

# wide-format SUMMIT

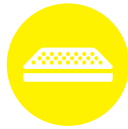
co-located with the Inkjet Summit



TEXTILE



ROLL-TO-ROLL



FLATBED

## SPONSORSHIP OPPORTUNITIES

APRIL 20-22, 2020

HYATT LOST PINES  
AUSTIN, TEXAS

ORGANIZED BY

**Wide-format**  
Impressions



## WHY SPONSOR? LET'S COUNT THE WAYS...

### The Wide-format Summit Value Proposition is Simple...

As a sponsor, you have guaranteed one-on-one time with highly targeted and pre-qualified executive decision makers. Our "1:1 Meeting-Case Study-Boardroom" approach creates results at an accelerated rate and at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- **Co-Location with the 8th Annual Inkjet Summit** hosted buyer event with combined evening networking functions and activities. Inkjet Summit attendees include Direct Mail operations, General Commercial printers, In-Plant printers, Transactional printers, and Publishing/Book printers.
- **Pre-scheduled 1:1 meetings** with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings beginning 3-4 weeks before the event through our online scheduling system, as well as on-site.
- **Private Case Study Presentations** in a "Boardroom-Style" format that rotate through groups of 12-15 senior executives who are in the process of reviewing wide-format solutions for implementation.
- **Additional networking opportunities** including: receptions, breakfasts, luncheons, golf, casino night, and an awards night where attending executives vote on the best vendor case study presentations.
- **Keynote presentations and panels:** in-depth presentations and panels featuring vendor executives, end users, and industry analysts on hardware, software, services, supplies, future directions, success stories, etc.

### What makes the Wide-format Summit different from other events?

The Wide-format Summit will assemble all key players, including user organizations, technology manufacturers, software providers, and supplies vendors. The goal of this meeting is to bring these leaders together to formalize relationships across all elements of the supply chain in new and exciting ways in order to further advance the use of wide-format technologies in critical market segments. Rather than just another trade show or exhibition, the Wide-format Summit is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

We have created an exclusive forum where buyers and sellers can come together, in an environment facilitated by experts, to share their experiences, needs, products, and services. Of course, it's a world-class venue with comfort, food, and networking that is first class. Let's not forget the golf, the beautiful rolling Texas hills, the Colorado River passing through the property, and the many other meaningful relationships and experiences you will have.

All qualified executives receive a full participation package that includes travel, hotel accommodations, meals, and networking activities. This ensures a cost-effective and quality peer-to-peer experience for attendees—and a 100% qualified audience for participating sponsors (vendors). In consideration for their package, all participants are bound to sign an agreement that stipulates their participation in all meetings and events.

### Attendee Profile:

- **Owners and "C-level" or equivalent executives**
- **Decision makers and influencers for capital investment**
- **Audience breakdown:**
  - *Soft Signage for Graphic Applications (Textile) - Exhibit displays, retail displays, etc.*
  - *Production Display Graphics (Roll-to-Roll) - Vehicle/fleets wraps, floor, window, wall, banners, etc.*
  - *Production Display Graphics (Flatbed) - Rigid signage, POP displays, Exotic Materials, etc.*



## SPONSOR PACKAGES LIST

### Silver Level – \$9,000

- One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
  - Ability to conduct up to ten (10) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling system
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- One (1) all-access supplier passes
  - With option to add one additional supplier pass at a rate of \$2,500

### Gold Level – \$15,000

- One (1) Case Study Presentation (25 min sessions in Boardroom setting with 10-12 attendees per session)
- One (1) designated meeting table in the Attendee Meeting Lounge for 1:1 meetings
  - Ability to conduct up to fifteen (15) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling system
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Two (2) all-access supplier passes
  - With option to add one additional supplier pass at a rate of \$2,500

### Qualified Attendees

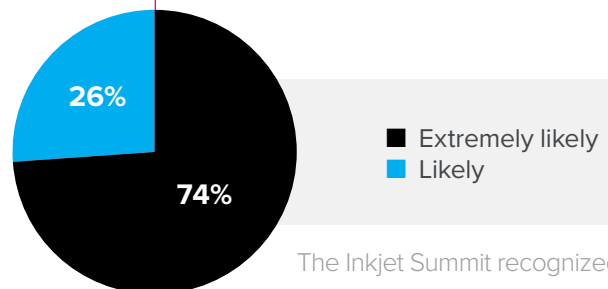
The attendees that come to our events are targeted. We recruit them and qualify them. We don't use traditional event marketing practices that deliver unknown results in terms of types of attendees. We bring in high-level decision makers, not masses of unqualified attendees.

