2018 VPPPA MARKETING GUIDE

PRINT - ONLINE - E-BLASTS - EVENT ADVERTISING - SPONSORSHIPS

ACCESS OUR COMMUNITY OF NEARLY 1 MILLION SAFETY & HEALTH PROFESSIONALS FROM MORE THAN 2,000 MEMBER SITES ACROSS THE COUNTRY AND INTERNATIONALLY

BOOST SALES

EXPAND BRAND AWARENESS

INCREASE MARKETING ROI

INVESTING YOUR ADVERTISING EFFORTS IN VPPPA WILL PUT YOU IN FRONT OF THE BUYERS AND INFLUENCERS OF TODAY’S INDUSTRY LEADERS

CONTACT OUR ADVERTISING DEPARTMENT AT ADVERTISING@VPPPA.ORG OR CALL 703-761-6511.
ADVERTISE TO THE BEST

The Voluntary Protection Programs Participants’ Association, Inc. (VPPPA) is your portal to the safest and most progressive companies in the nation. Reach thousands of employees who drive the safety and health process at their worksites. VPPPA offers countless opportunities to promote your products and services, highlight your achievements and increase your name recognition among representatives from more than 1,700 member sites.

Reach your target audience in occupational safety and health through targeted advertising and sponsorships. Call VPPPA today at (703) 761-6511 or email Advertising@vpppa.org to discuss your marketing needs.

ABOUT THE VOLUNTARY PROTECTION PROGRAMS

The Voluntary Protection Programs (VPP), administered by the U.S. Department of Labor’s Occupational Safety and Health Administration (OSHA), OSHA state plans and the Department of Energy (DOE), are a cooperative effort among labor, management and government to recognize and encourage excellence in occupational safety and health. Acceptance into VPP requires safety and health management systems that exceed regulatory requirements. These are cooperative management systems, requiring active employee and managerial involvement. Sites participating in VPP have overall lost workday and injury and illness rates about 52% below their industry average.

Close to 2,400 U.S. worksites participate in VPP, encompassing almost one million employees.

ABOUT THE VOLUNTARY PROTECTION PROGRAMS PARTICIPANTS’ ASSOCIATION, INC. (VPPPA)

The Voluntary Protection Programs Participants’ Association, Inc. (VPPPA) is a nonprofit, 501(c) (3) charitable organization composed of worksites that participate in, or are in the process of, applying to VPP, as well as affiliated vendor companies providing products and services to the safety and health community.

VPPPA members are recognized by OSHA, OSHA state-plans or DOE for their dedication to the highest standards of workplace safety and health. VPPPA has a membership of more than 1,450 worksites across the United States.
VPPPA’s mission is to be a leader in health and safety excellence through cooperation among communities, workers, industries and governments. Your advertising will reach corporate level safety managers, government representatives from the Department of Labor (DOL), Defense (DOD), Energy (DOE) and similar state-plan agencies among other high-level industry representatives. See below for a breakdown of our membership representation:

**FULL:** Sites currently approved in OSHA, DOE or state-plan state VPP.

**ASSOCIATE:** Worksites, corporate offices or education institutions pursuing OSHA, DOE or state-plan-state VPP approval or looking to improve their safety and health management systems.

**AFFILIATE:** Companies and organizations who provide services and/or products for the enhancement of the safety and health industry.

**CORPORATE:** Any headquarters office of the same company, division or corporation, which provides guidance and/or support directly to an approved VPP worksite.

**INTERNATIONAL:** Worksites outside of the U.S. and its territories pursuing the elements of VPP or a similar occupational safety and health excellence program.

**NONPROFIT:** The office of 501(c)(3) or (6) organizations.

**UNION:** Local and international unions that support at least one site that is eligible for VPPPA Full or Associate membership.

