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 2,000 member sites.

VPPPA’s mission is to be a leader in health and safety excellence through cooperation among communities, workers, industries and government. 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.

88% of our prime contacts have purchasing or influencing power within their company.

“BOTTOM LINE – IT’S AN AWESOME ASSOCIATION WHERE WE ARE TREATED AS PARTNERS IN SAFETY VS. VENDORS!” - VP, ROCO RESCUE

TOP 15 REPRESENTED INDUSTRIES

- Chemical
- Utilities
- Professional Services
- Specialty Trade Contractors
- Transportation Equipment
- Warehousing
- Waste Management
- Fabricated Metal
- Paper
- Petroleum
- Food
- Wood Products
- Couriers
- Plastics
- Machinery

SAMPLE OF FORTUNE 500 COMPANIES REPRESENTED

- American Airlines
- Honeywell International
- Chevron
- Marathon Petroleum
- Coca-Cola
- PepsiCo
- ConocoPhillips
- Pfizer
- Delta Airlines
- Phillips 66
- Exxon Mobil
- Valero
- General Electric
- Walgreens

“We have made contact with major national manufacturers that we never would have and this has resulted in significant business over the years.”
- President, Keytroller
EDITORIAL CONTENT

The Leader is VPPPA’s official award-winning magazine. The Leader has been recognized by Association Media & Publishing as one of the innovative and enlightening publications among associations. It has also been recognized by the Folio Awards for Editorial Excellence. 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!

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 2020 Safety + Symposium. Also, each issue of The Leader is sent to every member of Congress, and receives additional readership on our website.

ADVERTISING OPPORTUNITIES DEADLINES

*Deadlines and topics subject to change

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>Topic</th>
<th>Reservation</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter ‘20</td>
<td>Mental Health</td>
<td>11/22/19</td>
<td>11/25/19</td>
</tr>
<tr>
<td>Summer ‘20</td>
<td>PPE</td>
<td>6/5/20</td>
<td>6/10/20</td>
</tr>
<tr>
<td>Autumn’20</td>
<td>Ergonomics</td>
<td>9/11/20</td>
<td>9/14/20</td>
</tr>
</tbody>
</table>

FEATURED PRODUCT LISTING

This section is designed for companies looking to feature a new safety and 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 number, booth number, and email address for the sales contact. The rate is $500.

To be eligible to advertise in this section, available only 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.
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 percent discount off regular rates, excluding the Featured Product Listing.

CIRCULATION: More than 10,000, including all VPPPA member sites, all members of Congress, and digital copies available on our website

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

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

VPPPA SHOW ISSUE CIRCULATION: More than 13,000

**AD SIZES**
All measurements are width x height

- Full Page, no bleed: 7.5" x 10"
- Full Page, bleed: 8.5" x 11" or 8.75" x 11.25"
- Live Area (vertical): 7.5" x 9.875" or 7.5" x 4.575"
- Trim (vertical): 8.5" x 11" or 8.75" x 4.8125"
- 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" or 7.5" x 4.575" or 8" x 5" or 8.5" x 5.5" or 8.75" x 5.625"

**PUBLICATION SPECS**
- Trim Size: 8.5" x 11" or 8.75" x 11.25"
- Bleed Size: 8.75" x 11.25"
- Binding: Saddle Stitch
- Color: CMYK

**PREMIUM POSITIONS**

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Show Issue</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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</thead>
<tbody>
<tr>
<td>Cover II</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</td>
<td>$6,000</td>
<td>$4,500</td>
<td>$3,900</td>
<td>$3,400</td>
<td>$3,050</td>
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<tr>
<td>Cover IV (Half Page)</td>
<td>$6,535</td>
<td>$4,900</td>
<td>$4,200</td>
<td>$3,700</td>
<td>$3,400</td>
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</table>

**FREQUENCY RATES**

<table>
<thead>
<tr>
<th>Frequency Rates</th>
<th>Show Issue</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
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</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>
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<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></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
VPPPA sends out a consolidated, monthly e-newsletter to inform members about current hot topics in the safety and health industry, association updates and more. The e-newsletter is sent out on the third Thursday of every month.

