



## 2018 Industry Summit Sponsorship Opportunities

Capture the Attention of Your Target Market  
Reserve your sponsorship by July 27, 2018

### *Become a PTDA 2018 Industry Summit Sponsor*

Approximately 600 industry executives with decision-making authority will be attending the Industry Summit to expand their businesses. Capture the attention of the **78 percent of distributor participants at a director level or above** with an Industry Summit sponsorship.



**Customize your company's exposure** by selecting the events or programs that fit your message and your budget with one or more sponsorships. Please see the policies on page 6 for more information.

**Differentiate your company from the competition.** Take advantage of this unique event to earn *premium* exposure for your company—reserve your sponsorship by July 27, 2018, to capitalize on all the benefits of sponsorships.



And if that's not reason enough, a sponsorship shows your support for your Association and makes it possible to provide an educational program of the highest caliber, loaded with information important to your target market.

**Contact Karla Zander at [kzander@ptda.org](mailto:kzander@ptda.org) or +1.312.516.2100 to reserve your sponsorship or for more information.**

**All PTDA 2018 Industry Summit sponsorships will have recognition on:**

- Industry Summit Daily Email (in section specific to your event)
- PTDA website
- Signage with logo in the PTDA Registration Area
- Member communications (*Transmissions*® and/or *Spotlight*)

**Hotel Room Keycards**  
**\$12,000 Exclusive**  
*Exposure to approximately 600 Industry Summit participants.*

Additional Benefits:

- Your company name and logo on hotel room keycards
- Verbal recognition during the Annual Business Meeting
- Your logo and company name in the multi-media presentation at the Annual Business Meeting



**NEW Meeting Wi-Fi**  
**\$10,000 Exclusive**  
*Exposure to approximately 600 Industry Summit participants.*

Additional Benefits:

- Splash screen with your company name and logo on login page
- You choose the login password (could be your company name!) participants will need to use to login on a daily basis
- WiFi password will be provided on the pocket program distributed to all participants at registration
- Your logo and company name on signage at registration desk
- Verbal recognition during the Annual Business Meeting
- Your logo and company name in the multi-media presentation at the Annual Business Meeting

**Mobile Meeting App**  
**\$3,000 Exclusive**  
*Exposure to approximately 600 Industry Summit participants.*

Additional Benefits:

- Your company name and logo on mobile meeting app
- Your logo and company name on signage at registration desk

**Mobile Device Charging Station**  
**\$3,000 Exclusive**  
*Exposure to approximately 600 Industry Summit participants.*

Additional Benefits:

- Your company name and logo on four sides of the charging station
- Your logo and company name on signage at registration desk

**NEW Pocket Program**  
**\$2,500 Exclusive**  
*Exposure to approximately 600 Industry Summit participants.*

SOLD

**NEW First Timer Event Flash Drive**  
**\$2,000 Exclusive**  
*Exposure to approximately 100 Industry Summit participants.*

Thursday, October 18 6:00 to 7:00 p.m.

*This exclusive Industry Summit giveaway includes a PTDA presentation loaded on the flash drive and handed to each attendee at the First Timer Event.*

Additional Benefits:

- Verbal recognition during the event
- Your logo on the flash drive given to each first time attendee at the event
- Your logo and company name on signage at the event
- Opportunity to attend the event (even if you're not a first timer)

**Welcome Reception**  
**\$1,500 (Limited to 5 Sponsors) 2 SOLD**  
*Exposure to approximately 600 Industry Summit participants.*

Thursday, October 18 6:00 to 8:00 p.m.

Additional Benefits:

- Your company name and logo on signage at the reception
- Verbal recognition during the Annual Business Meeting
- Your company name and logo in the multi-media presentation at the Annual Business Meeting

**Closing Event**  
**\$1,500 (Limited to 5 Sponsors)**  
*Exposure to approximately 600 Industry Summit participants.*

Saturday, October 20 7:00 to 10:00 p.m.

Additional Benefits:

- Your company name and logo on signage at the event
- Verbal recognition during the Closing Keynote
- Your logo and company name in the multi-media presentation at the Closing Keynote

**Opening Keynote – Jay Samit**  
**\$1,500 (Limited to 5 Sponsors)**  
**or \$10,000 (Exclusive)**  
*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 9:00 to 10:00 a.m.

Additional Benefits:

- Your company name and logo on signage at the Opening Keynote
- Verbal recognition prior to presentation
- Your logo and company name in the multi-media presentation

If you sign on as the exclusive sponsor (for \$10,000), along with the additional benefits above, a representative from your company will have the opportunity to present Jay Samit's scripted introduction.

**Closing Keynote – Alan Beaulieu**  
**\$1,500 (Limited to 5 Sponsors)**  
**or \$10,000 (Exclusive) 1 SOLD**  
*Exposure to approximately 600 Industry Summit participants.*

Saturday, October 20 1:15 to 2:30 p.m.