### VPPPA MEMBERSHIP TYPES

- **Full:** 59%
- **Associate:** 19%
- **Affiliate:** 16%
- **Corporate:** 5%
- **Non-Profit:** 5%
- **International:** 19%
- **Union:** 16%

#### Top 15 Represented Industries

- **Chemical:** 229
- **Specialty Trade Contractors:** 61
- **Food:** 39
- **Wood Products:** 38
- **Paper:** 52
- **Petroleum:** 47
- **Utilities:** 138
- **Plastics:** 37
- **Fabricated Metal:** 52
- **Machinery:** 32
- **Transportation Equipment:** 60
- **Couriers:** 38
- **Warehousing:** 60
- **Professional Services:** 80
- **Waste Management:** 57

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**QUICK REFERENCE**

If you have any questions regarding advertising, please contact:

**ADVERTISING INQUIRIES**

Email: Advertising@vpppa.org
Phone: (703) 761-6511
Fax: (703) 761-1148

**FOLLOW US**

FACEBOOK: @VPPPA
TWITTER: @VPPPA

To find out more about VPPPA’s activities and educational events, visit our website at [www.vpppa.org](http://www.vpppa.org).
The Leader

ADVERTISING RATES
Advertising rates for specialty pages include full-color processing. Please convert all artwork, linked files and embedded files to CMYK process colors. VPPPA members receive a 15% discount off regular rates excluding the Featured Product Listing.

<table>
<thead>
<tr>
<th>Specialty Pages</th>
<th>1X Show Issue</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover II (IFC)</td>
<td>$6,535</td>
<td>$4,900</td>
<td>$4,200</td>
<td>$3,700</td>
<td>$3,400</td>
</tr>
<tr>
<td>Cover III (IBC)</td>
<td>$6,000</td>
<td>$4,500</td>
<td>$3,900</td>
<td>$3,400</td>
<td>$3,050</td>
</tr>
<tr>
<td>Cover IIII (OBC) (Half Page)</td>
<td>$6,535</td>
<td>$4,900</td>
<td>$4,200</td>
<td>$3,700</td>
<td>$3,400</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency Rates</th>
<th>1X Show Issue</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$11,865</td>
<td>$8,900</td>
<td>$8,300</td>
<td>$7,800</td>
<td>$7,450</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$5,935</td>
<td>$4,450</td>
<td>$3,850</td>
<td>$3,350</td>
<td>$3,000</td>
</tr>
<tr>
<td>1/2 Page Color</td>
<td>$3,850</td>
<td>$2,900</td>
<td>$2,600</td>
<td>$2,300</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/4 Page Color</td>
<td>$2,335</td>
<td>$1,750</td>
<td>$1,550</td>
<td>$1,400</td>
<td>$1,250</td>
</tr>
<tr>
<td>Featured Product</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
</tbody>
</table>

CIRCULATION: Approximately 8,000, including all VPPPA member sites and all members of Congress

ISSUANCE: Four times per year + distribution at the national event

VPPPA SHOW ISSUE: Distributed in the bags of all attendees on top of standard issue distribution

VPPPA SHOW ISSUE CIRCULATION: Approximately 10,600

AD SIZES
All measurements are width x height

- Full Page, no bleed: 7.5" x 10"
- Full Page, bleed: 7.5" x 9.875"
- Live Area Trim: 8.5" x 11"
- Bleed: 8.75" x 11.25"
- 1/2 Horizontal: 7.5" x 4.575"
- 1/4 Vertical: 3.625" x 4.8125"
- Featured Product Photo: 3.5625" x 2.045"
- Back Cover, no bleed: 7.5" x 4.5"
- Back Cover, bleed: 8.5" x 5.5"
- Live Area Trim: 8.75" x 5.625"

PUBLICATION SPECS
- Trim Size: 8.5" x 11"
- Bleed Size: 8.75" x 11.25"
- Binding: Saddle Stitch
- Color: CMYK
EDITORIAL CONTENT
The Leader is VPPPA’s official magazine. Readers find articles on the latest regulatory developments in the field of occupational safety and health, best practices, association activities, educational and networking opportunities, as well as the latest VPP approvals. The Leader is the national information source for VPP and safety and health excellence!