When a sponsor comes to the Wide-format Summit they don't have to "hope" that they have meaningful meetings. Sponsors' 1:1 and group meetings are pre-scheduled, so they know exactly what they are getting and how to prepare. The hosted model is a proven model and sponsors and attendees get what they came for, which is improving and advancing their business.

### Do sponsors value the hosted summit format?

#### Sponsors Plan to Return for Inkjet Summit 2020

Are you planning on sponsoring the 2020 Inkjet Summit?



The Inkjet Summit recognized a 97% sponsor retention rate between 2014-2019!

Continued on next page.

## SPONSOR PACKAGES LIST (CONTINUED)

### Diamond Level – \$23,000

- Two (2) Case Study Presentations (25 min sessions in Boardroom setting with 10-12 attendees per session)
- Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
  - Ability to conduct up to twenty (20) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling system
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Three (3) all-access supplier passes
  - With option to add one additional supplier pass at a rate of \$2,500

### Keynote Level – \$35,000

- Participation by one of your executives or client (depending on format) in a Keynote Panel on the opening evening of the summit
- Three (3) Case Study Presentations (25 min sessions in Boardroom setting with 10-12 attendees per session)
- Two (2) designated meeting tables in the Attendee Meeting Lounge for 1:1 meetings
  - Ability to conduct up to thirty (30) 1:1 meetings with executive attendees
  - Access to 1:1 self-scheduling system
- Complete attendee contact details
- Inclusion in pre-show and post-show press releases
- Insertion of one white paper into Attendee Orientation kit
- Maximum promotional exposure via on-site signage, event website and all advertising and promotional vehicles
- 2 sponsored golf holes
- Four (4) all-access supplier passes
  - With option to add two additional supplier passes at a rate of \$2,500

### What past Inkjet Summit sponsors had to say:

“Attendees were all well qualified prospects and eager to learn from and engage with vendors. We could meet with a high number of prospects in a much more comfortable and structured environment than a traditional trade show floor.”

— STEVE WELKLEY, VP SALES,  
XEROX PRODUCTION INKJET

“For Midland Paper, the Annual Inkjet Summit Conference is far and away the top conference in the industry with the highest return on investment for suppliers/partners. This is the case for two reasons. First, as a supplier, the intimacy and the format virtually guarantee that you will get solid one on one time with potential customers as well as other suppliers in the Inkjet space. No other conference achieves that dynamic on the level of Inkjet Summit. Second, and as important, the educational content in the case studies and breakout sessions is always fresh and topical for what is happening in the Inkjet market. When we prepare our budget for these conferences each year, Inkjet Summit is always at the top of our list.”

— MICHAEL RATCLIFF, PRESIDENT,  
MIDLAND PAPER

“We had considered being a sponsor at the Inkjet Summit for several years. We finally took the plunge. Our first reaction was ‘why did we wait!’. It is literally the best and most targeted venue we’ve ever encountered. An incredibly well-organized event, it beats the trade show circuit by miles. As a sponsor, you are given the opportunity to meet with, and present to attendee’s who have been vetted for their interest in, and willingness to invest in your technology. It will be the smartest marketing investment you could make.”

— DON PIONTEK, DIGITAL FINISHING SPECIALIST,  
IBIS

For information on sponsoring and/or attending the **Wide-format Summit 2020**, please visit [www.wideformatsummit.com](http://www.wideformatsummit.com) or contact David Pesko at [dpesko@napco.com](mailto:dpesko@napco.com) or Mark Subers at [msubers@napco.com](mailto:msubers@napco.com).

## RELATED SUMMITS:

### **Inkjet Summit 2020 (8th Annual)**

April 20-22, 2020

Hyatt Lost Pines, Austin, TX

#### Focused on:

- Direct Mail
- General Commercial Print
- In-Plant Print
- Transactional Print
- Publishing & Book Printing

### **Digital Packaging Summit 2019 (5th Annual)**

November 11-13, 2019

Ponte Vedra Inn & Club, Ponte Vedra Beach, FL

#### Focused on:

- Labels
- Flexible Packaging
- Folding Cartons
- Corrugated Applications

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