

The background of the entire page is an abstract, colorful composition. It features a prominent silhouette of a horse and jockey on the left side, rendered in shades of red, orange, and yellow. The rest of the background is a mix of blue, purple, and white, with a grainy, textured appearance. The text is overlaid on this background.

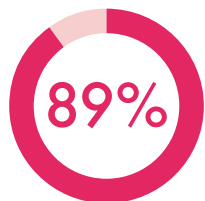
RAISING
THE
STAKES
WITH PRINT

**P2P TECHNOLOGY +
INNOVATION SUMMIT**

OCTOBER 23–25, 2019 | GALT HOUSE HOTEL | LOUISVILLE, KENTUCKY

WHY EXHIBIT?

PSDA is the largest community of experts in print, graphics, distribution and marketing services, partnered with the manufacturers and suppliers who support them. PSDA provides the tools, resources, education and supply-chain relationships to fuel growth and innovation. We are all about connections to help your business grow.



89% of attendees were “satisfied” or “very satisfied” with their overall experience at the 2018 P2P Technology + Innovation Summit.



90% of 2018 attendees would recommend the event to a peer

This is **THE** event to network with industry experts, discuss the latest innovations, and check out what technologies are changing the way business is done today.



2019 SCHEDULE

WEDNESDAY, OCTOBER 23

- Distributor + CSR Education
 - Exhibitor Move In
 - Opening Keynote
- Speed Networking
 - Welcome Party

THURSDAY, OCTOBER 24

- Manufacturer + Distributor + CSR Education
 - Dedicated Open Floor Hours
 - Happy Hour
 - Louisville Party

FRIDAY, OCTOBER 25

- Closing Keynote

FOR MORE INFORMATION, PLEASE CONTACT:

EMILY MARXER | 312.673.5502 | emarxer@psda.org NICK SCHUETTE | 312.673.4974 | nschuette@psda.org

SPONSORSHIPS & EXHIBIT PACKAGES

P2P SUMMIT BENEFITS	Premier Sponsor (Limit 4)	Technology Sponsor (Limit 4)	CSR Sponsor (Limit 10)	10x10 Booth (Limit 20)	Table Top Package (Limit 40)
Pricing	\$12,500	\$10,000	\$7,500	\$2,700 and Up	\$2,700 and Up
Sponsor of seating lounge area at event	x				
Sponsored Dinner	10 Invites				
Premier Sponsorship Opportunity	1 of 4 options				
One 60-minute education session		x			
Demo Room for 3 hours on Wednesday morning		x			
VIP Media Spotlight in September issue of PS Magazine	x	x			
Logo included on General Session Slides	x	x	x		
Virtual Bag Insert	x	x	x		
Attendee Bag Insert	x	x	x		
Ten 20-minute meetings with up to 5 CSRs per meeting			x		
One company representative to attend CSR Dinner			x		
Booth Size	10x20	10x10	Table Top	10x10	Table Top
Full Conference Passes	6	4	4	2	2
Access to Appointment Setting Tool	x	x	x	x	x
Speed Networking	x	x	x	x	x
Opening Party Access	x	x	x	x	x
Access to Keynote and Educational Sessions	x	x	x	x	x
Exhibitor pre-event webinar training	x	x	x	x	x
Pre-Show Attendee List (no emails)	x	x	x	x	x
Post- Show Attendee List with emails	x	x	x	x	x
Exhibitor Listing in the Onsite Guide and Online Directory	x	x	x	x	x
6 hours of exclusive Exhibit Hall time with attendees	x	x	x	x	x
3+ hours of networking time off show floor	x	x	x	x	x

SOLD OUT

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PREMIER SPONSORSHIP

(LIMIT 4) \$12,500

Only 1 Left

Become one of the four premier sponsors of this event and not only be in the limelight – shine a high exposure spotlight on your products/services that you're promoting at the event. The premier sponsor package includes:

- 10x20 booth with premier space selection
- **NEW** 6 full conference passes
- **NEW** Premier listing in conference mobile app
- Speed Networking table
- VIP Media Spotlight in the September issue of *PS Magazine*
- Virtual attendee bag insert (sponsor provides)
- Conference bag insert (sponsor provides)
- Pre-Show attendee list (excluding emails)
- Post-Show attendee list with emails (opt-in attendees only)
- Premier Exhibitor Listing in the printed onsite guide
- Exhibitor pre-event webinar training
- Sponsor recognition in onsite signage
- 10 invites for sponsored dinner
- Sponsor of seating lounge area
- Logo included on general session slides