ABOUT EACH ISSUE
Winter: Distributed in February
Spring: Distributed in May
Summer: Distributed in August
Autumn: Distributed in November

READERSHIP
The Leader is read by a diverse group of safety leaders, comprised of executive management, safety and plant managers, hourly workers, government officials, union leaders and safety committee members. Association members receive the magazine, as well as subscribers who are interested in learning about VPP and safety and health excellence.

The spring (VPPPA Show) issue, receives additional distribution to all event attendees of VPPPA’s 2018 Safety + Symposium. Also, each issue of The Leader is sent to every member of Congress.

CONTACT INFORMATION
The Leader is distributed by ACES. For questions or comments regarding advertising in The Leader or this guide, contact Lauren Brinkman at lbrinkman@vpppa.org or 301-695-2284.

ADVERTISING OPPORTUNITIES DEADLINES
The Leader is a quarterly publication mailed every February, May, August and November. Space reservations and ad materials are due by the following dates:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>11/21/17</td>
<td>12/5/17</td>
</tr>
<tr>
<td>Spring (Show Issue)</td>
<td>2/28/18</td>
<td>3/7/18</td>
</tr>
<tr>
<td>Summer</td>
<td>5/30/18</td>
<td>6/6/18</td>
</tr>
<tr>
<td>Autumn</td>
<td>9/3/18</td>
<td>9/5/18</td>
</tr>
</tbody>
</table>

FEATURED PRODUCT LISTING
This section is designed for companies looking to feature a new safety & health product. The space will include a photo of the product, a description of the product in 40 words or less, the company website and name, phone and email address for the sales contact.

PREFERRED POSITION CHARGE
There will be a 15% charge in addition to the published ad rate for preferred positions. Requests for a specific position are not guaranteed unless the preferred position charge is included in payment.

To be eligible to advertise in this section for the Spring (Show Issue), the advertiser must be an exhibitor of the Safety + Symposium. Note that the member discount does not apply to this ad item.

Why others advertise in The Leader...
Based on a survey of our membership...

- 81% of readers look for more information on a product or company after seeing an ad in The Leader.
- 88% have purchasing or influencing power within their company.
- 57% share their issue with up to 5 other safety & health professionals.
- 82% read The Leader to learn about the latest personal protective equipment and best practices.

The Leader is VPPPA’s official magazine. Readers find articles on the latest regulatory developments in the field of occupational safety and health, best practices, association activities, educational and networking opportunities, as well as the latest VPP approvals. The Leader is the national information source for VPP and safety and health excellence!
Association E-Newsletter

READERSHIP PROFILE
VPPPA’s electronic publications reach thousands of corporate executives, safety and plant managers, hourly workers, government officials, union leaders and safety committee members.

MECHANICAL SPECIFICATIONS
Linked Sidebar Buttons – 175 x 145px (pixel width x height)
Banner – 595 x 65px (pixel width x height)
Accepted file types: JPG, TIF, GIF

Send artwork to VPPPA at Advertising@vpppa.org

Subject: Advertising.

BILLING
Advertising will be billed as established in writing with the Publisher. Payment is due within 30 days of receipt. Payments received will be credited to the oldest outstanding balance.

TOP POSITION CHARGE:
There is a 15 percent charge per insertion for preferred placement or to guarantee top placement.

Monthly Newsletter (On The Level)
VPPPA sends out a consolidated, monthly e-newsletter to inform members about current hot topics in the safety and health industry, association updates, congressional information and more. The e-newsletter will be sent out on the third Thursday of every month.

Ad artwork is due on the second Friday of each month, and inclusion is on a first come, first serve basis.

