

A large, stylized green leaf graphic is positioned on the left side of the slide, partially overlapping the text area. It is a solid green color with a smooth, curved edge.

**PMA & CGT Sponsorship & Advertising Opportunities**  
**Fresh Summit**  
July, 2019



# **PMA Sponsorship Opportunities**

July, 2019

## Benefits for All Sponsorships

- Listing in the Fresh Summit Directory by **SPONSORSHIP LEVEL** for those sponsors confirmed by August 10, 2019
- Listing on the Fresh Summit Mobile Event App by **SPONSORSHIP LEVEL**
- Listing on the Fresh Summit website by **SPONSORSHIP LEVEL**
- Access to select hospitality suite(s) and room block from available hotels based upon **SPONSOR HOUSING POLICY**
- Company logo displayed on the sponsor logo sign in the convention center for those sponsors confirmed by August 18, 2019

## Additional Benefits by Sponsor Level

- **Platinum level** sponsors (\$20,000+) receive
  - Company logo featured on the PMA event website
  - Acknowledgment during a Fresh Summit General Session with company logo featured in the sponsor recognition from the stage
  - Two Tickets to the VIP Reception
- **Gold level** sponsors (\$10,000-19,999) receive
  - Company logo featured on the PMA event website
  - Acknowledgment during a Fresh Summit General Session with company logo featured in the sponsor recognition from the stage
  - Two Tickets to the VIP Reception
- **Silver level** sponsors (\$5,000-9,999) receive
  - Company name featured on the PMA event website
- **Bronze level** sponsors (\$3,800-4,999) receive
  - Company name featured on the PMA event website

# Fresh Summit Sponsorship

## Exhibitor Gift Drop Sponsor

October 17-19, 2019

Limited Co-Sponsorships: **\$10,000 (US\$)** each

Benefits include:

- Recognition of company logo to be featured on an item distributed to the booths of 100 exhibitors of your choice
  - May not contain advertising message or call to action
  - Item to be decided on by sponsor and PMA staff; examples: Expo Survival Kit, First Aid Kit, Energy Kit, Mocktail Kit, etc.
- Two tickets to the VIP Reception

*Current Sponsor: Smurfit Kappa*



## Experience Extension Charging Pod

Two (2) Exclusive sponsorships: **\$5,000** (US\$)

Benefits include:

- Company logo, with PMA/Center for Growing Talent branding featured on:
  - Signage near charging pod
- Opportunity to provide a paperless promotional item for the pod
  - Sponsor is responsible for stocking and restocking products as needed
  - Products are subject to PMA approval

\*This opportunity is only available for 2019 Fresh Summit exhibiting companies

# Fresh Summit Sponsorship

October 17-19, 2019

## Signature Cocktail at Hilton Lobby Bar

One (1) of Two (2) Co-sponsorships: **\$8,000** (US\$) each (plus product, if applicable)

Benefits include:

- Product to be incorporated into a signature cocktail(s) on Thursday, Friday, and Saturday from 5pm-10pm
  - Sponsor is responsible for working with Hilton catering for all recipe planning and logistics
  - Sponsor is responsible for all costs associated with catering and/or corkage fees
- Company logo, with PMA/Center for Growing Talent branding, featured on signage in the bar
- Company logo, with PMA/Center for Growing Talent branding, featured on napkins given out with the cocktail(s) in the bar

*Current sponsor: Windset Farms*



# Fresh Summit Sponsorship Promo in the Bag\*

October 17-19, 2019

*What's in the bag? You tell us with this limited opportunity.*

Limited Co-Sponsorships: **\$10,000 (US\$)**

Benefits include:

- Opportunity to provide packaged edible non refrigerated product that will be in the Attendee Bags
  - Products are subject to PMA approval
- Two tickets to the VIP Reception

\* maximum two tickets per sponsoring companies

\*This sponsorship is only available for sale to 2019 Fresh Summit exhibiting companies



*Current Sponsor: Trinity Fruit Company, Inc.*





# Fresh Summit Sponsorship

## Floral Networking Reception\*

October 18, 2019

Three (3) of Eight (8) Co-sponsorships: **\$6,500 (US\$)** each (plus product, if applicable)

Benefits include:

- Incorporating your product into the decor, if possible, in coordination with the other sponsors, in a manner that provides fair visibility to all sponsors
- Company logo, with PMA/Center for Growing Talent branding, featured on:
  - Signage at the entrance
  - Invitations to the reception
  - Cocktail Napkins at the event
- Opportunity to distribute a paperless promotional item at this event
- Opportunity to bring one (1) standard sized pop-up banner to be placed in the room
- Opportunity to provide centerpieces for VIP Reception
- Access to the post event reception attendee list
- Three (3) tickets to the Floral VIP Reception
- \*Note: PMA cannot guarantee exclusivity to any one (1) sponsor for a specific business category. For questions, please contact George Szczepanski at [georges@pma.com](mailto:georges@pma.com).