- Includes 1 of the 4 Premier Sponsorships (choose from one of the following to sponsor, these are first-come, first-served):
 - **10 Sponsored Dinner Invitations**
 - Gain valuable one-on-one time between representatives from your company and current or potential clients while enjoying dinner at a local restaurant with a pre-set menu (includes company representatives).
 - **Keynote Sponsor**
 - Includes a 4-minute introduction of the speaker, the option to provide a 30-second video or 3 slides, and a chair drop of promotional material to be produced by sponsor (brochure, item, handout, etc.).
 - **Louisville Party Sponsor**
 - Includes branding on the promotion of the Closing Party, specialty drink at the venue, and a chair drop of promotional material at the venue to be produced by sponsor (we encourage this to be an item to enhance the evening). Potential to provide a welcome at the event venue.
 - **Hotel Room Drop & Key Cards**
 - Provide your message directly to each attendee in their rooms at The Galt House when they arrive and have your company's name and logo on every key card for attendees staying at The Galt House. Sponsor provides the welcome bag and materials for attendees.
 - **WiFi and Conference Mobile App Sponsor**
 - Your company name will be the login information for every P2P Summit attendee using WiFi at the event. Your company will also have a splash page and be the exclusive sponsor of the new conference mobile app.

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TECHNOLOGY SPONSOR

(LIMIT 4) \$10,000

Become one of the four technology sponsors of this event and gain the high level exposure that places your technology above the rest. The technology sponsor package includes:

- **NEW** 10x10 booth with premier space selection
- 4 full conference passes
- One 60-minute education session (pending approval from the P2P Education Committee).
- Option to have a demo room for 3 hours on Wednesday morning
- **NEW** Exclusively invite attendees to meet with you during non-Exhibit Hall hours so you can conduct one-off demos on the show floor
- Speed Networking table
- VIP Media Spotlight in the September issue of PS Magazine
- Virtual attendee bag insert (sponsor provides)
- Conference bag insert (sponsor provides)
- Pre-Show attendee list (excluding emails)
- Post-Show attendee list with emails (opt-in attendees only)
- Premier Exhibitor Listing in the printed onsite guide
- Exhibitor pre-event webinar training

- Sponsor recognition in onsite signage
- Logo included on general session slides



Speed Networking at 2017 P2P Summit

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CSR SPONSOR

(LIMIT 10) \$7,500

Only 3 Left

PSDA is co-hosting up to 50 CSRs at the P2P Technology + Innovation Summit with the support of our CSR Sponsors. This is your opportunity to secure meeting times with each CSR participant and gain face time with these crucial decision makers. This valuable sponsorship includes:

- Ten 20-minute meetings with up to 5 CSRs per meeting
- One company representative to attend the CSR group dinner
- **NEW** 4 full conference passes
- One table top space in the Exhibit Hall (includes 2 chairs)
- Speed Networking table
- Virtual attendee bag insert (sponsor provides)
- Conference bag insert (sponsor provides)
- Pre-Show attendee list (excluding emails)
- Post-Show attendee list with emails (opt-in attendees only)
- Exhibitor Listing in the printed onsite guide
- Exhibitor pre-event webinar training
- Sponsor recognition in onsite signage
- Logo included on general session slides

+

Our printing
business is one of
the most exciting
and challenging
careers that is out
there today. The
investment comes
back ten-fold.

Donald Shores, Penny Press of York

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BECOME AN EXHIBITOR

This year, space is limited to 12 10x10 booth spaces and 40 table tops for exhibitors. Choose from a table top display space or a traditional 10x10 booth space. Limit of one space per exhibitors (only Premier sponsorships offer expanded space).

TRADITIONAL 10X10 BOOTH

EARLY BIRD MEMBER

\$3,300 (until 10/15)

BOOTH

\$4,000 (space is available)

SOLD OUT

Booth Exhibit Package Includes:

- One (1) 10x10 exhibit booth
 - Includes One (1) table, 2 chairs, 8' back drape, and wastebasket
- Two (2) exhibitor full-conference badges (option to purchase more)
- Access to appointment setting tool
- Speed Networking table
- Access to Opening Party
- Access to keynote and educational sessions
- Exhibitor pre-event webinar training
- Pre-show attendee list (excluding emails)
- Post-show attendee list with emails
- Exhibitor listing in Online Directory and onsite guide

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BECOME AN EXHIBITOR

TABLE TOP

EARLY BIRD MEMBER RATE

\$2,700 (until May 1, 2019)

BOOTH MEMBER RATE

\$2,900 (after May 1, 2019)

NON-MEMBER RATE

\$3,900 (if space is available)

Booth Exhibit Package Includes:

- One (1) table top display
 - Includes One (1) table, 2 chairs
- Two (2) exhibitor full-conference badges (option to purchase more)
- Access to appointment setting tool
- Speed Networking table
- Access to Opening Party
- Access to keynote and educational sessions
- Exhibitor pre-event webinar training
- Pre-show attendee list (excluding emails)
- Post-show attendee list with emails
- Exhibitor listing in Online Directory and onsite guide

The relevance of
rubbing shoulders
with peers and the
discussions that
occur is invaluable.