ADVERTISING RATES

BANNERS

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Insertion</td>
<td>$400</td>
<td>$500</td>
</tr>
</tbody>
</table>

BUTTONS

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Insertion</td>
<td>$150</td>
<td>$300</td>
</tr>
</tbody>
</table>

PROMOTED CONTENT
One opportunity per blast

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Insertion</td>
<td>$500</td>
<td>$600</td>
</tr>
</tbody>
</table>
Event E-Blasts

Event e-blasts are the official method of communication for the association’s annual Safety+ Symposium and provides pertinent information on conference news, important deadlines, registration and hotel information. The newsletter is distributed to members, conference attendees and potential attendees, exhibitors and potential exhibitors. For schedule information, contact Advertising@vpppa.org.

Event e-blasts are sent to both members and nonmembers in the safety and health industry totaling approximately 20,000 recipients. Event attendance is usually around 2,500+ safety professionals.

Tennessee Safety & Health Conference Partnership

This year, we are proud to be partnering with the Tennessee Safety & Health Conference (TSHC), which host more than 700 regional safety professionals annually. This will be a great opportunity for networking with another established group of passionate safety professionals. All Safety+ communications will be sent to TSHC attendees, so your advertising will be stretched to an all new audience this year!

*High Traffic Event Blasts

In addition to standard e-blasts, we also offer high-traffic e-blasts. These blasts contain information that elicits a larger response from readers including early bird registration deadlines, regular registration deadlines and blasts sent out in the month leading up to the event.

Ad artwork is due the Monday of the week the newsletter is published.

ADVERTISING RATES PER INSERTION

<table>
<thead>
<tr>
<th>RATES</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>*High Traffic Banner</td>
<td>$515</td>
<td>$630</td>
</tr>
<tr>
<td>Standard Banner</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>Standard Button</td>
<td>$250</td>
<td>$350</td>
</tr>
</tbody>
</table>

Rates: The event e-blasts are not year-round, so placement is limited. Placement in this electronic newsletter is a flat, per-insertion rate.
Circulation: Around 2,800
Issuance: Annually
Distributed at the annual Safety+ Symposium

EDITORIAL CONTENT
VPPPA’s annual Safety+ Symposium Onsite Journal complements the mobile app by providing essential information for navigating through VPPPA’s largest educational event of the year. The journal will include the agenda, exhibitor information, and other vital event details. The journal will also provide each attendee with ample room for note-taking during this education-packed event.

READERSHIP PROFILE
The annual Safety+ Symposium provides a forum where workers, managers and safety professionals from a wide variety of industries convene to network and share ideas on the best safety, health and environmental practices and programs in the nation. Attendees include executive management, safety and plant managers, union leaders and safety committee representatives from VPP sites and non-VPP facilities that are interested in improving their occupational safety and health management systems. The Onsite Journal is retained by attendees as a reference after the symposium and will remain a source for each attendee to look back to now that substantial note-taking space is provided.

DEADLINES
Contact advertising@vpppa.org for updated deadlines

ADVERTISING RATES
All ads are printed 4 color, CMYK process. Please convert all artwork, linked files and embedded files to CMYK process colors.

<table>
<thead>
<tr>
<th>Onsite Program Rates</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover I&amp; II (OFC &amp; IFC)</td>
<td>Diamond Level Sponsorship ($10,000)</td>
<td>Diamond Level Sponsorship ($10,000)</td>
</tr>
<tr>
<td>Cover IIII (OBC)</td>
<td>$3,000</td>
<td>$3,200</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

Preferred Position Charge: There will be a 15% charge in addition to the published ad rate for preferred positions. Requests for specified positions are given consideration, but no guarantee is made unless the position premium has been provided for the contract.

Production Charges: All composition costs incurred by the Publisher for typesetting, corrections and alterations will be charged to the Advertiser.
Unique Ways to Stand out at Safety+

EVENT MOBILE APP

The event mobile app will be the main source of information for Safety+ attendees featuring the full agenda, event map, exhibitors, sponsors, and more, along with up to the minute notifications on workshop changes and other important announcements. Limited advertising opportunities are available in the event mobile app. For more details contact Advertising@vpppa.org.