**Current Sponsors:** *The Elite Flower, Natural Flowers, Passion Growers, PPC Flexible Packaging, Queen's Bouquet Network*



# Fresh Summit Sponsorship Honor Roll

October 17-19, 2019

Unlimited Co-sponsorships: **\$6,500 (US\$)** each

Benefits include:

- Company logo, with PMA/Center for Growing Talent branding, feature on one (1) sign in a highly visible area





# **PMA Advertising Opportunities**

July, 2019

## Fresh Summit Online Floor Plan Banner Ad

Six (6) of Nine (9) Opportunities: **\$2,500 (US\$)** each

- Ad will appear at the bottom of the floor plan page linked on Freshsummit.com
- Ad will rotate with a maximum of two (2) other advertisers
- Technical specifications:
  - Static images only - .jpg, .gif, png
  - 72 dpi
  - 205W pixels x 60H pixels.
  - Maximum file size = 50 kb
  - Subject to PMA approval



# Fresh Summit Advertising

## Freshsummit.com Ad

*June 1 – November 30, 2019*

Three (3) of Nine (9) Opportunities: **\$2,500** (US\$) each

Benefits include:

- Ad will appear 10% of the time on the only ad position on every FreshSummit.com webpage
- Ad will rotate with a maximum of nine (9) other advertisers
- Advertiser will receive a detailed report at the end of the ad run
- Technical specifications
  - Static images only - .jpg, .gif, png
  - 72 dpi
  - 300 pixels x 250 pixels
  - Maximum file size = 50 kb
  - Subject to PMA approval



# Fresh Summit Advertising Logo on Online Floor Plan

June 1 – December 31, 2019

One of Limited opportunity only for island booths 20 x 20 or larger: **\$1,000 (US \$)** each

- Logo will appear centered on booth location online
- Guaranteed to be visible on Floor Plan until December 31, 2019
- Logo will appear on online floor plan on Freshsummit.com, Fresh Summit Mobile App
- Technical Specification:
  - Minimum 300 dpi or at least 300 pixels wide
  - JPG, PNG, or GIF
- Subject to PMA approval



# Fresh Summit Advertising Media Wall Ad

October 17-19, 2019

Unlimited Opportunities: **\$2,800 (US\$)** each

- Your graphic will rotate the two (2) large Media Wall units
- Will appear for 10 seconds a minimum of once every hour
- Technical specifications
- Static images only - .PNG, .JPEG (save at maximum quality), EPS
- 1920 pixels wide x 1080 pixels high
- Subject to PMA approval



# Fresh Summit Advertising PMA TV Commercial

October 17-19, 2019

Unlimited Opportunities 30 Second Commercial: **\$5,800 (US\$)** each  
-OR-

Unlimited Opportunities 60 Second Commercial: **\$11,000 (US\$)** each

The PMA TV commercial offers advertisers an opportunity to tell their story to Fresh Summit attendees on all three days of Fresh Summit. Advertisers may choose to run a 30 second commercial or a 60 second commercial. Your commercial will run on a continuous loop daily.

Benefits include:

- Production costs
- Commercials will rotate in the two (2) large Media Wall units
  - Thursday, October 17, 2019 8:00 a.m. – 5:00 p.m.
  - Friday, October 18, 2019 8:00 a.m. – 5:00 p.m.
  - Saturday, October 19, 2019 8:00 a.m. – 5:00 p.m.

\* Locations of the media walls will depend on each convention center and can change accordingly.