**Richard Stienstra, BRIDGE Printing &
Promotional Products, Inc.**

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A LA CARTE SPONSORSHIP OPPORTUNITIES

DISTINCT SPONSORSHIP OPPORTUNITIES:

- **Attendee Tote Bags:**
\$3,000 Member | \$5,000 Nonmember (limit 1)
Assumes sponsor will provide
- **Lanyards:**
\$3,000 Member | \$5,000 Nonmember (limit 1)
Assumes sponsor will provide
- **Show Notebook & Pens:**
\$3,000 Member | \$5,000 Nonmember (limit 1)
Assumes sponsor will provide
- **Onsite Guide Full-Page Ads:**
\$1,000 Member | \$3,000 Nonmember (limit 10)
 - Full-page, four-color ad in the onsite guide
- **Attendee bag inserts: \$900** *must be an exhibitor*
- **NEW Exhibitor Package: \$500** *(only available to new exhibitors, must not have exhibited since 2016)*
 - Introduce yourself to P2P attendees by making yourself more visible. This package includes a new exhibitor decal in front of your table or booth, a new exhibitor listing in the onsite guide, a new exhibitor listing in the conference mobile app, and inclusion in a special pre-show email blast to all registered attendees (will be scheduled and sent 1-3 weeks before the event).



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EXHIBIT & SPONSORSHIP SPACE CONTRACT



1	MAIN SPACE CONTACT	TITLE	FIRST-TIME EXHIBITOR? <input type="checkbox"/> Yes <input type="checkbox"/> No
	COMPANY NAME		
	STREET ADDRESS		
	CITY	STATE	ZIP+4
	PHONE	FAX	
	CELL PHONE	EMAIL	

2	LOGISTICS CONTACT (IF DIFFERENT FROM ABOVE)	
	PHONE	EMAIL

- 3 SPONSOR OPPORTUNITIES** *(ADDITIONAL FEES APPLY)*
- | | | | |
|---|----------|--|---------|
| <input type="checkbox"/> Premier Technology Sponsorship | \$12,500 | <input type="checkbox"/> Lanyards | \$3,000 |
| <input type="checkbox"/> Technology Sponsorship | \$10,000 | <input type="checkbox"/> Show Notebook and Pen | \$3,000 |
| <input type="checkbox"/> Young Innovator Sponsorship | \$10,000 | <input type="checkbox"/> Onsite Guide Full Page Ad | \$1,000 |
| <input type="checkbox"/> CSR Access Sponsorship | \$7,500 | <input type="checkbox"/> Attendee Bag Insert | \$900 |
| <input type="checkbox"/> Attendee Tote Bag | \$3,000 | <input type="checkbox"/> New Exhibitor Package | \$500 |

- 4 EXHIBIT SPACE RATES**
- | | |
|--|---|
| <input type="checkbox"/> Member Table Top | <i>Early Bird Rate</i> (Before May 1, 2019): \$2,700 |
| <input type="checkbox"/> Member Table Top | (After May 1, 2019): \$2,900 |
| <input type="checkbox"/> Non-member Table Top | \$3,900 |
| <input type="checkbox"/> Member 10x10 Booth | <i>Early Bird Rate</i> (Before May 1, 2019): \$3,300 |
| <input type="checkbox"/> Member 10x10 Booth | (After May 1, 2019): \$3,500 |
| <input type="checkbox"/> Non-member 10x10 Booth | \$4,500 |

We request that our booth space not be adjacent to the following competing firm(s):

5 SPACE ASSIGNMENT
Exhibit space will be assigned on a first-come, first-served basis after Priority Points. PSDA reserves the right to reassign exhibit space upon notice to the Exhibitor.

6 CANCELLATION POLICY
Each cancellation of table top space must be made in writing. Cancellations by phone **cannot** be accepted. **The table top fee is non-refundable and non-creditable. Acceptance of contract is contingent on remaining a PSDA member in good standing for 2019. Non-renewal of membership for 2019 may result in cancellation and release of table top space to a PSDA member, at the discretion of PSDA.**

7 PAYMENT INFORMATION
Full payment is due by **June 21, 2019**. Please see the Terms and Conditions for details and cancellation policy. Show Management will invoice following receipt of this application.

PAYMENT AMOUNT
\$

Check payable to PSDA for full amount indicated is enclosed.
 Credit Card Payment (A link to pay online by credit card will be sent with your invoice. Please do not include credit card information on this contract.)
 For wire transfer or bank transfer details, please contact Kerri Czopek at kczopek@psda.org or **312.673.5434**.