DEADLINES
Splash Screen: Reservation - 4/7/18
Reservation - 8/14/18
Artwork Due- 4/28/18 Artwork Due - 8/17/18

EVENT TOTE BAG INSERTS

A great way for exhibitors to reach out to event attendees is by including an ad insert about your company that includes a booth number to draw more visitors. To be eligible to place an ad insert in all tote bags, you must be an exhibiting company at the event. There are only a limited number of ad insert opportunities available, so requests will be taken on a first-come, first-served basis. Exhibitors who take on this opportunity will have the first right of refusal for the following year’s event, as long as they still meet the requirements.

*Excludes any sponsorable items

CONFERENCE TOTE BAG INSERT RATES
$3,000 Per Item

DEADLINES
Reservations: 7/13/18
Ad inserts delivered to the VPPPA National Office: 8/3/18

MOBILE APP EDITORIAL CONTENT

MOBILE APP AD SIZES
All measurements are width X height

Splash Page
- iPhone 4/4s 640 x 960 pixels
- iPhone 5 and up/ Androids 1242 x 2208 pixels
- Tablets (portrait) 1536 x 2048 pixels
- Tablets (landscape) 2048 x 1536 pixels

Mobile App Banner
- Mobile Banner 640 x 150 pixels
- Tablet/ Online Banner 552 x 150 pixels

* The safety margins ensure that branding, sponsor logos and other important elements don’t get cut off during device rotation.

BOOTH TRAFFIC DRIVERS

GAME CARD SQUARE

The VPPPA Game Card is distributed to attendees in the exhibit hall during the Safety+ Symposium. Exhibitors have the opportunity to reserve a game card square to drive traffic to their booths and provide attendees with information on their products and services. Attendees are competing to win an iPad by completing their exhibitor cards. Guaranteed high booth traffic rates as our attendees love prizes!

*Open only to exhibiting companies

(1) GAME CARD SQUARE RESERVATION
$1,500

DEADLINES
Reservations: 7/6/18
Materials: 7/13/18
VPPPA's annual Safety+ Symposium is the largest annual gathering of employees working toward the improvement of occupational safety and health, particularly through the Voluntary Protection Programs (VPP). Administered by the Occupational Safety and Health Administration (OSHA), the Department of Energy (DOE) and OSHA state-plan states, VPP promotes safety and health excellence by evaluating and recognizing facilities with outstanding safety and health management systems. Don’t miss this exclusive sponsorship opportunity to reach the best of the best in workforce protection.

VPPPA sponsorship opportunities are tailored to fit any budget. VPPPA 2018 exhibitors and/or members of the association (except for Affiliate members who are not exhibiting), can select from a comprehensive range of sponsorship opportunities and levels.

**Sponsorship Levels**

**PREMIER Level Sponsor – $20,000 +**
- Recognition in the *VPPPA Annual Report* and event programs as a Premier Level Sponsor
- One complimentary banner ad in either of VPPPA's electronic publications: event e-blasts or monthly newsletter, *On The Level*
- One complimentary banner ad on the official event web page
- A reserved table at the front of the room during the closing general session
- An event banner in the general session room highlighting your sponsorship
- Two complimentary event registrations
- One complimentary full page ad in the Autumn 2018 edition of *The Leader*
- Banner in mobile app, excluding home splash page
- An invitation to the closed Board Reception

**DIAMOND Level Sponsor – $10,000 TO $19,999**
- Recognition in the *VPPPA Annual Report* and event programs as a Diamond Level Sponsor
- One complimentary banner ad in our electronic event e-blast
- One complimentary banner ad on the official event web page
- A reserved table at the front of the room during the closing general session
- An event banner in the general session room highlighting your sponsorship
- One complimentary event registration
- One complimentary half page ad in the Autumn 2018 edition of *The Leader*

**PLATINUM Level Sponsor – $7,500 TO $9,999**
- Recognition in the *VPPPA Annual Report* and event programs as a Platinum Level Sponsor
- One complimentary banner ad in our electronic event e-blasts

**GOLD Level Sponsor – $5,000 TO $7,499**
- Recognition in the *VPPPA Annual Report* and event programs as a Gold Level Sponsor

