLY \$1,275 WITH FENWAY PACKAGES & ABOVE)

ADD THIS ELEMENT TO YOUR SPONSORSHIP PACKAGE AND WE'LL ADD AN EXTRA ATTENDEE GIFT TO ONE OF DAILY TABLE DROPS (SMALL SURPRISES LEFT ON EVERY ATTENDEE SEAT DURING LUNCH) - TAGGED FOR EACH ATTENDEE, FROM YOU!

★ ***ONLY 4 AVAILABLE*** CHARGING STATIONS | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

INCLUDES (5) 4" X 9" DOUBLE-SIDED ADVERTISEMENTS PERCHED ATOP CONVENIENT CELL PHONE CHARGING HUBS (PLACED IN THE CENTER OF EACH ATTENDEE TABLE)

★ ***ONLY 1 AVAILABLE*** OFFICIAL WI-FI SPONSOR | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

CONNECT WITH ATTENDEES BY SPONSORING CONFERENCE WI-FI! YOUR COMPANY'S LOGO/BRAND WILL BE DISPLAYED & DISTRIBUTED ALONGSIDE CONFERENCE WI-FI INFO

★ ***ONLY 1 AVAILABLE*** BRANDED LANYARDS | \$3,000

(ONLY \$2,550 WITH FENWAY PACKAGES & ABOVE)

GET YOUR COMPANY'S LOGO ADORNING THE NECKS OF NEARLY 200 ATTENDEES ALL WEEK LONG!



★ ***LIMITED AVAILABILITY*** KEYNOTE SPONSOR | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

SPONSOR SOME KEYNOTE INSPIRATION! BE THE OFFICIAL SPONSOR OF ONE OF OUR GREAT KEYNOTE SPEAKERS; INCLUDES VERBAL RECOGNITION AT START OF SESSION, PRINT ACKNOWLEDGEMENT IN PRINT & DIGITAL AGENDAS & THE OPPORTUNITY TO INTRODUCE YOUR SPONSORED KEYNOTE.

★ ***ONLY 1 AVAILABLE*** NEW HIRE RECEPTION SPONSOR | \$2,500

(ONLY \$2,125 WITH FENWAY PACKAGES & ABOVE)

GIVE FIRST-TIME ATTENDEES A WARM WELCOME & BECOME THE OFFICIAL SPONSOR OF OUR "NEW HIRE RECEPTION" (IMMEDIATELY FOLLOWING DAY 1 SESSIONS.) FTA'S WILL RECEIVE A SPECIAL INVITATION PRIOR TO THE CONFERENCE WITH GOODIES & A PIECE OF CUSTOM SWAG. YOUR COMPANY LOGO WILL RECEIVE DEDICATED SIGNAGE AT THIS EVENT AS WELL AS BE INCLUDED WITHIN EACH INVITATION PACKAGE.

★ ***ONLY 1 AVAILABLE*** REFRESHMENT STATION SPONSOR (DAY 2) | \$750

(ONLY \$637.50 WITH FENWAY PACKAGES & ABOVE)

SPONSOR THE DAY 2 REFRESHMENTS & RECEIVE DEDICATED SIGNAGE AT EACH STATION FOR THE ENTIRE DAY OF SESSIONS

★ ***ONLY 1 AVAILABLE*** REFRESHMENT STATION SPONSOR (DAY 3) | \$500

(ONLY \$425 WITH FENWAY PACKAGES & ABOVE)

SPONSOR DAY 3 MORNING REFRESHMENTS & RECEIVE DEDICATED SIGNAGE AT EACH STATION

★ ***LIMITED AVAILABILITY*** POST-CONFERENCE ACTIVITY SPONSOR | \$750

(ONLY \$637.50 WITH FENWAY PACKAGES & ABOVE)

SPONSOR A POST-CONFERENCE ACTIVITY (TBD - PREVIOUS ACTIVITIES HAVE INCLUDED GUIDED TOURS, AQUARIUM ADMISSION, SPORTING EVENTS, ETC.) AND YOUR COMPANY LOGO WILL BE DISTRIBUTED WITH TICKETS/PASSES, ETC.