POLICIES, TERMS AND CONDITIONS

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By signing below, we have read, understand and agree to all of the Policies, Terms and Conditions of this document, which are hereby expressly incorporated herein. Additionally, I certify that I am authorized to legally bind and obligate the company listed on this form.

COMPANY:
PRINT FULL NAME:
PLEASE SIGN HERE:

To be completed by PSDA:

DATE RECEIVED:
BOOTH #:
RECEIVED BY:

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SHARING OF EXHIBIT SPACE – Exhibitors may not share, sublet or lease exhibit space to another company. Under no circumstances can two companies share a booth space.

HOSPITALITY SUITES – Hospitality suites are available at the host hotel. Suites are available **only** to confirmed exhibitors. Suite sponsors are responsible for the hotel’s per diem rate plus any incidental charges such as room service. Please contact Kerri Czopek at kczopek@psda.org for information. Exhibitors may not host functions during PSDA show hours or education sessions.

EXHIBIT BOOTH DISPLAY LIMITATIONS – All display structures and materials must be placed within the confines of your rented exhibit space. Set-up rules are contained in the Exhibit Service Manual. **Exhibitors must take caution not to impair the line-of-sight of adjacent booths.** Show Management reserves the right to make final determination about any necessary adjustments in displays to correct line-of-sight infractions. **Each exhibitor is responsible for the cost of securing materials to cover any exposed and unfinished portions of their booth structure.**

ADVERTISING/CASH SALES AT THE HOTEL/EXHIBIT HALL – Mass distribution of invitations, handbills, stickers, etc. outside of your booth area **either by hired staff or your own personnel**, is strictly prohibited. Any removal expenses incurred by Show Management due to any infraction of this rule will be billed to the offending exhibitor. Exhibitors may not make cash sales of any product at their booth.

PROTECTION OF THE BUILDING – Signs or displays may not be taped, posted, thumbtacked, nailed or otherwise affixed to any part of the venue outside of your rented exhibit space.

LIABILITY – Exhibiting companies hereby release, relinquish, discharge and agree to indemnify, defend, protect and hold harmless PSDA, its officers, directors, employees, and its agents from any and all claims, demands, liabilities, costs and expenses for injury, including death to persons, and any loss of or damage to property caused by, growing out of, or happening in connection with the use of or enjoyment by: the exhibiting company, it’s management, personnel, guests or visitors, of the hotel and convention center facilities or equipment. The terms of this provision shall survive the termination or expiration of this Exhibit Space Contract.

INSURANCE – Exhibiting companies are responsible for insuring their own display/materials/personnel and associated equipment. Neither PSDA, its representatives, nor the venue may be held responsible for damage to or loss/destruction of displays/materials. All claims for any such loss, damage or personal injury are hereby waived by the exhibiting companies.

PHOTO AND VIDEO RELEASE – PSDA occasionally use photographs and videos of exhibitors and their booth personnel in promotional materials. By virtue of Exhibitor’s participation in the show, Exhibitor, on behalf of its booth personnel, agrees to PSDA’s use of such photographs and videos in any manner with no remuneration to Exhibitor or its booth personnel.

FORCE MAJEURE, CANCELLATION – If PSDA should be prevented or materially affected from conducting the show, cannot permit the Exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the show at its sole discretion, PSDA will refund the Exhibitor the amount of the rental fee paid with no further obligation or liability to the Exhibitor. In all circumstances, PSDA shall notify the exhibitor at the earliest date possible of the circumstances preventing the show from being held.

COMPLIANCE – Exhibitor booths must be staffed at all times during regular show hours and will not be permitted to tear down before the show closes. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state and city governments, as well as the show facilities.

AMENDMENTS – These Policies, Terms and Conditions may be amended from time to time and are to be enforced as interpreted by Show Management. Any situation not covered by these Policies, Terms and Conditions is subject to determination of Show Management.

ACCEPTANCE OF TERMS – I, the duly authorized representative of the above company, on behalf of said company, have read and agree to abide by the Policies, Terms and Conditions outlined in this contract and as they may be amended from time to time including the provisions on liability and insurance and the regulations detailed in the Exhibitor Service Kit. I have completed all sections of this form according to the instructions. I understand that violations of any of these regulations by my company are subject to disciplinary action as may be recommended by the Exhibitors’ Committee, including possible exclusion from future PSDA events.

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Initial _____ I have read and agree to the above Policies, Terms and Conditions.

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RETURN FORM TO:

Retain a copy of this form for your files. Return the original with your payment to:

Print Services & Distribution Association

PSDA Sales Lockbox #778284

8284 Solutions Center

Chicago, IL 60677-8002

800.230.0175

312.321.5120

Fax 312.673.6876

www.psd.org