**SILVER Level Sponsor – $2,500 TO $4,999**
- Recognition in the *VPPPA Annual Report* and event programs as a Silver Level Sponsor

**BRONZE Level Sponsor – $1,000 TO 2,499**
- Recognition in the *VPPPA Annual Report* and event programs as a Bronze Level Sponsor

**CONTRIBUTOR – $100 TO $999**
- Recognition in the *VPPPA Annual Report* and event programs as a contributor
### PREMIER Level Sponsorships - $20,000 +

**Event Mobile App**
The mobile app will be the main source for event communication. It will be available to all event participants with smart device capabilities and contains all essential information regarding symposium activities, workshops, speaker information, exhibitor information and updates that attendees can refer to before, during and after the event. Since launching the app, views have grown steadily from 80,000 in 2016 to over 100,000 views in 2017. This is anticipated to grow now that most information from the Onsite Journal will be featured in the app.

+ Sponsor $20,000 (exclusive)

### DIAMOND Level Sponsorships $10,000 - $19,999

**Lanyards**
Sponsor's company logo or brand name will be displayed in one color print on lanyards to be distributed to all event attendees. VPPPA will choose the type of lanyard to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $15,000 (exclusive)

++ Sponsor $2,500 (limited)

### Event Tote Bags
These are branded bags with the sponsor's logo in one color print on one side and VPPPA's logo on the other that will be distributed to all attendees with giveaways and material needed for the conference. VPPPA will choose the type of bag to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $15,000 (exclusive)

### Event T-shirt
Sponsor will get the company logo or brand name prominently printed in one color print on the event t-shirt to be distributed to all event attendees. VPPPA will choose the type of t-shirt to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $15,000 (exclusive)
+ Sponsor $2,500 (limited)

### Hand Sanitizers
The hand sanitizers are chosen by VPPPA and will be distributed at the VPPPA annual national event. The item will include the VPPPA event logo along with the sponsor's logo in one color print.

+ Sponsor $15,000 (exclusive)

### Badge Holders
Sponsor's logo or brand name will be prominently displayed in one color print on badge holders to be distributed to all event attendees. VPPPA will choose the type of badge holder to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $5,000 (exclusive)

### Onsite Journal
The Onsite Journal is a vital resource for event information including the schedule for the event along with ample room for note-taking, making this item a long lasting sponsorship item as it will be used for reference beyond the conference. The program will be branded with the sponsor's logo in one color print along with VPPPA's logo. The sponsorship also includes the Inside Front Cover of the Journal for advertising purposes. The Journal will be distributed to all attendees in the event tote bag. VPPPA will choose the type of bag to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $10,000 (exclusive)

### Customized Hotel Guest Room Key Cards
The sponsor's company logo on one side of the hotel guest room key card (one or two colors for logo ONLY). Each attendee will receive a key card when checking into official event hotels.

+ Sponsor $15,000 (exclusive)

### Water Bottles
Sponsors will get the company logo or brand name in one color print on sport water bottles to be distributed to all event attendees. VPPPA will choose the type of bottle to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $10,000 (exclusive)

### Escalator Handrail Clings
The sponsor's company name and logo will be on the handrails of the escalators leading to and from event spaces at the event. (One or two colors for logo ONLY).

+ Sponsor $10,000 (exclusive)

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**EXXON**

**NUCOR**

**VALERO**
**GOLD Level Sponsor – $5,000 TO $7,499**

**Business Card/Credit Card Holders**
Sponsors will get their company logo or brand name in one color print on business card holders to be distributed to all event attendees. VPPPA will choose the type of business card holders to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $5,000 (exclusive)

**Can Koozies**
Sponsors will get their company logo or brand name in one color print on can koozies to be distributed to all event attendees. VPPPA will choose the type of can koozy to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $5,000 (exclusive)

**Relaxation Station**
Featured in the Expo Hall on Tuesday, August 28th from 6-8 p.m. and Wednesday, August 29th from 9 a.m. - 1 p.m., exhibitors have the opportunity to sponsor the Relaxation Station to drive traffic to their booths and provide attendees with information on their products and services.