Additional Benefits:

- Your company name and logo on signage at the Closing Keynote
- Verbal recognition prior to the Closing Keynote
- Your logo and company name in the multi-media presentation at the Closing Keynote

If you sign on as the exclusive sponsor (for \$10,000), along with the additional benefits above, a representative from your company will have the opportunity to present Alan Beaulieu's scripted introduction.

**Industry Summit Daily Emails**  
**\$1,250 (Limited to 4 Sponsors, one/day)**  
*Exposure to approximately 600 Industry Summit participants.*

*Daily Email providing up to the minute information on each day's activities and upcoming events sent to each attendee at the Industry Summit*

Additional Benefits:

- Your logo and company name at the top of one of the daily emails sent to Industry Summit delegates Wednesday through Saturday; day choice first-come, first-serve

**Welcome Breakfast**  
**\$1,250 (Limited to 5 Sponsors) 1 SOLD**  
*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 7:00 to 8:00 a.m.

Additional Benefits:

- Verbal recognition during the Annual Business Meeting
- Your logo and company name on the multi-media presentation at the breakfast
- Your logo and company name on signage during the breakfast

**Keynote Speaker – Chad Hymas**  
**\$1,000 (Limited to 5 Sponsors)**  
**or \$6,000 (Exclusive) 1 SOLD**

*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 10:30 – 11:30 a.m.  
1:00 – 2:00 p.m.

**Additional Benefits:**

- Your logo and company name on signage at the event.
- Verbal recognition prior to presentation.
- Your logo and company name on the multi-media presentation

If you sign on as the exclusive sponsor (for \$6,000), along with the additional benefits above, you or a representative from your company will have the opportunity to present Chad Hymas' scripted introduction at both sessions.

**Keynote Speaker – Kevin Ashton**  
**\$1,000 (Limited to 5 Sponsors)**  
**or \$6,000 (Exclusive)**

*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 10:30 – 11:30 a.m.  
1:00 – 2:00 p.m.

**Additional Benefits:**

- Your logo and company name on signage at the event.
- Verbal recognition prior to presentation.
- Your logo and company name on the multi-media presentation

If you sign on as the exclusive sponsor (for \$6,000), along with the additional benefits above, you or a representative from your company will have the opportunity to present Kevin Ashton's scripted introduction at both sessions.

**Friday Networking Lunch**  
**\$1,000 (Limited to 5 Sponsors) 1 SOLD**

*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 11:30 a.m. to 1:00 p.m.

**Additional Benefits:**

- Your logo and company name on signage at the lunch

**Next Generation After Party**  
**\$500 (Limited to 10 Sponsors) 1 SOLD**

*Exposure to approximately 100 Industry Summit participants.*

Thursday, October 18 8:30 to 10:30 p.m.

**Additional Benefits:**

- Your logo and company name on signage at the event
- Opportunity to attend the event (even if you're not a Next Gen)

**First Timer Event**  
**\$500 (Limited to 10 Sponsors) 2 SOLD**

*Exposure to approximately 100 Industry Summit participants.*

Thursday, October 18 6:00 to 7:00 p.m.

**Additional Benefits:**

- Verbal recognition during the event
- Your logo and company name on signage at the event
- Opportunity to attend the event (even if you're not a first timer)

**NEW Women in the Industry Happy Hour**  
**\$250 (Limited to 5 Sponsors) 1 SOLD**

*Exposure to approximately 50 Industry Summit participants.*

Thursday, October 18 4:00 to 5:00 p.m.

**Additional Benefits:**

- Your logo and company name on signage at the event
- Opportunity to attend the event (even if you're not a Woman in the Industry)

**Friday Morning Networking Break**  
**\$250 (Limited to 10 Sponsors)**

*Exposure to approximately 600 Industry Summit participants.*

Friday, October 19 10:00 to 10:30 a.m.

**Additional Benefits:**

- Your logo and company name on signage in the break area

**MD-IDEX Coffee Break**  
**\$250 (Limited to 10 Sponsors) 1 SOLD**

*Exposure to approximately 600 Industry Summit participants.*

Saturday, October 20 8:00 a.m. to 12:30 p.m.