**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**
(pixel width x height)
- Linked Sidebar Buttons: 175 x 145px
- Banner: 595 x 65px (pixel width x height)
- Promoted Content:
  - Image: 287x189
  - + 50 word or less teaser +
  - URL to link to
  - + Word(s) to link URL to

Accepted file types: JPG, TIF, GIF

Send artwork to VPPPA at Advertising@vpppa.org

Subject: Advertising

Ad artwork is due on the second Friday of each month, and inclusion is on a first come, first served 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>
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</tbody>
</table>

**BUTTONS**

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>MEMBER</th>
<th>NONMEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Insertion</td>
<td>$200</td>
<td>$300</td>
</tr>
</tbody>
</table>

**PROMOTED CONTENT**
One opportunity per blast. This ad is placed within the body of the email, looking similar to the content of the blast, separated with a "Sponsored Content" border. An image and teaser intro are included and can be linked to related content. This is a great, eye-catching opportunity.

<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>

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

**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.
Event E-Blasts

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

Event e-blasts are sent to both members and non-members in the safety and health industry totaling more than 20,000 recipients. Event attendance includes more than 3,000 safety professionals.

*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.

Linked Sidebar Buttons: 175 x 145px
Banner: 595 x 65px (pixel width x height)

Accepted file types: JPG, TIF, GIF

### 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>$530</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.
Unique Ways to Stand out at Safety+

Passport to Prizes (Formerly known as the Game Card)
The VPPPA Passport to Prizes is distributed to attendees in the exhibit hall during the Safety+ Symposium. Exhibitors have the opportunity to reserve a square in the Passport to Prizes 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 the Passport. 
Guaranteed high booth traffic, as our attendees love prizes!
*Open only to exhibiting companies

<table>
<thead>
<tr>
<th>(1) PASSPORT TO PRIZES</th>
<th>RESERVATION DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>If ordered by 10/11/19: $2,000</td>
<td>Decorations: 6/28/20</td>
</tr>
<tr>
<td>By 1/31/20: $2,500</td>
<td>Materials: 7/5/20</td>
</tr>
<tr>
<td>After 1/31/20: $3,000</td>
<td></td>
</tr>
</tbody>
</table>

SAFETY+ MOBILE APP

The Safety+ 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. Since launching the app, views have grown steadily from 80,000 in 2016 to more than 140,000 engagements in 2018. More than 60 percent of attendees download the app. Each rotating banner received more than 50,000 views over the course of the event.

Limited advertising opportunities are available in the Safety+ Mobile App. For more details, contact Advertising@vpppa.org.

DEADLINES
Splash Screen: Reservation - 4/5/20
Artwork Due - 4/26/20
Banner: Reservation - 8/9/20
Artwork Due - 8/16/20

MOBILE APP NOTIFICATION
A great way for exhibitors to reach out to event attendees is by creating a notification message that will be sent to the phones of each of our attendees at a scheduled time during the show. Promote your giveaway at your booth or provide information about your company that can be linked directly to your exhibitor page or website.

MOBILE APP BEACON NOTIFICATION
$1,000 Per Notification

DEADLINES
Reservations: 7/12/20
Notification messages due by 8/2/20

*Content will be reviewed by VPPPA for approval.

MOBILE APP AD SIZES
All measurements are width x height

**Splash Screen**
- 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.

Safety Margins:
- Left: 290 pixels
- Right: 290 pixels
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). 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 2020 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 +**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report 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 listing 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 2020 edition of *The Leader* magazine.
- Banner in mobile app, excluding home splash page
- An invitation to the closed Board Reception at the 2020 Safety+ Symposium

**DIAMOND Level Sponsor – $10,000 TO $19,999**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a Diamond Level sponsor
- One complimentary banner ad in our electronic event e-blast
- One complimentary listing on the official event web page
- An event banner in the general session room highlighting your sponsorship
- One complimentary event registration
- One complimentary half page ad in the Autumn 2020 edition of *The Leader* magazine.