Here's how it works. The sponsor will receive a specific number of tickets to give out Tuesday and Wednesday within the expo hall. The attendee can then take this ticket to redeem a massage during one of the times identified above. This sponsorship will not only enhance your presence at the conference, but it is a great opportunity for you to generate extra traffic to your booth! May sponsor one day or two days of the Relaxation Station. Hours are subject to change.

+ Sponsor $5,000 (2 - Day - exclusive)
+ Sponsor $2,500 (1 - Day)

**Phone Charging Station**
The phone charging station will have kick panels that the sponsor can brand with the company logo and/or advertisement. The location of the phone charging station within the conference will be at VPPPA’s sole discretion.

+ Sponsor $5,000 (each)

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**SILVER Level Sponsor – $2,500 TO $4,999**

**Customized Pillar Wrap**
Pillar wrap will have customized sponsor’s advertisement. This will be placed in a high traffic area of the conference space.

+ Sponsor $3,000 (each)

**Event T-shirt Logo**
A limited number of sponsor logos will be printed on the back of the sponsored event t-shirt. The logo will appear next to the main sponsor logo in one-color print.

+ Sponsor $2,500 (limited)

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**BRONZE Level Sponsor – $1,000 TO 2,499**

**Customized Stand Alone**
This is a meter board that will have a customized sponsor advertisement. There are a limited number of opportunities available.

+ Sponsor $2,000 (each)

**Exhibit Hall Aisle Sign**
Each aisle sign within the exhibit hall will be branded with the sponsor’s logo in full color.

+ Sponsor: $1,500 per aisle sign
- 9 opportunities

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Additional Sponsorship Opportunities

Early Morning Coffee (3), Networking Beverage Breaks (8),
General Luncheons (3), Receptions and Speakers
These opportunities will have a banner or signage that highlights the sponsor or contributor’s name and logo.

* Sponsor, Supporter and Contributor values vary for each function. Please refer to the Sponsorship Letter of Agreement to decide what value is best for your needs.

Pricing and availability for the below sponsorship options are determined upon request.

First Aid Kits
Sponsors will get their company logo or brand name in one color print on individual first aid kits to be distributed to all event attendees. VPPPA will choose the type of first aid kits to be distributed and will share a sample with the sponsor for approval.

Branded Coffee Sleeves
The sponsor’s logo or brand name will be printed in one color print on the cardboard coffee sleeves provided at our coffee and beverage breaks.

Looking to contribute without sponsoring a specific item or function? Take a look at the below options:

Monetary Contributions
Partial contributions do not apply in this category. VPPPA retains the right of approval of any artwork. All sponsors and contributors will have recognition throughout the event through signage, mention in event publications and the VPPPA Annual Report.

In-Kind Contributions
In-kind contributions (excluding drawing prizes) must include the VPPPA logo. The logo cannot be compromised in any way. Samples of items (excluding drawing prizes and event banners) must be sent to the VPPPA National Office for final approval. Sponsors must absorb all production, shipping and drayage costs; however, those costs will be considered in determining the sponsorship level.

Prize Drawings
Several drawings will take place throughout the duration of the event in which prizes are raffled. Each prize must have a value of at least $500. Examples of past drawing prizes include stereos, smart devices, jewelry, refrigerators, laptops and portable music devices. The sponsor will ship all bulk items directly to the drawing winner following the conference. In addition, VPPPA requests a photograph (minimum of 300 dpi/high resolution file) and description of all prizes for promotional purposes.

Didn’t see a sponsorship that fits your needs? We are able to create custom sponsorship options based on your goals such as building booth traffic, increasing brand awareness and enhancing your company’s reach among our attendees and members.

For more information on these and other sponsorship opportunities, contact our Sponsorship Department at 703-761-6511 or email sponsorship@vpppa.org.