**Additional Benefits:**

- Your logo and company name on signage in the break area

# PTDA Foundation Golf Outing Sponsorships



**Thursday, October 18**  
**8:00 a.m. – 2:00 p.m.**

**Sponsorships and proceeds will go directly to the PTDA Foundation.** *The PTDA Foundation is a not-for-profit, tax-exempt 501(c)3 corporation whose operations are funded entirely by tax-deductible contributions from industry participants and program revenues. PTDA Foundation Golf Outing sponsorships may be tax deductible to the full amount allowed by the law.* **Note: Giveaways cannot be distributed on the course or on the hotel property and sponsors will not be allowed to staff the hole.**

<b>Hole-in-One Contest</b> <b>\$1,500 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the tee</li></ul>

<b>Closest to the Pin Contest</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the tee</li></ul>

<b>Longest Drive Contest</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the tee</li></ul>

<b>Longest Putt Contest</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the tee</li></ul>

<b>Beverage Service/Cart</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the beverage station or beverage cart</li></ul>

<b>Players' Carts</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage on players' carts</li></ul>

<b>Score Cards</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Logo on the score cards</li></ul>

<b>Breakfast at the Course</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the Breakfast</li></ul>

<b>Lunch at the Course</b> <b>\$1,000 Exclusive</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the Lunch</li></ul>

<b>Hole Only</b> <b>(2 sponsors/hole)</b> <b>\$500 (Limited to 28 Sponsors)</b> <i>Exposure to approximately 100 Industry Summit Golfers.</i>
Additional Benefits: <ul style="list-style-type: none"><li>▪ Signage at the tee</li></ul> <p><i>Exclusive sponsorship of a hole is available by purchasing two hole sponsorships</i></p>

# ***PTDA/PTDA Foundation Sponsorship and Entertainment Policies***

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## **PTDA Distributor, Manufacturer and Associate Member Sponsorship Policies**

The following policies govern sponsorship during PTDA and PTDA Foundation events. The following applies to all PTDA Distributor, Manufacturer and Associate Members:

- All current PTDA Distributor, Manufacturer and Associate Members will be presented with a program of sponsorship opportunities by April 16, 2018.
- Privileges and benefits of sponsorship (including recognition) as well as sponsorship fees will be outlined in the event's sponsorship program. To fully participate in the privileges and benefits, a deadline is set in advance by the PTDA Board of Directors. For the PTDA 2018 Industry Summit, the deadline is July 27, 2018. While sponsorships may still be secured once the deadline has passed, there may be privileges and benefits that are no longer included.
- A company may be the exclusive sponsor of an event by (1) securing the sponsorship by paying the Exclusive Sponsorship fee (if one is listed in the package) or by (2) purchasing all of the partial sponsorship opportunities available for that event (e.g., if the sponsorship is offered as \$250 with a limit of 5 sponsors, one company can secure an exclusive sponsorship by purchasing all 5 slots for \$1,250).
- Sponsorships will be reserved on a first-come, first-served basis beginning April 16, 2018. **Sponsorships will be considered "sold" when payment has been received and the commitment agreement has been signed.** PTDA cannot guarantee sponsorship selection until payment has been made. A list of comparable alternatives will be provided should a company's first choice no longer be available.
- Sponsors may purchase an unlimited number of sponsorships. However, a purchase by one company of more than one partial sponsorship slot for an event (excluding an exclusive sponsorship) must wait until after July 27, 2018, to be confirmed for any additional partial slots. For example, Company A wishes to purchase two of the five sponsorships for the Keynote speaker. The first sponsorship slot for Company A will be confirmed upon receipt of payment. The second sponsorship slot for Company A for the Keynote speaker will not be confirmed until after July 27, 2018.
- Only those sponsorship privileges stated in the event's sponsorship program are authorized—other promotions, such as distribution of collateral materials at a sponsored event or sponsor-provided signage, are not allowed.
- A \$1,000 room drop surcharge to PTDA, in addition to hotel charges, will apply to companies wishing to ask the hotel for a room drop. Only sponsors are allowed to take advantage of a room drop opportunity.
- Unless otherwise specified in the description of the sponsorship, sponsorship does not include a speaking opportunity or distribution of material from the sponsor.
- Should a sponsorship include a giveaway or product, items must be approved by PTDA. Literature is not considered a giveaway or product and therefore is not allowed. Cost of production and shipping of items to PTDA are the responsibility of the sponsor and are in addition to the sponsorship fee.
- Sponsorship fees are non-refundable after July 27, 2018.

PTDA reserves the right to:

- Deny sponsorship opportunities to a vendor or business (including members) of any PTDA event or activity that is contrary to the Association's mission and purposes or that competes with a product or service of the Association.
- Decline or remove any material that it deems to be defamatory, infringes on another's personal and property rights, or violates antitrust laws or other laws.
- Alter or substitute privileges and benefits of sponsorship as may be needed due to programmatic changes.

## **PTDA Entertainment Policy**

Hosting organized group business meetings or luncheons, hospitality suites, private events or other social events (either on-site or off-site) are not permitted during officially-scheduled PTDA or PTDA Foundation functions. See schedule of events for officially-scheduled functions.

No PTDA or PTDA Foundation functions have been scheduled during the evening of October 19 to allow for private events. On October 19, private on-site events may be held after 4:00 p.m. local time; transportation to off-site events may begin after 7:00 p.m. For information about available space at the host hotel on Friday evening and for food and beverage options, please contact Karla Zander at [kzander@ptda.org](mailto:kzander@ptda.org).