# Fresh Summit Advertising Video & Advertising Package

October 17-19, 2019

Three (3) of (5) Opportunities: **\$6,000 (US\$)** each

- You will be interviewed in your booth or on show floor for 30-45 minutes by PMA staff
- You will receive all raw footage of the interview to use at your discretion
- Your company will be featured in the 2020 Fresh Summit Promo Video
- Photos of your booth will be taken and promoted with your booth number at least once on each of PMA's four (4) social channels:
  - Facebook, LinkedIn, Twitter and Instagram
  - Photos can be accompanied by any official handles and hashtags pertaining to your company
  - Images posted will be optimized for time during event hours based on highest engagement rates for each social platform
  - Photos will be promoted on the Fresh Summit Media Wall

\*PMA reserves the right to use the raw footage for promotional purposes



# Windowshade Web Advertisement

One (1) Opportunities: **\$6,000** (US\$) each

Benefits include:

- Ad will appear at the top of [FreshSummit.com](http://FreshSummit.com), featuring small logo and 140 characters of plain text
- Advertiser will receive a detailed report at the end of the ad run
- Technical specifications
  - 140 Characters of plain text, including spaces
  - Logo
    - Static images only - .jpg, .gif, .png
    - 72 dpi
    - Maximum file size = 50 kb
    - Subject to PMA approval
    - Image will be resized to a height of 45 pixels

\*PMA reserves the right to use the ad space to communicate with attendees in the event of an emergency. In that event, the advertiser would be refunded for the time that the ad was not active





**CGT 5K Race for Talent: Fresh Summit  
Sponsorship Opportunities**

July, 2019

# Center for Growing Talent Sponsorship

## Champion Sponsor with Food Truck\*

October 18, 2019

Exclusive Sponsorship: **\$10,000 (US\$)** each  
(tax-deductible amount = \$9,600, value of goods & services = \$400)

Benefits include:

- Ten (10) complimentary race registrations for the event
  - Registration form provided by the Center for Growing Talent
  - Registrations must be returned by September 14 to the Center for Growing Talent
    - If you would like to decline benefit please notify the Center for Growing Talent by email at [mhoffman@pmafoundation.com](mailto:mhoffman@pmafoundation.com)
- Recognition of company logo as one of the Champion Sponsors to be featured on the finish line banner at the event, PMA and Center for Growing Talent websites, event sponsor signage, and on the back of the race t-shirt distributed to race registrants
- Opportunity for your company to provide product post-race served from food truck parked at specified location. Food truck would need to arrive to venue at 5:30 am and cannot depart until 8:45 am.
- Opportunity to provide a take-home item in the race gift bag distributed to race registrants
  - May not include advertising message or call to action
  - Item provided by Sponsor to be approved by and delivered to the Center for Growing Talent by September 14
- Recognition of company name in the Fresh Summit Show Directory distributed to attendees

\*Pricing and availability may change based on location



# Center for Growing Talent Sponsorship Champion Sponsor

October 18, 2019

Two of Eight (8) Co-sponsorships: **\$8,000 (US\$)** each  
(tax-deductible amount = \$8,000, value of goods & services = \$350)

Benefits include:

- Ten (10) complimentary race registrations for the event
  - Registration form provided by the Center for Growing Talent
  - Registrations must be returned by September 14 to the Center for Growing Talent
    - If you would like to decline benefit please notify the Center for Growing Talent by email at [mhoffman@centerforgrowingtalent.org](mailto:mhoffman@centerforgrowingtalent.org)
- Recognition of company logo (full-color) to be featured on the finish line banner at the event
- Opportunity to provide a take-home item in the race gift bag distributed to race registrants
  - May not include advertising message or call to action
  - Item provided by Sponsor(s) to be approved by and delivered to the Center for Growing Talent by September 14
- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

*Current Sponsors: Georgia-Pacific Corrugated, Giumarra Companies, Grimmway Farms/Cal-Organic Farms, Potandon Produce, LLC, Sunkist Growers, Inc., Taylor Farms,*



# Center for Growing Talent Sponsorship

October 18, 2019

## Support Sponsor

Unlimited Co-sponsorships: **\$1,000 (US\$)** each  
*(tax-deductible amount = \$1,000)*

Benefits include:

- Recognition of company name to be displayed on the back of the race t-shirt distributed to race registrants

*Current Sponsors: Alsum Farms & Produce, Ben B. Schwartz and Sons, Inc., Duda Farm Fresh Foods, Inc., Fresh Express Inc., Southern Specialties*