**PLATINUM Level Sponsor – $7,500 TO $9,999**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a Platinum Level sponsor
- One complimentary banner ad in our electronic event e-blasts

**GOLD Level Sponsor – $5,000 TO $7,499**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a Gold Level sponsor

**SILVER Level Sponsor – $2,500 TO $4,999**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a Silver Level sponsor

**BRONZE Level Sponsor – $1,000 TO 2,499**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a Bronze Level sponsor

**CONTRIBUTOR – $100 TO $999**
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report as a contributor

**SPONSORSHIP BENEFITS**

- Dedicated event signage
- Listed on the VPPPA website with a link to your company website
- Recognized in the Onsite Journal, Safety+ Mobile App, and VPPPA Annual Report
- Highlighted during the opening session
- First right of refusal on the same sponsorship opportunity the following year (Deadline: October 12, 2020)
2020 Safety+ Symposium
Sponsorship Information

PREMIER Level Sponsorships - $20,000 +

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 materials needed for the symposium. VPPPA will choose the type of bag to be distributed and will share a sample with the sponsor for approval.

+ Sponsor $20,000 (exclusive)

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

Safety+ Mobile App
The Safety+ Mobile App will be the main source for event communication. For more information, see page 8.

+ Sponsor $10,000 (exclusive)

Hand Sanitizers
The hand sanitizers are chosen by VPPPA. The item will include the VPPPA Safety+ 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 $15,000 (exclusive)

Customized Hotel Guest Room Key Card
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)

Onsite Journal
The Onsite Journal will be branded with the sponsor's logo on the front cover. The sponsorship also includes an ad on the Inside Front Cover. The Onsite Journal will be distributed to all attendees in the event tote bag. For more information on the Onsite Journal, see page 7.

+ Sponsor $10,000 (exclusive)

Water Bottles
Sponsors will get their 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)

Lanyards
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)

Event T-shirt
Sponsor will get their 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.

Exclusive sponsorship entitles company to a large logo centered at the top of the shirt. Partial sponsors are entitled to a smaller logo placed with a limited number of additional sponsor logos.

+ Sponsor $15,000 (exclusive)
+ Sponsor $2,500 (limited)
2020 Safety+ Symposium
Sponsorship Information

GOLD Level Sponsor – $5,000 TO $7,499

Relaxation Station
Featured in the expo hall, 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 within the expo hall. The attendee can then take this ticket to redeem a massage during the specified time. This sponsorship will not only enhance your presence at the event, but it is a great opportunity to generate extra traffic to your booth! Companies 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 will be at VPPPA’s sole discretion.

+ Sponsor $5,000 (each)

Registration Counter Kick Panel
Company logo or brand name will be prominently displayed in the high traffic registration area.

+ Sponsor $5,000 (each)

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 event space.

+ Sponsor $3,000 (each)

THE SKY IS THE LIMIT!

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

Other Tangible Sponsored Item Ideas

These items can range from $5,000 to $10,000, depending on production costs.

- Credit Card Holders
- Gum Packets
- First Aid Kits
- Eye Glasses Cleaner
- Folding Fan
- Lip Balm

THE SKY IS THE LIMIT!

Have an idea for a sponsorship item or experience you’d like us to help make a reality? Contact our Sponsorship Department at 703-761-6511 or email sponsorship@vpppa.org.
First Aid Kits
Lip Balm

BOOTH, SPONSORSHIP AND ADVERTISING OPTIONS NOW AVAILABLE!

VPPPA IS TURNING 35 and you definitely want a piece of this!

AUGUST 27–30, 2019 NEW ORLEANS, LA

Ernest N. Morial Convention Center
New Orleans, LA

Registration opens in February 2019
vpppa.org/symposium

#VPPPA2019