**PTDA 2018 Industry Summit**  
 October 17-20, 2018 ▪ Colorado Springs, Colo.  
**Sponsorship Application**



**Company Name** \_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Contact E-mail** \_\_\_\_\_

**Contact Phone Number** \_\_\_\_\_

Please indicate which sponsorship you are requesting. **There is no limit to the number of sponsorships each PTDA member may reserve.** If the sponsorship you request is no longer available, you will be contacted by PTDA's staff regarding alternate choices.

- |  |  |
|--|--|
| <input type="checkbox"/> Hotel Room Keycards (\$12,000)  | <input type="checkbox"/> Industry Summit Daily Emails (\$1,250)                              |
| <input type="checkbox"/> Meeting Wi-Fi (\$10,000)  | <input type="checkbox"/> Welcome Breakfast (\$1,250) <b>1 SOLD</b>                           |
| <input type="checkbox"/> Mobile Meeting App (\$3,000)  | <input type="checkbox"/> Keynote: Chad Hymas (\$1,000 or \$6,000 exclusive)<br><b>1 SOLD</b> |
| <input type="checkbox"/> Mobile Device Charging Station (\$3,000)  | <input type="checkbox"/> Keynote: Kevin Ashton (\$1,000 or \$6,000 exclusive)                |
| <input type="checkbox"/> <del>Pocket Program (\$2,500)</del>   | <input type="checkbox"/> Friday Networking Lunch (\$1,000) <b>1 SOLD</b>                     |
| <input type="checkbox"/> First Timer Event Flash Drive (\$2,000)   | <input type="checkbox"/> Next Generation After Party (\$500) <b>1 SOLD</b>                   |
| <input type="checkbox"/> Welcome Reception (\$1,500) <b>2 SOLD</b>                                       | <input type="checkbox"/> First Timer Event (\$500) <b>2 SOLD</b>                             |
| <input type="checkbox"/> Closing Event (\$1,500)   | <input type="checkbox"/> Women in the Industry Happy Hour (\$250) <b>1 SOLD</b>              |
| <input type="checkbox"/> Opening Keynote: Jay Samit (\$1,500 or \$10,000 exclusive)                      | <input type="checkbox"/> Friday Morning Networking Break (\$250)                             |
| <input type="checkbox"/> Closing Keynote: Alan Beaulieu (\$1,500 or \$10,000 exclusive)<br><b>1 SOLD</b> | <input type="checkbox"/> MD-IDEX Coffee Break (\$250) <b>1 SOLD</b>                          |

**Golf Sponsorships**

- |   |   |
|---|---|
| <input type="checkbox"/> Hole-in-One Contest (\$1,500)        | <input type="checkbox"/> Players' Carts (\$1,000)               |
| <input type="checkbox"/> Closest to the Pin Contest (\$1,000) | <input type="checkbox"/> Score Cards (\$1,000)                  |
| <input type="checkbox"/> Longest Drive Contest (\$1,000)      | <input type="checkbox"/> Breakfast at Course (\$1,000)          |
| <input type="checkbox"/> Longest Putt Contest (\$1,000)       | <input type="checkbox"/> Lunch at Course (\$1,000)              |
| <input type="checkbox"/> Beverage Service/Cart (\$1,000)      | <input type="checkbox"/> Hole Only (\$500 or \$1,000 exclusive) |

**Commitment Agreement:** I have read the PTDA Distributor, Manufacturer and Associate Member Sponsorship Policies and the PTDA Entertainment Policy. I understand sponsorships are awarded on a first-come, first-served basis **based on the receipt of full payment** of the sponsorship fee and that sponsorships are non-refundable after July 29, 2018.

**Signature** \_\_\_\_\_

**Date** \_\_\_\_\_

Your sponsorship is considered unsold until signed application and payment is received by PTDA. Upon receipt of application and payment in full, you will receive an e-mail confirming your sponsorship.

**Payment information**

- I have enclosed a check for US\$ \_\_\_\_\_
- Please charge US\$ \_\_\_\_\_ to my  VISA  MasterCard  American Express

**Card No.** \_\_\_\_\_

**CSC** \_\_\_\_\_

**Exp. Date** \_\_\_\_\_

**Cardholder Name** \_\_\_\_\_

**Cardholder Address** \_\_\_\_\_

**Cardholder Signature** \_\_\_\_\_

Please return a copy of this form with payment as soon as possible but before **July 29, 2018** to [ptda@ptda.org](mailto:ptda@ptda.org) or mail to **PTDA, 230 W Monroe St, Ste 1410, Chicago, IL 60606-4703** or fax +1.312.516.2101. *Questions? Contact Karla Zander at [kzander@ptda.org](mailto:kzander@ptda.org) or +1.312.516.2100*